

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 1
Q1. Gender
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|-----------|----------|------------|-------------|-----------|-----------|-----------|----------------|-----------|-----------|---------|-----------|-----------|-----------|-------------|---------|-------------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Male | 1072 | 1072 | - | 60 | 102 | 179 | 162 | 192 | 158 | 117 | 103 | 161 | 111 | 290 | 354 | 378 | 67 | 330 | 266 | 233 | 240 | 596 | 474 |
| | 50%CS | 100%AC | - | 42% | 47%km | 52% | 50% | 56%aDj LMpQ | 51% | 46% | 47% | 45% | 44% | 49% | 53%dlm q | 48% | 56%ASU | 44% | 54%Su | 46% | 50% | 50% | 50% |
| Female | 1071 | - | 1071 | 78 | 111 | 163 | 159 | 153 | 154 | 138 | 114 | 190 | 135 | 298 | 312 | 406 | 87 | 249 | 341 | 201 | 281 | 589 | 481 |
| | 50%BhR | - | 100%AB | 56%h | 52% | 47% | 50% | 44% | 49% | 54%h | 53% | 53%h | 54%ho | 50% | 47% | 52%h | 55%h | 42% | 56%ART | 46% | 54%aRt | 49% | 50% |
| Prefer to use my own term | 6 | - | - | 2 | 1 | 2 | - | 1 | - | - | - | 3 | 2 | 4 | 1 | - | 2 | 5 | 1 | - | - | 6 | - |
| | * | - | - | 1%agio P | * | 1%p | - | * | - | - | - | 1%p | 1%ep | 1%p | * | - | 1%agio P | 1%Au | * | - | - | 1%w | - |
| Prefer not to say | 3 | - | - | 1 | 2 | - | - | - | - | - | - | 3 | 2 | 2 | - | - | 1 | 3 | - | - | - | 3 | - |
| | * | - | - | 1%op | 1%AoP | - | - | - | - | - | - | 1%Aop | 1%aop | * | - | - | 1%op | 1%a | - | - | - | * | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

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Absolutes/col percents

Table 2
Q1. Gender
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|---------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Male | 1072 | 83 | 49 | 117 | 76 | 103 | 68 | 56 | 98 | 146 | 148 | 92 | 35 | 897 | 937 | 25 | 55 | 30 | 11 | 121 | 118 | 154 | 804 | 84 | 243 |
| | 50%Y | 48% | 57% | 49% | 44% | 53% | 45% | 52% | 51% | 52% | 49% | 48% | 55% | 50% | 49% | 52% | 54% | 65%ao | 42% | 54% | 48% | 46% | 52%aY | 48% | 45% |
| Female | 1071 | 89 | 37 | 120 | 97 | 90 | 83 | 50 | 95 | 128 | 151 | 102 | 29 | 902 | 957 | 23 | 47 | 16 | 15 | 101 | 125 | 182 | 751 | 92 | 298 |
| | 50%nw | 52% | 43% | 51% | 56%j | 47% | 55% | 47% | 49% | 46% | 50% | 52% | 45% | 50% | 50%r | 48% | 46% | 35% | 55% | 45% | 51% | 54% | 48% | 52% | 55%AW |
| Prefer to use my own term | 6 | - | - | - | - | - | - | 1 | - | 3 | 2 | - | - | 5 | 5 | - | - | - | 1 | 1 | 2 | 1 | 4 | - | 2 |
| | * | - | - | - | - | - | - | 1% | - | 1%an | 1% | - | - | * | * | - | - | - | 2% | * | 1% | * | * | - | * |
| Prefer not to say | 3 | - | - | - | - | - | - | - | 1 | 2 | - | - | - | 3 | 1 | - | - | - | - | - | - | - | 2 | - | - |
| | *O | - | - | - | - | - | - | - | 1% | 1%an | - | - | - | * | * | - | - | - | - | - | - | * | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 3
Q1. Gender
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Male | 1072 | 745 | 180 | 106 | 60 | 10 | 317 | 122 | 284 | 272 | 56 | 124 | 203 | 227 | 163 | 99 | 39 | 30 | 26 | 16 | 16 | 3 | 19 |
| | 50%L | 50% | 50% | 48% | 45% | 65% | 49% | 48% | 49% | 49% | 50% | 42% | 49% | 55%aL | 49% | 58%aL | 47% | 48% | 69%akLm oqr | 61% | 56% | 20% | 59%l |
| Female | 1071 | 739 | 181 | 114 | 74 | 5 | 327 | 134 | 294 | 278 | 55 | 174 | 210 | 185 | 173 | 72 | 43 | 31 | 12 | 10 | 12 | 12 | 13 |
| | 50%mps | 50% | 50% | 52% | 55% | 35% | 51% | 52% | 51% | 50% | 50%ss | 58%ANPS | 50%ss | 45% | 51%ss | 42% | 53%ss | 49% | 31% | 39% | 44% | 80% | 41% |
| Prefer to use my own term | 6 | 4 | 1 | - | - | - | 2 | 1 | 2 | 1 | - | 1 | 1 | 2 | - | - | - | 1 | - | - | - | - | - |
| | * | * | * | - | - | - | * | * | * | * | - | * | * | 1% | - | - | - | 2%o | - | - | - | - | - |
| Prefer not to say | 3 | 2 | 1 | 1 | - | - | 1 | - | 1 | 1 | - | - | 2 | - | - | - | - | 1 | - | - | - | - | - |
| | * | * | * | * | - | - | * | - | * | * | - | - | * | - | - | - | - | 2%Aino | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 4
Q1. Gender
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Male | 1072 | 996 | 76 | 783 | 289 | 784 | 288 | 1028 | 43 | 1028 | 44 |
| | 50%EG | 50% | 45% | 54%AE | 41% | 53%AG | 42% | 50% | 44% | 50% | 44% |
| Female | 1071 | 981 | 90 | 650 | 421 | 677 | 394 | 1016 | 55 | 1015 | 56 |
| | 50%DF | 49% | 54% | 45% | 50%AD | 46% | 58%AF | 49% | 56% | 49% | 56% |
| Prefer to use my own term | 6 | 5 | 1 | 4 | 2 | 4 | 2 | 6 | - | 6 | - |
| | * | * | 1% | * | * | * | * | * | - | * | - |
| Prefer not to say | 3 | 3 | - | 3 | - | 3 | - | 3 | - | 3 | - |
| | * | * | - | * | - | * | - | * | - | * | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 5
Q2. Age
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|-----------------|-------------------------------|----------|------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|------------------------|-------------------------|--------------------------|-----------|--------------------------|--------------------------|---------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| 13-17 | 141 | 60 | 78 | 141 | - | - | - | - | - | - | - | 141 | 34 | 34 | - | - | 141 | 65 | 34 | 15 | 26 | 100 | 41 |
| | 7%EF 7%FGH 7%JKOPT W | 6% | 7% | 100%AEFG HIJKLMNO PQ | - | - | - | - | - | - | - | 40%AEF GHJKM NOP | 14%AEFG HIJKNOP | 6%EF FGH IJKOP | - | - | 90%AEF GHJKL MNOP | 11%ASTU | 6% | 4% | 5% | 8%AW | 4% |
| 18-24 | 216 | 102 | 111 | - | 216 | - | - | - | - | - | - | 216 | 216 | 216 | - | - | 15 | 58 | 79 | 41 | 38 | 137 | 79 |
| | 10%DFGH IJKOPuw | 9% | 10% | - | 100%ADFG HIJKLMNO PQ | - | - | - | - | - | - | 60%ADF GHJKN OPQ | 86%ADF GHJKL NOPQ | 36%ADFG HIJKOPQ | - | - | 10%DFG HIJKOP | 10% | 13%AU | 9% | 7% | 11%aw | 8% |
| 25-34 | 344 | 179 | 163 | - | - | 344 | - | - | - | - | - | - | - | 344 | - | - | 88 | 97 | 90 | 69 | 185 | 159 | |
| | 16%DEG HIJKLM OPQu | 17% | 15% | - | - | 100%ADEG HIJKLMNO PQ | - | - | - | - | - | - | - | 58%ADEG HIJKLMO PQ | - | - | 15% | 16% | 21%ArU | 13% | 15% | 17% | |
| 35-44 | 321 | 162 | 159 | - | - | - | 321 | - | - | - | - | - | - | - | - | - | 71 | 95 | 74 | 80 | 166 | 154 | |
| | 15%DEF HIJKLM NPQr | 15% | 15% | - | - | - | 100%AEFG HIJKLMNO PQ | - | - | - | - | - | - | - | - | - | 48%AEF HIJKLMN PQ | 12% | 16% | 17%r | 15% | 14% | 16% |
| 45-54 | 346 | 192 | 153 | - | - | - | - | 346 | - | - | - | - | - | - | - | - | 68 | 101 | 72 | 103 | 170 | 175 | |
| | 16%cdE FGJKL MNPQRV | 18%ac | 14% | - | - | - | - | 100%AEFG HIJKLMNO PQ | - | - | - | - | - | - | - | - | 52%AEFG HIJKLMN PQ | 12% | 17%r | 17%r | 20%AR | 14% | 18%av |
| 55-64 | 312 | 158 | 154 | - | - | - | - | - | 312 | - | - | - | - | - | - | 312 | - | 69 | 80 | 68 | 94 | 149 | 163 |
| | 14%DEF GHJKLM NOQrV | 15% | 14% | - | - | - | - | - | 100%AEFG GHJKLMNO PQ | - | - | - | - | - | - | 40%AEFG GHJKLMN OQ | 12% | 13% | 16% | 18%ARs | 12% | 17%AV | |
| 65-74 | 255 | 117 | 138 | - | - | - | - | - | - | 255 | - | - | - | - | - | 255 | - | 87 | 69 | 37 | 63 | 155 | 100 |
| | 12%DEF GHIKLM NOQr | 11% | 13% | - | - | - | - | - | - | 100%AEFG GHIKLMNO PQ | - | - | - | - | - | 33%AEFG GHIKLMN OQ | 15%aT | 11% | 8% | 12% | 13% | 10% | |
| 75+ | 217 | 103 | 114 | - | - | - | - | - | - | - | 217 | - | - | - | - | 217 | - | 80 | 52 | 36 | 48 | 132 | 84 |
| | 10%DEF GHILM NOQ | 10% | 11% | - | - | - | - | - | - | - | 100%AEFG GHILMNO PQ | - | - | - | - | 28%AEFG GHILMN OQ | 14%ASTu | 9% | 8% | 9% | 11% | 9% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



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Absolutes/col percents

Table 5
Q2. Age
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | SEG | | | | | | | | |
|---------------|--------------------------|-------------|---------------|---------------------------|---------------------------|---------------------|--------------------------|-------------------------|--------------------------|---------------------------|---------------------------------|-------------------------|---------------------------|---------------------|-----------------------|---------------------------|---------------------------|-----------|-----------|-----------|--------------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| 13-24 | 357 | 161 | 190 | 141 | 216 | - | - | - | - | - | - | 357 | 250 | 250 | - | - | 156 | 123 | 113 | 56 | 64 | 236 | 120 |
| | 17%FGH JKOPt UW | 15% | 18% | 100%AF GHIJKN OP | 100%AFGH IJKNOP | - | - | - | - | - | - | 100%AF GHIJKN OP | 100%AFG HIJKNOP | 42%AFGH JKOP | - | - | 100%AFG HIJKNOP | 21%ATU | 19%IU | 13% | 12% | 20%AW | 13% |
| 16-24 | 250 | 111 | 135 | 34 | 216 | - | - | - | - | - | - | 250 | 250 | 250 | - | - | 49 | 70 | 91 | 43 | 45 | 162 | 88 |
| | 12%FGH JKOPu W | 10% | 13% | 24%AF GHIJK OP | 100%ADFG HIJKLNOP Q | - | - | - | - | - | - | 70%AD FGHIJ KNOPQ | 100%ADF GHIJKLN OPQ | 42%ADFG HIJKOPq | - | - | 32%ADF GHIJKO P | 12% | 15%AU | 10% | 9% | 14%AW | 9% |
| 16-34 | 594 | 290 | 298 | 34 | 216 | 344 | - | - | - | - | - | 250 | 250 | 594 | - | - | 49 | 158 | 189 | 133 | 114 | 347 | 247 |
| | 28%GHI JKOPU | 27% | 28% | 24%GH IJKOP | 100%AD GHIJKL OPQ | 100%ADGH IJKLOPQ | - | - | - | - | - | 70%AD GHIJK OPQ | 100%AD GHIJKL OPQ | 100%ADGH IJKLOPQ | - | - | 32%DGH IJKOP | 27%u | 31%aU | 31%U | 22% | 29% | 26% |
| 35-54 | 667 | 354 | 312 | - | - | - | 321 | 346 | - | - | - | - | - | - | 667 | - | - | 139 | 196 | 146 | 183 | 336 | 329 |
| | 31%DEF IJKLMN PQRV | 33%a | 29% | - | - | - | 100%AD EFLJKL MNPQ | 100%ADEF IJKLMNPQ | - | - | - | - | - | - | 100%ADEF IJKLMNPQ | - | - | 24% | 32%R | 34%R | 35%aR | 28% | 34%AV |
| 55+ | 784 | 378 | 406 | - | - | - | - | - | 312 | 255 | 217 | - | - | - | - | 784 | - | 236 | 201 | 142 | 205 | 437 | 347 |
| | 36%DEF GHLMNO Qs | 35% | 38% | - | - | - | - | - | 100%AD EFGHLM NOQ | 100%AD EFGHLM NOQ | 100%ADEF GHLMNOQ | - | - | - | 100%ADEF GHLMNOQ | - | 40%ast | 33% | 33% | 39%ast | 37% | 36% | |
| 13-18 | 156 | 67 | 87 | 141 | 15 | - | - | - | - | - | - | 156 | 49 | 49 | - | - | 156 | 71 | 40 | 18 | 27 | 111 | 45 |
| | 7%FGHI JKOPTu W | 6% | 8% | 100%AEFG HIJKLMNO P | 7%FGHI JKOP | - | - | - | - | - | - | 44%AEF GHIJKM NOP | 20%AEFG HIJKNOP | 8%FGHI JKOP | - | - | 100%AEF GHIJKLM NOP | 12%ASTU | 7% | 4% | 5% | 9%AW | 5% |
| Average age | 46.54D EFGMLN OQs | 46.65 | 46.60 | 14.65 | 21.78D LMQ | 29.81D ELMNQ | 39.41D EFLMNQ | 49.58A DEFGML NOQ | 59.51A DEFGHL MNOQ | 69.45A DEFGHI LMNOQ | 78.42A DEFGHI JLMNOP Q | 18.96D Q | 21.10D LQ | 26.15D ELMQ | 44.68D EFGMLN Q | 67.98A DEFGHI LMNOQ | 14.98D | 46.91 | 45.10 | 45.39 | 48.69A ST | 45.99 | 47.19 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



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Absolutes/col percents

Table 6
Q2. Age
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------|----------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-------------|----------------------|------------|----------------|----------------|-----------------------------|------------------|---------------------|-------------|-------------|--------------|-------------------|--------------------------------|----------------------|------------------------|----------------|--------------|--------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| 13-17 | 141 7%oVY | 10 6% | 3 4% | 19 8% | 10 6% | 9 4% | 11 7% | 8 8% | 13 7% | 18 6% | 23 8% | 14 7% | 4 6% | 119 7% | 116 6% | 9 18%AOq | 6 5% | 6 13% | 2 6% | 22 10%oq | 11 4%v | 5 2% | 116 7%AVY | 8 5%v | 20 4%V |
| 18-24 | 216 10%IOV XY | 23 14%ik | 10 12% | 27 11%i | 18 10% | 24 13%i | 12 8% | 14 13%i | 11 5% | 34 12%i | 23 8% | 14 7% | 5 7% | 173 10%i | 162 9% | 7 14% | 22 22%AO | 14 30%AO | 4 13% | 46 21%AO | 26 11%VXY | 9 3% | 174 11%AVXY | 6 3% | 33 6%V |
| 25-34 | 344 16%hOV XY | 32 18%h | 11 13% | 40 17%h | 22 13% | 39 20%Hi | 23 15% | 10 9% | 23 12% | 49 17%h | 52 17%h | 35 18%h | 8 12% | 294 16%h | 274 14% | 12 25% | 29 29%AO | 11 24% | 10 36% | 62 28%AO | 45 18%VXY | 25 8% | 267 17%aVXY | 14 8% | 64 12%Vx |
| 35-44 | 321 15%OV | 24 14% | 15 18% | 32 14% | 22 13% | 28 14% | 25 16% | 17 15% | 25 13% | 47 17% | 50 16% | 26 14% | 10 15% | 271 15% | 268 14% | 11 23% | 28 27%AO | 7 16% | 3 11% | 49 22%AO | 52 21%AVw XY | 33 10% | 240 15%v | 20 11% | 74 14%V |
| 45-54 | 346 16%w | 27 15% | 15 18% | 34 14% | 33 19% | 38 20% | 26 17% | 17 16% | 32 17% | 36 13% | 44 15% | 31 16% | 12 19% | 290 16% | 315 17% | 6 12% | 13 12% | 6 13% | 7 26% | 31 14% | 56 23%AW | 69 21%aw | 233 15% | 38 22%aw | 105 19%aw |
| 55-64 | 312 14%QTW | 25 14% | 14 16% | 39 16% | 29 17% | 21 11% | 19 13% | 15 14% | 25 13% | 44 16% | 43 14% | 28 15% | 10 16% | 261 14% | 297 16%AQT | 4 9% | 5 5% | 2 5% | 1 4% | 13 6% | 40 16% | 74 22%AuW Y | 208 13% | 37 21%AW | 100 18%AW |
| 65-74 | 255 12%pQr TU | 19 11% | 8 9% | 21 9% | 20 11% | 22 11% | 19 12% | 13 12% | 33 17%adn | 32 11% | 37 12% | 21 11% | 12 19%Abc Defjkl N | 211 12% | 255 13%APQR T | - | - | - | - | - | 11 5% | 63 19%AuW Y | 172 11%U | 29 17%aUw | 81 15%aUw |
| 75+ | 217 10%mpQr TU | 13 7% | 10 11% | 24 10% | 19 11% | 13 6% | 16 11% | 13 12%km | 31 16%AbFJ kMN | 20 7% | 29 10% | 25 13%fjm | 4 5% | 188 10% | 214 11%ApQr T | - | - | - | 1 4% | 1 * | 3 1% | 57 17%AuW Y | 150 10%U | 23 13%U | 66 12%U |
| 13-24 | 357 17%OVX Y | 33 19% | 14 16% | 46 20%i | 27 16% | 33 17% | 23 15% | 23 21%i | 24 12% | 52 18% | 46 15% | 28 14% | 9 13% | 292 16% | 277 15% | 15 32%AO | 28 27%AO | 19 43%AOt | 5 20% | 68 30%AO | 37 15%vXY | 14 4% | 290 19%AVXY | 14 8%v | 53 10%V |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 6
Q2. Age
Base: All respondents

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|---------------|-----------------------|--------------|----------------|----------------|------------------------------|--------------------|-------------------|-------------|-----------------------|-------------|----------------|----------------|-----------------------|-------------------|---------------------|-------------|-------------|-------------|---------------------|---------------------------------|-----------------------|--------------------------|--------------------|---------------|----------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental con-dition (u) | Physic-al con-dition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| 16-24 | 250 12%IOV XY | 23 14%ei | 11 13% | 29 12% | 20 11% | 27 14%ei | 14 9% | 17 16%lm | 13 7% | 37 13%ei | 34 11% | 19 10% | 5 8% | 204 11%ei | 186 10% | 9 18% | 26 25%AO | 16 35%AO | 4 16% | 55 24%AO | 30 12%VXY | 12 3% | 200 13%AVXY | 9 5% | 41 8%V |
| 16-34 | 594 28%ImO VXY | 55 32%lm | 22 26% | 70 29%ei | 42 24% | 66 34%ael Mn | 37 25% | 27 25% | 36 18% | 86 31%lm | 86 29%ei | 54 28%ei | 13 20% | 499 28%ei | 461 24% | 21 43%aO | 55 54%AO | 26 58%AO | 14 52% | 116 52%AO | 75 31%VXY | 37 11% | 467 30%AVX Y | 23 13% | 105 19%VX |
| 35-54 | 667 31% | 51 29% | 31 36% | 66 28% | 56 32% | 66 34% | 51 34% | 34 31% | 58 30% | 84 30% | 94 31% | 57 29% | 22 34% | 561 31% | 582 31% | 17 35% | 40 39% | 13 28% | 10 37% | 80 36% | 108 44%AVW XY | 102 30% | 473 30% | 58 33% | 179 33% |
| 55+ | 784 36%IPQ RTUW | 57 33% | 31 36% | 84 35% | 67 39%ef | 56 29% | 54 36% | 41 38% | 89 46%Abd FJKN | 96 34% | 109 36% | 74 38% | 26 41%f | 660 37%f | 766 40%APQR T | 4 9% | 5 5% | 2 5% | 2 8% | 14 6% | 55 22% | 195 58%AUIW Y | 531 34%LU | 90 51%AUIW | 247 45%AUIW |
| 13-18 | 156 7%OVY | 11 6% | 3 4% | 20 9% | 12 7% | 10 5% | 12 8% | 10 9% | 14 7% | 22 8% | 25 8% | 14 7% | 5 7% | 131 7% | 125 7% | 9 18%AO | 8 7% | 9 19%AOq | 2 6% | 27 12%AOq | 11 5%V | 5 2% | 131 8%AuVY | 8 5%v | 20 4%V |
| Average age | 46.54P QRTUW | 44.23 | 47.08 | 44.92 | 48.17 | 44.31 | 46.70 | 47.36 | 51.49A BDFgjk N | 44.73 | 46.63 | 47.35 | 48.47f | 46.64 | 48.28A PQRT | 33.14 | 33.77 | 30.61 | 37.03 | 33.39 | 41.89 | 57.03A UWXY | 45.17u | 53.68A UWY | 51.41AUW |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 7
Q2. Age
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household income Before Tax | | | | | | | | | | | | |
|-----------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|--------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £76,001 to £83,000 (u) | £83,001 or more (v) | |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| 13-17 | 141 | 29 | 107 | 22 | 13 | 1 | 110 | 55 | 108 | 110 | 4 | 6 | 10 | 17 | 15 | 16 | 9 | 9 | 10 | 7 | 7 | 5 | 14 |
| | 7%BLMn | 2% | 29%ABD | 10%aB | 10%B | 7% | 17%ABD | 21%ABD | 19%ABD | 20%ABDEG | 4% | 2% | 2% | 4% | 4% | 9%LMno | 11%LMno | 14%akLM | 26%AKLM | 26% | 26% | 35% | 44%AKLMNOPQR |
| 18-24 | 216 | 178 | 11 | 9 | 6 | 4 | 33 | 21 | 31 | 18 | 28 | 31 | 45 | 30 | 30 | 14 | 4 | 3 | 6 | 1 | 4 | 1 | 4 |
| | 10%CD | 12%ACDe | 3% | 4% | 4% | 26% | 5%CJ | 8%CGU | 5%CJ | 3% | 25%ALMN | 10% | 11% | 7% | 9% | 8% | 4% | 4% | 17%nqr | 4% | 14% | 6% | 12% |
| 25-34 | 344 | 192 | 84 | 26 | 5 | 2 | 150 | 106 | 147 | 99 | 15 | 44 | 46 | 73 | 57 | 32 | 14 | 14 | 7 | 5 | 8 | 4 | 5 |
| | 16%BEM | 13%E | 23%ABD | 12%E | 4% | 14% | 23%ABD | 41%ABC | 26%ABD | 18%BDE | 14% | 15% | 11% | 18%M | 17%lm | 19%lm | 17% | 22%lm | 17% | 20% | 27% | 25% | 17% |
| 35-44 | 321 | 132 | 109 | 81 | 37 | 6 | 184 | 62 | 174 | 160 | 19 | 36 | 59 | 59 | 55 | 29 | 14 | 14 | 8 | 3 | 6 | - | 4 |
| | 15%B | 9% | 30%ABh | 37%ABc | 28%AB | 38% | 28%ABh | 24%AB | 30%ABg | 29%AB | 17% | 12% | 14% | 14% | 16% | 17% | 18% | 22%l | 20% | 12% | 20% | 3% | 13% |
| 45-54 | 346 | 197 | 47 | 75 | 58 | 1 | 148 | 14 | 110 | 142 | 14 | 44 | 57 | 86 | 53 | 27 | 18 | 16 | 3 | 5 | * | 3 | 3 |
| | 16%BH | 13%H | 13%H | 34%ABC | 44%ABCd | 8% | 23%ABCh | 6% | 19%aBC | 26%ABCG | 13% | 15% | 14% | 21%Ams | 16% | 16% | 22% | 25%ms | 7% | 18% | 2% | 22% | 11% |
| 55-64 | 312 | 291 | 4 | 7 | 13 | 1 | 19 | - | 9 | 19 | 24 | 55 | 64 | 61 | 52 | 18 | 12 | 4 | 4 | 3 | 1 | * | * |
| | 14%CDG | 20%ACDE | 1% | 3%CH | 10%CDGH | 7% | 3%CHI | - | 2%h | 3%CHI | 22%aprw | 18%aprw | 15%w | 15%w | 15%w | 11% | 15%w | 6% | 11% | 10% | 4% | 3% | 1% |
| 65-74 | 255 | 253 | 1 | - | 1 | - | 2 | - | 1 | 2 | 5 | 44 | 66 | 45 | 47 | 20 | 7 | 2 | * | 1 | 5 | 2 | 1 |
| | 12%CDE | 17%ACDE | * | - | 1% | - | *i | - | * | * | 5% | 15%Krsww | 16%AKnrsw | 11%ks | 14%krs | 12%ks | 9% | 3% | 1% | 5% | 6% | 3% | 2% |
| 75+ | 217 | 217 | - | - | 1 | - | * | - | - | 1 | 1 | 39 | 68 | 44 | 28 | 16 | 4 | 2 | - | 1 | - | 1 | - |
| | 10%CDE | 15%ACDE | - | - | 1% | - | * | - | - | * | 1% | 13%Kqrs | 16%AKhO | 11%Ksw | 8%K | 9%Ks | 5% | 3% | - | 4% | - | 5% | - |
| 13-24 | 357 | 208 | 118 | 31 | 19 | 5 | 144 | 76 | 140 | 128 | 32 | 37 | 55 | 48 | 45 | 29 | 12 | 12 | 17 | 8 | 11 | 6 | 18 |
| | 17%Bm | 14% | 32%ABD | 14% | 14% | 33% | 22%ABDe | 30%ABD | 24%ABD | 23%ABDE | 29%ALMN | 12% | 13% | 12% | 13% | 17% | 15% | 18% | 43%ALMN | 30% | 41% | 41% | 56%AKLMNOPQR |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 7
Q2. Age
Base: All respondents

| | Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | |
|---------------|------------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|---------------------|--------------------------|---------------------------|----------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| 16-24 | 250 12%CDG Ln | 208 14%ACDe GhJ | 11 3% | 11 5% | 10 7%ej | 5 33% | 37 6%CJ | 21 8%CgJ | 33 6%CJ | 21 4% | 28 25%ALMN OPQR | 34 11% | 49 12% | 33 8% | 32 9% | 18 10% | 6 7% | 4 7% | 12 31%ALMNO PQR | 1 4% | 4 14% | 2 13% | 7 21%noqr |
| 16-34 | 594 28%DEJ m | 400 27%DEJ | 94 26%DEJ | 37 17% | 15 11% | 7 48% | 187 29%DEJ | 127 49%ABC DEGIJ | 180 31%aCD EGJ | 120 22%de | 43 39%AIMN oq | 78 26% | 95 23% | 106 26% | 89 26% | 49 29% | 20 25% | 19 29% | 18 48%ALMN Opq | 6 24% | 12 41% | 6 38% | 12 38% |
| 35-54 | 667 31%B | 329 22% | 156 43%ABH | 157 71%ABC GHJ | 96 71%ABC GHJ | 7 45% | 332 51%ABC HI | 76 29%b | 284 49%ABC H | 303 55%ABCG HI | 34 30% | 80 27% | 117 28% | 144 35%lm | 108 32% | 56 33% | 32 39%lm | 30 47%AkLM ow | 11 28% | 8 30% | 6 22% | 4 24% | 8 24% |
| 55+ | 784 36%CDE GHJkR SW | 761 51%ACDE GHJ | 5 1% | 7 3%H | 15 11%CDGH J | 1 7% | 22 3%CHI | - | 10 2%h | 22 4%CHI | 30 27%rW | 138 46%AKNo PQRSW | 198 48%AKNO PQRSW | 149 36%RSW | 127 38%RSW | 54 32%RsW | 23 28%rsW | 8 13% | 5 12% | 5 19% | 3 11% | 2 10% | 1 4% |
| 13-18 | 156 7%BLMn | 43 3% | 108 30%ABD EGHJ | 24 11%aB | 15 11%B | 1 7% | 113 17%ABD e | 56 22%ABD eg | 111 19%ABD eG | 113 20%ABDEG | 4 4% | 8 3% | 13 3% | 19 5% | 18 5% | 16 9%LMn | 9 11%kLMn | 9 14%akLM No | 10 26%AKLM NOPq | 7 26% | 9 33% | 5 35% | 16 49%AKLMNOPQRs |
| Average age | 46.54C DeGHJ KRSW | 51.71A CDEGHI J | 30.51h | 39.06C GHJ | 42.65C DGHJ | 34.48 HI | 34.89C HI | 29.02 H | 33.46C HI | 35.39Cg HI | 40.31SW | 50.49AK oPQRSW | 51.62AK NOPQRSW | 47.88KR SW | 47.10KR SW | 44.51rS W | 43.97SW | 38.86sW | 32.01 | 37.03 | 30.34 | 32.75 | 26.81 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 8
Q2. Age
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| 13-17 | 141 | 124 | 17 | 74 | 67 | 93 | 48 | 129 | 12 | 129 | 12 |
| | | 7%Dhj | 6% | 10% | 5% | 9%AD | 6% | 7% | 6% | 12%ah | 6% |
| 18-24 | 216 | 191 | 24 | 124 | 91 | 160 | 56 | 199 | 16 | 198 | 17 |
| | | 10%bDg | 10% | 15%ab | 9% | 13%AD | 11% | 8% | 10% | 17%ah | 10% |
| 25-34 | 344 | 299 | 45 | 210 | 134 | 228 | 116 | 315 | 29 | 315 | 29 |
| | | 16%BdH | 15% | 27%AB | 15% | 19%ad | 16% | 17% | 15% | 29%AH | 15% |
| 35-44 | 321 | 288 | 33 | 206 | 115 | 225 | 97 | 301 | 20 | 300 | 21 |
| | | 15% | 15% | 20% | 14% | 16% | 15% | 14% | 15% | 20% | 15% |
| 45-54 | 346 | 323 | 23 | 246 | 100 | 246 | 100 | 335 | 11 | 335 | 11 |
| | | 16% | 16% | 14% | 17% | 14% | 17% | 15% | 16% | 11% | 16% |
| 55-64 | 312 | 300 | 11 | 228 | 84 | 221 | 91 | 307 | 4 | 307 | 4 |
| | | 14%CeI | 15%AC | 7% | 16%ae | 12% | 15% | 13% | 15%AI | 4% | 15%AK |
| 65-74 | 255 | 243 | 13 | 191 | 65 | 170 | 85 | 250 | 5 | 250 | 5 |
| | | 12%Ek | 12% | 8% | 13%AE | 9% | 12% | 12% | 6% | 12%ak | 5% |
| 75+ | 217 | 216 | 1 | 162 | 56 | 125 | 92 | 216 | 1 | 216 | 1 |
| | | 10%CeF | 11%AC | 1% | 11%ae | 8% | 9% | 13%AF | 11%AI | 1% | 11%AK |
| 13-24 | 357 | 315 | 41 | 198 | 159 | 253 | 103 | 329 | 28 | 328 | 29 |
| | | 17%BDH | 16% | 25%AB | 14% | 22%AD | 17% | 15% | 16% | 28%AH | 16% |
| 16-24 | 250 | 224 | 26 | 143 | 106 | 183 | 67 | 233 | 17 | 232 | 18 |
| | | 12%Dj | 11% | 15% | 10% | 15%AD | 12% | 10% | 11% | 17% | 11% |
| 16-34 | 594 | 523 | 71 | 353 | 241 | 411 | 183 | 548 | 46 | 547 | 47 |
| | | 28%BDH | 26% | 42%AB | 25% | 34%AD | 28% | 27% | 27% | 47%AH | 27% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 8
Q2. Age
Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------|--------------------|---------------|-----------|-----------------------|-------------|--------------------|-------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| 35-54 | 667 31% | 612 31% | 56 33% | 452 31% | 215 30% | 470 32% | 197 29% | 636 31% | 31 31% | 636 31% | 31 31% |
| 55+ | 784 36%CEI K | 759 38%AC | 25 15% | 580 40%AE | 204 29% | 516 35% | 268 39% | 773 38%AI | 11 11% | 773 38%AK | 11 11% |
| 13-18 | 156 7%D | 139 7% | 17 10% | 84 6% | 72 10%AD | 108 7% | 48 7% | 145 7% | 12 12% | 145 7% | 12 12% |
| Average age | 46.54C EflK | 47.35A C | 36.88 | 48.49A E | 42.58 | 45.90 | 47.91a f | 47.10A I | 34.71 | 47.12A K | 34.60 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 9
Q3. Which of the following describes where you live?
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Scotland | 172 | 83 | 89 | 10 | 23 | 32 | 24 | 27 | 25 | 19 | 13 | 33 | 23 | 55 | 51 | 57 | 11 | 50 | 47 | 29 | 45 | 97 | 74 |
| | 8% | 8% | 8% | 7% | 11% | 9% | 7% | 8% | 8% | 8% | 6% | 9% | 9% | 9% | 8% | 7% | | 9% | 8% | 7% | 9% | 8% | 8% |
| North East | 86 | 49 | 37 | 3 | 10 | 11 | 15 | 15 | 14 | 8 | 10 | 14 | 11 | 22 | 31 | 31 | 3 | 15 | 31 | 27 | 14 | 46 | 40 |
| | 4%r | 5% | 3% | 2% | 5% | 3% | 5% | 4% | 4% | 3% | 4% | 4% | 5% | 4% | 5% | 4% | 2% | 3% | 5%ru | 6%aRu | 3% | 4% | 4% |
| North West | 237 | 117 | 120 | 19 | 27 | 40 | 32 | 34 | 39 | 21 | 24 | 46 | 29 | 70 | 66 | 84 | 20 | 64 | 51 | 52 | 70 | 115 | 122 |
| | 11%sv | 11% | 11% | 14% | 13% | 12% | 10% | 10% | 12% | 8% | 11% | 13% | 12% | 12% | 10% | 11% | 13% | 11% | 8% | 12% | 14%aS | 10% | 13%av |
| Yorkshire and the Humber | 172 | 76 | 97 | 10 | 18 | 22 | 22 | 33 | 29 | 20 | 19 | 27 | 20 | 42 | 56 | 67 | 12 | 42 | 49 | 40 | 42 | 91 | 81 |
| | 8% | 7% | 9% | 7% | 8% | 6% | 7% | 10% | 9% | 8% | 9% | 8% | 8% | 7% | 8% | 9% | 7% | 7% | 8% | 9% | 8% | 8% | 9% |
| West Midlands | 194 | 103 | 90 | 9 | 24 | 39 | 28 | 38 | 21 | 22 | 13 | 33 | 27 | 66 | 66 | 56 | 10 | 42 | 51 | 51 | 50 | 93 | 101 |
| | 9%pv | 10% | 8% | 6% | 11%kp | 11%kp | 9% | 11%kp | 7% | 9% | 6% | 9% | 11% | 11%aik | 10% | 7% | 6% | 7% | 8% | 12%ar | 10% | 8% | 11%av |
| East Midlands | 151 | 68 | 83 | 11 | 12 | 23 | 25 | 26 | 19 | 19 | 16 | 23 | 14 | 37 | 51 | 54 | 12 | 35 | 49 | 27 | 40 | 84 | 66 |
| | 7% | 6% | 8% | 8% | 6% | 7% | 8% | 8% | 6% | 7% | 8% | 6% | 6% | 6% | 8% | 7% | 8% | 6% | 8% | 6% | 8% | 7% | 7% |
| Wales | 108 | 56 | 50 | 8 | 14 | 10 | 17 | 17 | 15 | 13 | 13 | 23 | 17 | 27 | 34 | 41 | 10 | 27 | 31 | 23 | 26 | 58 | 49 |
| | 5% | 5% | 5% | 6% | 7%f | 3% | 5% | 5% | 5% | 5% | 6% | 6%f | 7%fn | 5%f | 5% | 5% | 6% | 5% | 5% | 5% | 5% | 5% | 5% |
| East of England | 194 | 98 | 95 | 13 | 11 | 23 | 25 | 32 | 25 | 33 | 31 | 24 | 13 | 36 | 58 | 89 | 14 | 63 | 44 | 42 | 45 | 107 | 87 |
| | 9%emN | 9% | 9% | 9% | 5% | 7% | 8% | 9% | 8% | 13%aEf | 14%AEFg | 7% | 5% | 6% | 9% | 11%AEfi | 9% | 11%ks | 7% | 10% | 9% | 9% | 9% |
| London | 280 | 146 | 128 | 18 | 34 | 49 | 47 | 36 | 44 | 32 | 20 | 52 | 37 | 86 | 84 | 96 | 22 | 98 | 78 | 48 | 56 | 176 | 104 |
| | 13%w | 14% | 12% | 12% | 16%k | 14% | 15% | 11% | 14% | 12% | 9% | 14% | 15% | 14% | 13% | 12% | 14%d | 17%AlU | 13% | 11% | 11% | 15%Aw | 11% |
| South East | 301 | 148 | 151 | 23 | 23 | 52 | 50 | 44 | 43 | 37 | 29 | 46 | 34 | 86 | 94 | 109 | 25 | 65 | 105 | 56 | 75 | 169 | 131 |
| | 14%r | 14% | 14% | 17% | 11% | 15% | 15% | 13% | 14% | 15% | 13% | 13% | 14%E | 14%e | 14% | 14% | 16% | 11% | 17%aR | 13% | 14% | 14% | 14% |
| South West | 194 | 92 | 102 | 14 | 14 | 35 | 26 | 31 | 28 | 21 | 25 | 28 | 19 | 54 | 57 | 74 | 14 | 57 | 57 | 35 | 45 | 114 | 80 |
| | 9% | 9% | 9% | 10% | 7% | 10% | 8% | 9% | 9% | 8% | 12% | 8% | 8% | 9% | 9% | 9% | 10% | 10% | 9% | 8% | 9% | 10% | 8% |
| Northern Ireland | 65 | 35 | 29 | 4 | 5 | 8 | 10 | 12 | 10 | 12 | 4 | 9 | 5 | 13 | 22 | 26 | 5 | 27 | 18 | 6 | 13 | 45 | 19 |
| | 3%tw | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 5%fn | 2% | 2% | 2% | 2% | 3% | 3% | | 5%AT | 3% | 1% | 2% | 4%aw | 2% |
| NET: England | 1808 | 897 | 902 | 119 | 173 | 294 | 271 | 290 | 261 | 211 | 188 | 292 | 204 | 499 | 561 | 660 | 131 | 481 | 513 | 376 | 436 | 994 | 813 |
| | 84% | 84% | 84% | 84% | 80% | 86% | 84% | 84% | 84% | 83% | 87% | 82% | 82% | 84% | 84% | 84% | 84% | 82% | 84% | 87% | 84% | 83% | 85% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 10
Q3. Which of the following describes where you live?
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|----------------------|------------------------------------|---------------------------------|--------------------------------|---------------------------------|---------------------------------|----------------------------------|---------------------------------|---------------------------------|----------------------|------------|----------------|----------------|------------------------|---------------------------------|--------------|-----------|-------------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|------------|------------|-------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Scotland | 172 8%CD EFGH IJKL MNT | 172 100%ACDE FGHIJKL N | - | - | - | - | - | - | - | - | - | - | - | - | 163 9%arT | 2 4% | 4 4% | - | 1 4% | 7 3% | 25 10% | 23 7% | 123 8% | 12 7% | 43 8% |
| North East | 86 4%BDEF ghijkl mt | - | 86 100%ABDE FGHIJKL N | - | - | - | - | - | - | - | - | - | - | 86 5%ABDE FGHIJK LM | 83 4%at | 1 2% | 1 1% | 1 2% | - | 3 1% | 9 4% | 17 5% | 60 4% | 13 7%aw | 25 5% |
| North West | 237 11%BCEF GHIJKLM | - | - | 237 100%ABCE FGHIJKL N | - | - | - | - | - | - | - | - | - | 237 13%ABC EFGHIJ KLM | 206 11% | 5 11% | 16 16% | 3 7% | 1 4% | 26 12% | 28 11% | 41 12% | 173 11% | 14 8% | 60 11% |
| Yorkshire and Humber | 172 8%BCDF GHIJKL Mw | - | - | - | 172 100%ABCD FGHIJKL N | - | - | - | - | - | - | - | - | 172 10%ABCD EFGHIJK LM | 157 8% | 4 8% | 4 4% | 1 2% | 3 12% | 12 5% | 29 12%aw | 35 10%w | 111 7% | 20 11% | 57 10%aw |
| West Midlands | 194 9%BCDE GHIJKL M | - | - | - | - | 194 100%ABCD EFGHIJKL N | - | - | - | - | - | - | - | 194 11%ABCD EFGHIJK LM | 163 9% | 5 11% | 18 17%AO | 3 7% | 2 8% | 28 13%ao | 20 8% | 25 7% | 149 10% | 13 7% | 41 8% |
| East Midlands | 151 7%BcDE FHUKL M | - | - | - | - | - | 151 100%ABCD EFHIJKL N | - | - | - | - | - | - | 151 8%ABCD EFHIJK LM | 142 7%a | - | 6 6% | 1 2% | 2 7% | 9 4% | 14 6% | 26 8% | 109 7% | 10 6% | 38 7% |
| Wales | 108 5%BcDE FGIJKL MNqt | - | - | - | - | - | - | 108 100%ABCD EFGIJKL N | - | - | - | - | - | - | 103 5%aqt | 1 1% | 1 1% | 1 1% | 1 5% | 3 1% | 10 4% | 16 5% | 80 5% | 8 4% | 25 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Ofcom BBC COVID Research
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Absolutes/col percents

Table 10
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Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|---------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northem Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| East of England | 194 | - | - | - | - | - | - | - | 194 | - | - | - | - | 194 | 179 | 7 | 3 | 2 | 1 | 14 | 26 | 29 | 132 | 22 | 55 |
| | 9%BCDE | - | - | - | - | - | - | - | 100%ABCD | - | - | - | - | 11%ABCD | 9%q | 15%Qt | 3% | 5% | 4% | 6% | 10% | 9% | 8% | 12% | 10% |
| | FGHJKL | - | - | - | - | - | - | - | EF | - | - | - | - | GHJKL | - | - | - | - | - | - | - | - | - | - | - |
| | Mj | - | - | - | - | - | - | - | N | - | - | - | - | M | - | - | - | - | - | - | - | - | - | - | - |
| London | 280 | - | - | - | - | - | - | - | - | 280 | - | - | - | 280 | 178 | 13 | 38 | 29 | 11 | 92 | 21 | 32 | 226 | 14 | 49 |
| | 13%BCDE | - | - | - | - | - | - | - | - | 100%ABCD | - | - | - | 15%ABCD | 9% | 27%AO | 37%AO | 65%AOP | 42% | 41%AOp | 8% | 10% | 14%Auvx | 8% | 9% |
| | FGHIKLM | - | - | - | - | - | - | - | - | EF | - | - | - | FGHIKL | - | - | - | - | - | - | - | - | - | - | - |
| | OuvxY | - | - | - | - | - | - | - | N | - | - | - | M | - | - | - | - | - | - | - | - | - | - | - | - |
| South East | 301 | - | - | - | - | - | - | - | - | - | 301 | - | - | 301 | 278 | 6 | 9 | 2 | 2 | 20 | 31 | 43 | 225 | 22 | 70 |
| | 14%BCDE | - | - | - | - | - | - | - | - | - | 100%ABCD | - | - | 17%ABC | 15%at | 13% | 9% | 5% | 9% | 9% | 13% | 13% | 14% | 12% | 13% |
| | FGHILM | - | - | - | - | - | - | - | - | - | EF | - | - | DEFGHI | - | - | - | - | - | - | - | - | - | - | - |
| | t | - | - | - | - | - | - | - | - | - | N | - | - | JLM | - | - | - | - | - | - | - | - | - | - | - |
| South West | 194 | - | - | - | - | - | - | - | - | - | - | 194 | - | 194 | 186 | 3 | 1 | 1 | 1 | 7 | 28 | 38 | 128 | 21 | 61 |
| | 9%BCDE | - | - | - | - | - | - | - | - | - | - | 100%ABCD | - | 11%ABC | 10%AQT | 7% | 1% | 2% | 5% | 3% | 12% | 11% | 8% | 12% | 11%w |
| | FGHIJK | - | - | - | - | - | - | - | - | - | - | EF | - | DEFGHI | - | - | - | - | - | - | - | - | - | - | - |
| | MQTW | - | - | - | - | - | - | - | - | - | - | N | - | JKM | - | - | - | - | - | - | - | - | - | - | - |
| Northern Ireland | 65 | - | - | - | - | - | - | - | - | - | - | - | 65 | - | 63 | - | * | - | - | * | 4 | 12 | 45 | 6 | 18 |
| | 3%bdef | - | - | - | - | - | - | - | - | - | - | - | 100%ABCD | - | 3%at | - | * | - | - | * | 2% | 4% | 3% | 4% | 3% |
| | ghijkl | - | - | - | - | - | - | - | - | - | - | - | EF | - | - | - | - | - | - | - | - | - | - | - | - |
| | NT | - | - | - | - | - | - | - | - | - | - | - | N | - | - | - | - | - | - | - | - | - | - | - | - |
| NET: England | 1808 | - | 86 | 237 | 172 | 194 | 151 | - | 194 | 280 | 301 | 194 | - | 1808 | 1571 | 46 | 97 | 45 | 25 | 212 | 205 | 285 | 1313 | 150 | 456 |
| | 84%BHMO | - | 100%AB | 100%AB | 100%AB | 100%AB | 100%ABHM | - | 100%AB | 100%AB | 100%AB | 100%ABHM | - | 100%ABH | 83% | 94%ao | 95%AO | 99%AO | 91% | 95%AO | 84% | 85% | 84% | 85% | 84% |
| | | - | HM | HM | HM | HM | | - | HM | HM | HM | | - | M | | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 11
Q3. Which of the following describes where you live?
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Scotland | 172 | 127 | 24 | 14 | 12 | 1 | 44 | 14 | 38 | 37 | 13 | 29 | 34 | 41 | 26 | 7 | 8 | 4 | 1 | 1 | - | 2 | 4 |
| | 8% | 9% | 7% | 7% | 9% | 7% | 7% | 5% | 7% | 7% | 11%p | 10%p | 8% | 10%p | 8% | 4% | 10% | 7% | 3% | 4% | - | 13% | 13%p |
| North East | 86 | 60 | 13 | 12 | 3 | - | 26 | 10 | 24 | 23 | 6 | 8 | 16 | 19 | 19 | 6 | 1 | 3 | 1 | - | - | - | - |
| | 4% | 4% | 4% | 6% | 2% | - | 4% | 4% | 4% | 4% | 6% | 3% | 4% | 5% | 6% | 4% | 1% | 5% | 3% | - | - | - | - |
| North West | 237 | 159 | 44 | 27 | 13 | 2 | 76 | 39 | 74 | 59 | 13 | 37 | 60 | 46 | 27 | 11 | 8 | 11 | 2 | - | 4 | - | 6 |
| | 11% | 11% | 12% | 12% | 10% | 14% | 12% | 15%abg | 13%gJ | 11% | 12% | 12% | 14%aOP | 11% | 8% | 7% | 10% | 17%op | 6% | - | 15% | - | 19%op |
| Yorkshire and the Humber | 172 | 124 | 22 | 20 | 18 | 1 | 47 | 12 | 38 | 41 | 5 | 32 | 32 | 36 | 32 | 13 | 6 | 2 | 4 | 1 | - | 1 | - |
| | 8%h | 8% | 6% | 9% | 14%abCG | 7% | 7%hi | 5% | 7% | 7% | 5% | 11%w | 8% | 9% | 9% | 7% | 8% | 3% | 11% | 4% | - | 6% | - |
| West Midlands | 194 | 119 | 45 | 20 | 10 | 2 | 72 | 36 | 66 | 62 | 7 | 18 | 41 | 53 | 23 | 23 | 8 | 3 | 1 | 1 | 1 | 1 | 1 |
| | 9%b | 8% | 12%aB | 9% | 8% | 13% | 11%ab | 14%AB | 11%ab | 11%ab | 7% | 6% | 10% | 13%ALO | 7% | 13%alo | 5% | 2% | 4% | 4% | 4% | 7% | 3% |
| East Midlands | 151 | 106 | 27 | 12 | 8 | 2 | 42 | 16 | 39 | 37 | 5 | 21 | 29 | 39 | 22 | 7 | 7 | 1 | 1 | 4 | 2 | - | 2 |
| | 7% | 7% | 7% | 5% | 6% | 13% | 7% | 6% | 7% | 7% | 5% | 7% | 7% | 9%apr | 7% | 4% | 8% | 2% | 3% | 16% | 7% | - | 6% |
| Wales | 108 | 78 | 16 | 6 | 8 | - | 30 | 10 | 23 | 26 | 6 | 8 | 17 | 22 | 16 | 13 | 3 | 2 | 6 | 1 | 1 | 1 | 5 |
| | 5% | 5% | 5% | 3% | 6% | - | 5%ki | 4% | 4% | 5% | 5% | 3% | 4% | 5% | 5% | 8%l | 3% | 3% | 14%ALMno | 3% | 2% | 10% | 15%ALMnoqr |
| East of England | 194 | 138 | 29 | 19 | 14 | 1 | 54 | 17 | 47 | 48 | 8 | 25 | 42 | 35 | 32 | 16 | 8 | 4 | 5 | 1 | - | 1 | 1 |
| | 9% | 9% | 8% | 8% | 10% | 8% | 8% | 7% | 8% | 9% | 8% | 8% | 10% | 8% | 9% | 9% | 9% | 7% | 13% | 4% | - | 7% | 3% |
| London | 280 | 191 | 53 | 32 | 16 | 1 | 87 | 35 | 82 | 73 | 22 | 40 | 48 | 41 | 50 | 20 | 8 | 12 | 4 | 6 | 8 | 2 | 7 |
| | 13%n | 13% | 15% | 14% | 12% | 7% | 13% | 14% | 14% | 13% | 20%amN | 13% | 11% | 10% | 15%n | 12% | 10% | 19%n | 11% | 21% | 28% | 13% | 21%n |
| South East | 301 | 204 | 50 | 31 | 16 | 3 | 94 | 43 | 85 | 78 | 15 | 40 | 57 | 47 | 45 | 27 | 13 | 11 | 10 | 6 | 8 | 3 | 1 |
| | 14% | 14% | 14% | 14% | 12% | 21% | 15% | 17% | 15% | 14% | 14% | 13% | 14% | 11% | 13% | 16% | 16% | 18%w | 25%anw | 21% | 27% | 22% | 3% |
| South West | 194 | 138 | 29 | 21 | 10 | 1 | 55 | 19 | 48 | 50 | 9 | 34 | 34 | 28 | 37 | 17 | 7 | 6 | 1 | 4 | 2 | - | 2 |
| | 9% | 9% | 8% | 9% | 8% | 7% | 8% | 7% | 8% | 9% | 8% | 11%n | 8% | 7% | 11%n | 10% | 9% | 9% | 3% | 16% | 8% | - | 7% |
| Northern Ireland | 65 | 45 | 10 | 8 | 6 | - | 19 | 6 | 17 | 18 | 1 | 7 | 6 | 7 | 8 | 10 | 5 | 3 | 2 | 2 | 2 | 3 | 3 |
| | 3% <i>m</i> | 3% | 3% | 3% | 4% | 3% | 3% | 2% | 3% | 3% | 1% | 2% | 1% | 2% | 2% | 6%aMno | 6% <i>m</i> | 5% <i>m</i> | 6% <i>m</i> | 8% | 9% | 23% | 9%akIMNo |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 11
Q3. Which of the following describes where you live?
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|-----------------------------|------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: England | 1808 | 1240 | 312 | 192 | 109 | 13 | 554 | 227 | 503 | 471 | 92 | 255 | 359 | 344 | 287 | 140 | 67 | 54 | 29 | 23 | 25 | 8 | 20 |
| | | 84%W | 83% | 86% | 87% | 81% | 91% | 86% | 88%abe | 87% | 83%w | 85%W | 86%W | 83%W | 85%W | 82%w | 81%w | 85%w | 77% | 86% | 89% | 55% | 63% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 12
Q3. Which of the following describes where you live?
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | | |
|--------------------------|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Scotland | 172 | 153 | 19 | 116 | 56 | 119 | 53 | 164 | 8 | 164 | 8 |
| | 8% | 8% | 12% | 8% | 8% | 8% | 8% | 8% | 8% | 8% | 8% |
| North East | 86 | 78 | 8 | 56 | 30 | 59 | 27 | 78 | 8 | 78 | 8 |
| | 4%hj | 4% | 5% | 4% | 4% | 4% | 4% | 4% | 9%ah | 4% | 8%aj |
| North West | 237 | 222 | 15 | 142 | 95 | 152 | 85 | 224 | 13 | 224 | 13 |
| | 11%d | 11% | 9% | 10% | 13%ad | 10% | 12% | 11% | 13% | 11% | 13% |
| Yorkshire and the Humber | 172 | 162 | 10 | 125 | 47 | 105 | 67 | 168 | 4 | 168 | 4 |
| | 8%f | 8% | 6% | 9% | 7% | 7% | 10%f | 8% | 4% | 8% | 4% |
| West Midlands | 194 | 178 | 16 | 129 | 65 | 131 | 63 | 182 | 12 | 181 | 13 |
| | 9% | 9% | 9% | 9% | 9% | 9% | 9% | 9% | 12% | 9% | 13% |
| East Midlands | 151 | 135 | 16 | 93 | 58 | 96 | 55 | 142 | 8 | 142 | 8 |
| | 7% | 7% | 9% | 6% | 8% | 7% | 8% | 7% | 9% | 7% | 8% |
| Wales | 108 | 95 | 12 | 73 | 34 | 74 | 33 | 100 | 8 | 99 | 8 |
| | 5% | 5% | 7% | 5% | 5% | 5% | 5% | 5% | 8% | 5% | 8% |
| East of England | 194 | 186 | 8 | 133 | 61 | 127 | 67 | 190 | 3 | 190 | 3 |
| | 9%ck | 9%ac | 5% | 9% | 9% | 9% | 10% | 9%ai | 3% | 9%ak | 3% |
| London | 280 | 261 | 19 | 191 | 89 | 204 | 76 | 268 | 12 | 268 | 12 |
| | 13% | 13% | 11% | 13% | 13% | 14% | 11% | 12% | 13% | 13% | 12% |
| South East | 301 | 279 | 23 | 200 | 101 | 209 | 92 | 290 | 12 | 290 | 12 |
| | 14% | 14% | 13% | 14% | 14% | 14% | 14% | 14% | 12% | 14% | 12% |
| South West | 194 | 178 | 16 | 136 | 58 | 141 | 52 | 185 | 9 | 185 | 9 |
| | 9% | 9% | 9% | 9% | 8% | 10% | 8% | 9% | 9% | 9% | 9% |
| Northern Ireland | 65 | 60 | 5 | 46 | 18 | 51 | 14 | 63 | 2 | 63 | 2 |
| | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 2% | 3% | 2% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Table 12
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Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|--------------------------|---------------------------|--------------------|-------------|-----------------|-------------|--|-------------|--|-------------|-----------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: England | 1808 84% ^c | 1677 84% ^{ac} | 131 78% | 1205 84% | 603 85% | 1223 83% | 584 85% | 1726 84% | 81 82% | 1725 84% | 82 82% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 13
Q4. SEG
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|-----------------|-----------------------------|------------------|------------|----------------------------|----------------------------|-----------------|--------------------|---------------------------|---------------------------|---------------------|---------------------------|----------------------|----------------------------|-------------------|----------------------------|---------------------|----------------------------|-----------------|--------------|--------------|--------------|-----------|------------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) | |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 | |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 | |
| NET: AB | 586 | 330 | 249 | 65 | 58 | 88 | 71 | 68 | 69 | 87 | 80 | 123 | 70 | 158 | 139 | 236 | 71 | 586 | - | - | - | 586 | - | |
| | 27% iOSTUW | CgH 31% AC | 249 23% | 46% GHILM NOP | 27% | 25% | 22% | 20% | 22% | 34% afG HlnO | 37% AeF GHlmNO p | 34% AEF GHIMNO | 28% ho | 27% ho | 21% | 30% aGH IO | 45% AE FGHI LMNOP | 100% ASTU | - | - | - | - | 49% AW | - |
| A | 128 | 70 | 58 | 13 | 23 | 14 | 15 | 13 | 16 | 19 | 36 | 25 | 39 | 29 | 50 | 16 | 128 | - | - | - | - | 128 | - | |
| | 6% oSTU W | 7% | 5% | 9% fho | 11% AFGH iNOp | 4% | 5% | 4% | 5% | 9% fho | 10% AFG HINOp | 10% AFG iNO | 6% F | 4% | 6% | 10% aFg HO | 22% ASTU | - | - | - | - | 11% AW | - | |
| B | 458 | 260 | 191 | 52 | 34 | 74 | 56 | 55 | 53 | 72 | 61 | 87 | 46 | 120 | 111 | 186 | 458 | - | - | - | - | 458 | - | |
| | 21% Ceh iOSTUW | 24% AC | 18% | 37% AEF GHILMN OP | 16% | 22% | 17% | 16% | 17% | 28% AEG HIMOp | 28% aEG HimNO | 24% EgH ImNO | 18% e | 20% e | 17% | 24% aeg HIO | 35% AEF GHILMN OP | 78% ASTU | - | - | - | - | 38% AW | - |
| C1 | 608 | 266 | 341 | 34 | 79 | 97 | 95 | 101 | 80 | 69 | 52 | 113 | 91 | 189 | 196 | 201 | 40 | - | 608 | - | - | 608 | - | |
| | 28% BpR TUW | 25% | 32% AB | 24% | 37% Adf ijkhno Pq | 28% | 30% | 29% | 26% | 27% | 24% | 32% Dkp q | 37% ADf ijkhno PQ | 32% afk p | 29% | 26% | 26% | - | 100% ARTU | - | - | - | 51% AW | - |
| C2 | 434 | 233 | 201 | 15 | 41 | 90 | 74 | 72 | 68 | 37 | 36 | 56 | 43 | 133 | 146 | 142 | 18 | - | - | 434 | - | - | 434 | |
| | 20% DJI QRSUV | 22% | 19% | 19% dlq | 26% ADJ KLMnPQ | 23% DJI Q | 21% Dq | 22% DJI pQ | 14% | 17% | 17% | 16% dq | 17% | 22% DUL MpQ | 22% DJI Q | 18% dq | 12% | - | - | 100% ARSU | - | - | - | 45% AV |
| D | 248 | 128 | 120 | 18 | 28 | 41 | 38 | 49 | 43 | 20 | 10 | 46 | 34 | 75 | 88 | 73 | 18 | - | - | - | 248 | - | 248 | |
| | 12% KpR STV | 12% | 11% | 13% K | 13% K | 12% K | 12% K | 14% jKp | 14% jKp | 8% | 4% | 13% K | 13% jK | 13% K | 13% jKp | 9% K | 11% k | - | - | - | 48% ARST | - | 26% AV | |
| E | 273 | 112 | 161 | 8 | 10 | 27 | 42 | 54 | 51 | 43 | 38 | 18 | 11 | 39 | 96 | 132 | 9 | - | - | - | 273 | - | 273 | |
| | 13% BdE FLMNQR STV | 10% | 15% AB | 6% | 4% | 8% | 13% dEF LMNq | 16% DEF LMNQ | 16% aDE FLMNQ | 17% aDE FLMNQ | 18% aDEF LMNQ | 5% | 5% | 7% | 14% DEF LMNQ | 17% ADEF LMNQ | 6% | - | - | - | 52% ARST | - | 29% AV | |
| NET: DE | 521 | 240 | 281 | 26 | 38 | 69 | 80 | 103 | 94 | 63 | 48 | 64 | 45 | 114 | 183 | 205 | 27 | - | - | - | 521 | - | 521 | |
| | 24% bef LmNqRS TV | 22% | 26% ab | 19% | 17% | 20% | 25% elm n | 30% adE FKLMNQ Q | 30% ADE FKLMNp Q | 25% l | 22% | 18% | 18% | 19% | 27% adE FLMNQ MNq | 26% EFL MNq | 17% | - | - | - | 100% ARST | - | 55% AV | |
| NET: ABC1 | 1194 | 596 | 589 | 100 | 137 | 185 | 166 | 170 | 149 | 155 | 132 | 236 | 162 | 347 | 336 | 437 | 111 | 586 | 608 | - | - | 1194 | - | |
| | 55% hIO TUW | 56% | 55% | 71% AFG HjNOP | 63% afG HIOP | 54% | 52% | 49% | 48% | 61% gHI Op | 61% gHI O | 66% AFG HINOP | 65% AFG HINOp | 58% fHI O | 50% | 56% hIO | 71% AF GHijk NOP | 100% AT U | 100% ATU | - | - | - | 100% AW | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 13
Q4. SEG
Base: All respondents

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: C2DE | 955 | 474 | 481 | 41 | 79 | 159 | 154 | 175 | 163 | 100 | 84 | 120 | 88 | 247 | 329 | 347 | 45 | - | - | 434 | 521 | - | 955 |
| | 44%DeL | 44% | 45% | 29% | 37% | 46%DeL | 48%DEj | 51%aDE | 52%ADE | 39%dq | 39% | 34% | 35% | 42%DLM | 49%ADE | 44%DeL | 29% | - | - | 100%AR | 100%ARS | - | 100%AV |
| | MQRSV | | | | | MnQ | kLMQ | JkLMnQ | JkLMNP | Q | | | | Q | JkLMNQ | mQ | | | S | | | | |
| Refused | 3 | 2 | 1 | - | - | - | 1 | 1 | - | - | 1 | - | - | - | 2 | 1 | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 14
Q4. SEG
Base: All respondents

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | | |
|-----------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|------|-----|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) | | |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 | | |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 | | |
| NET: AB | 586 | 27%kUv | 50 | 15 | 64 | 42 | 42 | 35 | 27 | 63 | 35%ACe | 65 | 57 | 27 | 43%AbC | 481 | 511 | 16 | 36 | 13 | 7 | 72 | 40 | 74 | 461 | 35 | 117 |
| | 27%kUv | 29% | 18% | 27% | 25% | 22% | 23% | 25% | 32%ckK | FghKN | 21% | 29% | 27% | 43%AbC | 27%k | 27% | 32% | 36% | 28% | 25% | 32% | 16% | 22%u | 30%AUV | 20% | 22%U | |
| A | 128 | 6%fU | 7 | 5 | 13 | 10 | 5 | 8 | 6 | 14 | 16 | 19 | 16 | 9 | 111 | 4 | 11 | - | 2 | 17 | 5 | 14 | 103 | 9 | 24 | | |
| | 6%fU | 4% | 6% | 5% | 6% | 3% | 5% | 6% | 7%f | 6% | 6% | 8%f | 9 | 14%ABcD | 6%f | 6% | 8% | 11%aor | - | 6% | 8% | 2% | 4% | 7%aU | 5% | 4%U | |
| B | 458 | 21%ckU | 43 | 10 | 51 | 32 | 37 | 27 | 21 | 49 | 83 | 46 | 41 | 18 | 399 | 12 | 25 | 13 | 5 | 55 | 36 | 60 | 358 | 26 | 93 | | |
| | 21%ckU | 25%ck | 12% | 22% | 19% | 19% | 18% | 20% | 25%ckK | 30%ACe | 15% | 15% | 21% | 28%aaCe | 21%ck | 21% | 24% | 24% | 19% | 25% | 15% | 18% | 23%AUx | 15% | 17% | | |
| C1 | 608 | 28%duV | 47 | 31 | 51 | 49 | 51 | 49 | 31 | 44 | 78 | 105 | 57 | 18 | 532 | 18 | 23 | 18 | 7 | 66 | 56 | 74 | 466 | 36 | 126 | | |
| | 28%duV | 27% | 36%di | 21% | 28% | 26% | 33%cd | 29% | 23% | 23% | 28% | 35%aDl | 29% | 28% | 28%cd | 37% | 22% | 41%q | 27% | 30%q | 23% | 22% | 30%AUV | 20% | 23% | | |
| C2 | 434 | 20%mpT | 29 | 27 | 52 | 40 | 51 | 27 | 23 | 42 | 48 | 56 | 35 | 6 | 393 | 3 | 16 | 9 | 5 | 33 | 48 | 56 | 324 | 23 | 98 | | |
| | 20%mpT | 17% | 31%abg | 22%M | 23%M | 26%abj | 18% | 21%M | 21%M | 17%cm | 18%cm | 18%cm | 10% | 21%M | 21%pt | 7% | 15% | 20% | 17% | 15% | 20%x | 17% | 21%x | 13% | 18%x | | |
| D | 248 | 12%ovx | 20 | 5 | 32 | 23 | 30 | 22 | 13 | 19 | 24 | 37 | 18 | 4 | 210 | 6 | 23 | 3 | 6 | 39 | 25 | 26 | 191 | 12 | 50 | | |
| | 12%ovx | 12% | 6% | 14% | 13% | 15%cm | 15%cm | 12% | 10% | 9% | 12% | 9% | 7% | 12% | 11% | 13% | 23%AOr | 6% | 23% | 17%AOr | 10% | 8% | 12%vx | 7% | 9% | | |
| E | 273 | 13%QW | 25 | 9 | 38 | 19 | 21 | 17 | 13 | 26 | 31 | 39 | 26 | 9 | 226 | 5 | 4 | 2 | 2 | 13 | 75 | 106 | 117 | 71 | 151 | | |
| | 13%QW | 15% | 10% | 16% | 11% | 11% | 11% | 12% | 13% | 11% | 13% | 14% | 13% | 13% | 13%aQT | 11% | 4% | 4% | 7% | 6% | 31%AW | 32%AWy | 7% | 40%Auv | 28%AW | | |
| NET: DE | 521 | 24%rW | 45 | 14 | 70 | 42 | 50 | 40 | 26 | 45 | 56 | 75 | 45 | 13 | 436 | 12 | 28 | 5 | 8 | 52 | 100 | 133 | 308 | 83 | 201 | | |
| | 24%rW | 26% | 16% | 30%acj | 24%mn | 26% | 26% | 25% | 25% | 20% | 25% | 23% | 20% | 24% | 24%r | 24% | 27%r | 11% | 31% | 23%r | 41%AW | 39%AW | 20% | 47%AVW | 37%AW | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 14
Q4. SEG
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|---------------|-----------------------|----------------|----------------|---------------------|------------------------------|---------------------|-------------------|----------------|---------------------|---------------------|-----------------|------------------|---------------------------|------------------|-------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------------------|------------------|------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: ABC1 | 1194 55% dfUVXY | 97 56% | 46 53% | 115 48% | 91 53% | 93 48% | 84 56% | 58 54% | 107 55% | 176 63% ADeFN | 169 56% | 114 59% df | 45 70% AbcDEFGHIKIN | 994 55% df | 1043 55% | 34 69% | 59 58% | 31 69% | 14 53% | 138 62% ea | 96 39% | 148 44% | 927 59% AUVXY | 70 40% | 243 45% u |
| NET: C2DE | 955 44% jMWW | 74 43% m | 40 47% m | 122 52% aJlMn | 81 47% jM | 101 52% aJlMn | 66 44% m | 49 46% M | 87 45% M | 104 37% | 131 43% M | 80 41% m | 19 30% | 813 45% JM | 854 45% | 15 31% | 43 42% | 14 31% | 13 47% | 85 38% | 148 60% AWy | 189 56% AW | 632 40% | 106 60% AW | 298 55% AW |
| Refused | 3 n | 1 1% | - | - | - | - | - | 1 1% n | - | - | 1 * | - | - | 1 * | 3 * | - | - | - | - | - | 1 * | - | 2 * | - | 1 * |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 15
Q4. SEG
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|-----------------|-------------------------------|----------------------|------------------|-------------------|--------------------|--------------------------|---------------|-------------------|------------------|---------------|-----------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|---|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 | |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* | |
| NET: AB | 586 27%KLM | 414 28% | 101 28%j | 54 25% | 35 26% | 2 14% | 170 26% | 73 28% | 158 27% | 139 25% | 5 5% | 31 10% | 73 18%KL | 122 30%KLM | 114 34%AKLM | 62 36%AKLM | 33 40%AKLM | 27 42%AKLM | 12 32%KLm | 20 75% | 19 67% | 13 84% | 27 84%AKLMNOPQRS | |
| A | 128 6%km | 88 6% | 24 7% | 14 6% | 10 8% | 1 7% | 40 6% | 17 6% | 37 6% | 33 6% | 1 1% | 12 4% | 15 4% | 28 7%k | 16 5% | 14 8%Km | 7 8%k | 4 7%k | 5 12%Klm | 5 21% | 1 4% | 5 33% | 8 27%AKLMNOPQR | |
| B | 458 21%KLM | 327 22% | 77 21% | 40 18% | 24 18% | 1 7% | 130 20% | 57 22% | 121 21% | 106 19% | 4 4% | 19 6% | 58 14%KL | 95 23%KLM | 98 29%AKLM | 48 28%aKLM | 26 32%aKLM | 22 35%AKLM | 8 20%KL | 14 54% | 18 63% | 8 51% | 18 57%AKLMNOPqRS | |
| C1 | 608 28%CGH IL | 445 30%aCGH Hj | 82 23% | 59 27%h | 38 28% | 3 21% | 159 25%h | 50 19% | 137 24%h | 140 25%ch | 31 28% | 64 21% | 118 28%l | 133 32%Lw | 121 36%ALmq W | 48 28% | 20 24% | 18 28% | 11 28% | 4 16% | 3 9% | 2 13% | 4 14% | |
| C2 | 434 20%BKL W | 261 18% | 105 29%ABE | 51 23%e | 20 15% | 2 15% | 171 26%ABE | 79 31%ABd E | 157 27%ABE | 145 26%ABE | 11 10% | 39 13% | 85 20%kW | 83 20%kiw | 73 22%KLW | 49 29%AKLm nW | 23 27%KLW | 17 26%KIW | 13 34%aKLmn W | 1 5% | 7 24% | * | 1 2% | |
| D | 248 12%bOP rw | 157 11% | 46 13% | 33 15% | 23 17%b | 5 33% | 86 13% | 34 13% | 76 13% | 75 14% | 7 7% | 60 20%AKnO PqRSW | 68 16%AkOP Rw | 57 14%kOPrw | 21 6% | 9 5% | 7 9% | 2 3% | 2 6% | 1 4% | - | - | - | |
| E | 273 13%CGH LNOPQ Rsw | 211 14%ACGH IJ | 27 8% | 23 11% | 19 14%cgj | 2 17% | 60 9% | 21 8% | 51 9% | 51 9%c | 56 50%ALMN OPQRSW | 104 35%AMNO PQRSW | 71 17%ANOPQ RSW | 18 4% | 9 3% | 3 2% | - | - | - | - | - | - | - | - |
| NET: DE | 521 24%NOP QRSW | 368 25% | 73 20% | 56 26% | 42 31%Cgh ij | 7 50% | 146 23% | 55 21% | 128 22% | 126 23%c | 63 57%AMNO PQRSW | 165 55%AMNO PQRSW | 139 33%ANOP QRSW | 75 18%OPqRs W | 30 9% | 12 7% | 7 9% | 2 3% | 2 6% | 1 4% | - | - | - | |
| NET: ABC1 | 1194 55%cGh UKLM | 860 58%AcG HIJ | 183 51% | 114 51% | 72 54% | 5 35% | 329 51% | 123 48% | 295 51% | 279 51% | 36 33% | 95 32% | 191 46%kL | 255 62%AKLM | 234 70%AKLM n | 110 64%aKLM | 53 64%KLM | 45 70%aKLM | 23 60%KL | 24 92% | 21 76% | 15 97% | 31 98%AKLMNOPQRS | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 15
Q4. SEG
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: C2DE | 955 | 629 | 178 | 107 | 62 | 10 | 317 | 134 | 285 | 272 | 74 | 204 | 224 | 158 | 102 | 61 | 30 | 19 | 15 | 2 | 7 | * | 1 |
| | 44%BNO prW | 42% | 49%ab | 49% | 46% | 65% | 49%AB | 52%aB | 49%aB | 49%AB | 66%AmNO PQRSW | 68%AMNO PQRSW | 54%ANOP QRW | 38%oW | 30%W | 36%W | 36%W | 30%W | 40%W | 8% | 24% | 3% | 2% |
| Refused | 3 | 2 | 1 | - | - | - | 1 | - | 1 | 1 | 1 | - | 1 | - | - | - | - | - | - | - | - | - | - |
| | * | * | * | - | - | - | * | - | * | * | 1%a | - | * | * | - | - | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 16
Q4. SEG
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|-----------------|-------------------------|------------------|-----------------|--------------------|------------------|------------------|------------------|--|-----------|--|-----------------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: AB | 586 27% cEG ik | 552 28% ac | 34 20% | 448 31% AE | 138 19% | 442 30% AG | 144 21% | 568 28% ai | 18 18% | 568 28% ak | 18 18% |
| A | 128 6% E | 122 6% | 7 4% | 100 7% AE | 28 4% | 94 6% | 34 5% | 124 6% | 4 4% | 124 6% | 4 4% |
| B | 458 21% EG | 431 22% | 27 16% | 348 24% AE | 110 15% | 349 24% AG | 109 16% | 444 22% | 14 14% | 444 22% | 14 14% |
| C1 | 608 28% | 557 28% | 51 30% | 411 29% | 197 28% | 432 29% | 176 26% | 578 28% | 29 30% | 578 28% | 29 29% |
| C2 | 434 20% F | 401 20% | 34 20% | 281 19% | 153 22% | 267 18% | 167 24% AF | 412 20% | 22 23% | 412 20% | 22 22% |
| D | 248 12% BDF j | 218 11% | 30 18% AB | 147 10% | 101 14% AD | 151 10% | 97 14% af | 231 11% | 17 17% | 230 11% | 18 18% aj |
| E | 273 13% D | 254 13% | 19 11% | 152 11% | 121 17% AD | 173 12% | 100 15% | 261 13% | 12 12% | 261 13% | 12 12% |
| NET: DE | 521 24% DF | 472 24% | 49 29% | 299 21% | 222 31% AD | 324 22% | 197 29% AF | 492 24% | 29 29% | 490 24% | 31 30% |
| NET: ABC1 | 1194 55% EG | 1109 56% | 85 51% | 859 60% AE | 335 47% | 874 60% AG | 320 47% | 1146 48% | 48 48% | 1146 48% | 48 47% |
| NET: C2DE | 955 44% DF | 873 44% | 82 49% | 579 40% | 376 53% AD | 591 40% | 364 53% AF | 904 44% | 51 52% | 902 44% | 53 53% |
| Refused | 3 * | 3 * | - - | 2 * | 1 * | 2 * | 1 * | 3 * | - - | 3 * | - - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 17
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Summary
Base: All respondents

| | TV Channels/ Services | | | | | | | | | | | | | | | | | |
|-----------------------|-----------------------|-------------|-------------|--------------|---------------------|-------------|--------------------|-------------|----------------|--------------------|-------------|----------------|-------------|-------------|--------------------|-------------|-------------|-------------|
| | BBC TV channels | BBC iPlayer | NET: BBC | ITV channels | ITV Hub/ STV Player | NET: ITV | Channel 4 channels | All 4 | NET: Channel 4 | Channel 5 channels | My5 | NET: Channel 5 | Britbox | Netflix | Amazon Prime Video | Disney+ | NOW TV | YouTube |
| Unweighted base | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 |
| Weighted base | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 |
| NET: Daily | 1166 54% | 320 15% | 1210 56% | 807 38% | 159 7% | 833 39% | 444 21% | 165 8% | 476 22% | 312 14% | 103 5% | 327 15% | 48 2% | 606 28% | 280 13% | 145 7% | 112 5% | 801 37% |
| NET: Weekly | 1653 77% | 1032 48% | 1731 80% | 1488 69% | 631 29% | 1537 71% | 1307 61% | 642 30% | 1372 64% | 1019 47% | 358 17% | 1037 48% | 101 5% | 1160 54% | 734 34% | 407 19% | 261 12% | 1335 62% |
| NET: Monthly | 1785 83% | 1442 67% | 1870 87% | 1709 79% | 1022 47% | 1777 83% | 1635 76% | 1073 50% | 1722 80% | 1367 63% | 673 31% | 1406 65% | 152 7% | 1311 61% | 1026 48% | 555 26% | 338 16% | 1630 76% |
| NET: Ever | 1918 89% | 1721 80% | 1985 92% | 1884 88% | 1474 68% | 1954 91% | 1878 87% | 1530 71% | 1940 90% | 1687 78% | 1132 53% | 1730 80% | 246 11% | 1419 66% | 1210 56% | 684 32% | 507 24% | 1857 86% |
| Several times a day | 706 33% | 116 5% | 740 34% | 420 20% | 47 2% | 430 20% | 136 6% | 40 2% | 149 7% | 109 5% | 22 1% | 114 5% | 17 1% | 273 13% | 99 5% | 59 3% | 46 2% | 542 25% |
| About once a day | 460 21% | 204 9% | 470 22% | 388 18% | 112 5% | 403 19% | 309 14% | 125 6% | 327 15% | 203 9% | 81 4% | 213 10% | 31 1% | 333 15% | 180 8% | 86 4% | 66 3% | 259 12% |
| Several times a week | 359 17% | 384 18% | 390 18% | 483 22% | 246 11% | 501 23% | 577 27% | 235 11% | 599 28% | 405 19% | 123 6% | 409 19% | 30 1% | 427 20% | 294 14% | 160 7% | 90 4% | 348 16% |
| About once a week | 128 6% | 328 15% | 131 6% | 198 9% | 226 10% | 202 9% | 286 13% | 242 11% | 298 14% | 302 14% | 132 6% | 301 14% | 23 1% | 127 6% | 161 7% | 102 5% | 59 3% | 186 9% |
| Several times a month | 85 4% | 216 10% | 83 4% | 135 6% | 192 9% | 138 6% | 203 9% | 220 10% | 210 10% | 194 9% | 161 7% | 207 10% | 27 1% | 107 5% | 177 8% | 85 4% | 37 2% | 190 9% |
| About once a month | 47 2% | 194 9% | 56 3% | 85 4% | 198 9% | 102 5% | 125 6% | 211 10% | 140 6% | 153 7% | 154 7% | 162 8% | 23 1% | 45 2% | 115 5% | 63 3% | 39 2% | 105 5% |
| Less often | 134 6% | 279 13% | 115 5% | 175 8% | 452 21% | 177 8% | 243 11% | 457 21% | 218 10% | 321 15% | 459 21% | 324 15% | 95 4% | 107 5% | 184 9% | 129 6% | 169 8% | 228 11% |
| Never | 234 11% | 431 20% | 167 8% | 268 12% | 678 32% | 198 9% | 274 13% | 622 29% | 212 10% | 465 22% | 1020 47% | 422 20% | 1906 89% | 733 34% | 942 44% | 1468 68% | 1645 76% | 295 14% |

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Absolutes/col percents

Table 18
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC TV channels
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | | | SEG | | | | |
|-----------------------|-----------------------|----------|------------|-----------------|-----------------|--------------|----------------|-----------------------|------------------------|--------------------------|---------------------------|-----------------|-----------------|----------------|-----------------|-------------------------|-----------------|-------------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 1166 | 603 | 562 | 44 | 76 | 129 | 152 | 209 | 196 | 193 | 167 | 120 | 87 | 215 | 360 | 557 | 50 | 360 | 302 | 248 | 255 | 661 | 503 |
| | 54%DEF GLMNQs U | 56%a | 52% | 31% | 35% | 37% | 47%DEF LMNQ | 60%aDE FGLMNO Q | 63%ADE FGLMNO Q | 76%ADE FGHILM NOpQ | 77%ADE FGHILM NOpQ | 34% | 35% | 36% | 54%DEF GLMNQ | 57%ADE FGHILM NOQ | 32% | 61%ASU | 50% | 57%su | 49% | 55% | 53% |
| NET: Weekly | 1653 | 839 | 810 | 85 | 134 | 211 | 234 | 282 | 267 | 228 | 212 | 219 | 152 | 364 | 516 | 707 | 94 | 476 | 444 | 345 | 385 | 921 | 730 |
| | 77%DEF LMNQs | 78% | 76% | 60% | 62% | 61% | 73%DEF LMNQ | 81%aDE FgLMNo Q | 86%ADE FGLMNO Q | 89%ADE FGHILM NO | 98%ADE FGHILM MNOpQ | 61% | 61% | 61% | 77%DEF GLMNQ | 90%ADE FGHILM NOQ | 60% | 81%ASU | 73% | 80%su | 74% | 77% | 76% |
| NET: Monthly | 1785 | 897 | 880 | 105 | 165 | 242 | 251 | 293 | 282 | 234 | 213 | 270 | 191 | 433 | 544 | 729 | 117 | 507 | 495 | 370 | 410 | 1002 | 781 |
| | 83%DEF gLMNQ | 84% | 82% | 74% | 76% | 70% | 78%f | 85%DeF gLMNoq | 91%ADE FGHLMN OQ | 92%ADE FGHLMN OQ | 98%ADE FGHILM MNOpQ | 76% | 77% | 73% | 82%dfg IN | 93%ADE FGHILM NOQ | 75% | 86%AsU | 81% | 85%u | 79% | 84% | 82% |
| NET: Ever | 1918 | 969 | 943 | 118 | 179 | 276 | 279 | 313 | 296 | 241 | 216 | 297 | 209 | 485 | 592 | 754 | 133 | 534 | 531 | 394 | 456 | 1065 | 850 |
| | 89%DEF LMN | 90% | 88% | 84% | 83% | 80% | 87%fn | 90%deF LmN | 95%ADE FGHLMN OQ | 95%ADE FGLMNO Q | 99%ADE FGHILM MNOpQ | 83% | 84% | 82% | 89%eFI mN | 96%ADE FGHILM NOQ | 85% | 91%S | 87% | 91% | 88% | 89% | 89% |
| Several times a day | 706 | 390 | 316 | 19 | 22 | 58 | 89 | 125 | 140 | 129 | 125 | 41 | 25 | 83 | 213 | 394 | 23 | 229 | 177 | 132 | 167 | 406 | 299 |
| | 33%CDE FgLMNQ s | 36%AC | 29% | 13% | 10% | 17%elm n | 28%DEF LMNQ | 36%DEF gLMNoQ | 45%ADE FGHLMN OQ | 51%ADE FGHLMN OQ | 57%ADE FGHILM NOpQ | 11% | 10% | 14%em | 32%DEF gLMNQ | 50%ADE FGHILM NOQ | 15% | 39%AST u | 29% | 30% | 32% | 34% | 31% |
| About once a day | 460 | 213 | 246 | 25 | 54 | 71 | 63 | 84 | 56 | 64 | 43 | 79 | 62 | 132 | 147 | 163 | 27 | 130 | 125 | 116 | 88 | 255 | 204 |
| | 21%U | 20% | 23% | 18% | 25% | 21% | 20% | 24% | 18% | 25%ip | 20% | 22%q | 25%q | 22% | 22% | 21% | 17% | 22%u | 21% | 27%AsU | 17% | 21% | 21% |
| Several times a week | 359 | 178 | 180 | 29 | 34 | 58 | 64 | 57 | 53 | 28 | 36 | 63 | 40 | 98 | 121 | 117 | 31 | 79 | 106 | 73 | 100 | 185 | 174 |
| | 17%Jr | 17% | 17% | 20%J | 16% | 17%j | 20%Jp | 16% | 17%j | 11% | 17% | 18%j | 16% | 16%j | 18%J | 15%j | 20%j | 13% | 17% | 19%R | 15% | 15% | 18% |
| About once a week | 128 | 57 | 69 | 12 | 24 | 24 | 18 | 16 | 18 | 7 | 8 | 36 | 26 | 50 | 35 | 33 | 13 | 38 | 37 | 24 | 29 | 75 | 53 |
| | 6%JP | 5% | 6% | 9%Jp | 11%AgHI JKOP | 7%jp | 6% | 5% | 6% | 3% | 4% | 10%AgHI JKOP | 10%AgHI JKOP | 9%AhJk oP | 5% | 4% | 8%Jp | 6% | 6% | 6% | 6% | 6% | 6% |
| Several times a month | 85 | 38 | 45 | 16 | 18 | 22 | 11 | 9 | 9 | 1 | - | 33 | 26 | 48 | 20 | 10 | 19 | 21 | 33 | 19 | 12 | 54 | 32 |
| | 4%JKPu | 4% | 4% | 11%AGHI JKOP | 8%AgHI JKOP | 6%ahJ KoP | 3%JkP | 3%k | 3%jkP | 1% | - | 9%AGH JKOP | 10%AEH JKOP | 8%AGHI JKOP | 3%jkp | 1% | 12%AFGH JKOP | 4% | 5%au | 4% | 2% | 4% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 18
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC TV channels
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--------------------|--------------------|------------|------------|---------------------|-----------------------|----------------------|-------------------|--------------|-----------|-----------|---------|----------------------|----------------------|------------------------|---------------|-----------|--------------------|----------|------------|----------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| About once a month | 47 2%h | 21 2% | 26 2% | 4 3% | 13 6%AfGh jKnOP | 9 3% | 6 2% | 2 1% | 6 2% | 5 2% | 1 1% | 17 5%AgHj KOP | 13 5%AgHi jKOP | 22 4%AHkO p | 9 1% | 12 2% | 5 3%hk | 10 2% | 18 3% | 6 1% | 13 3% | 28 2% | 19 2% |
| Less often | 134 6%jKPv | 72 7% | 62 6% | 13 9%JKP | 14 7%Kp | 34 10%AJUK P | 28 9%aiJK P | 20 6%kp | 14 5%k | 8 3% | 3 1% | 28 8%jKP | 17 7%jKP | 51 9%AJUK P | 48 7%jKP | 25 3%k | 16 10%aiJK P | 27 5% | 36 6% | 24 5% | 46 9%AR | 63 5% | 69 7% |
| Never | 234 11%LJK P | 103 10% | 129 12% | 23 16%ahl JKP | 36 17%Ahl JKoP | 68 20%AgH LKOP | 42 13%LJK P | 33 10%iKP | 15 5%K | 14 5%K | 1 1% | 60 17%AHl JKoP | 41 16%Ah JKoP | 109 18%AgH LJKOP | 75 11%LJKP | 31 4%K | 23 15%LJKP | 52 9% | 77 13%r | 40 9% | 65 12% | 129 11% | 105 11% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 19
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC TV channels
Base: All respondents

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|-----------------------|---------------------|---------------|----------------|--------------------|-------------------------------|-------------------|-------------------|---------------|-----------------------|-------------|----------------|----------------|------------------------|---------------------|----------------|-----------|-----------|-------------|---------------------|---------------------------------|-----------------------|--------------------------|--------------|-------------|---------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental con-dition (u) | Physic-al con-dition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 1166 54%t | 84 49% | 50 58% | 133 56% | 94 55% | 107 55% | 74 49% | 58 53% | 108 56% | 147 53% | 160 53% | 110 57% | 41 63%aBg jkn | 984 54% | 1054 56%At | 22 45% | 47 46% | 25 56% | 10 36% | 104 46% | 119 49% | 209 62%AUW Y | 841 54% | 102 58%u | 304 56%U |
| NET: Weekly | 1653 77%gqT u | 124 72% | 65 76% | 192 81%bg | 132 77% | 144 74% | 106 70% | 80 74% | 163 84%aBf Ghjk | 213 76% | 229 76% | 150 77% | 55 85%aBf Ghjkn | 1394 77%g | 1480 78%AqT | 35 73% | 70 68% | 35 77% | 16 58% | 155 70% | 174 71% | 271 80%UY | 1203 77%u | 135 77% | 415 76%U |
| NET: Monthly | 1785 83%b | 131 76% | 71 82% | 208 88%aBg h | 143 83% | 160 83% | 118 78% | 84 78% | 170 88%Bgh | 230 82% | 252 84%b | 160 83% | 56 87%bgh | 1513 84%ab | 1584 83% | 39 81% | 81 79% | 42 93%qt | 17 62% | 179 80% | 193 79% | 286 85%uy | 1297 83% | 150 85% | 447 82% |
| NET: Ever | 1918 89%Bh | 142 82% | 76 88% | 218 92%BgH | 161 93%BgH | 174 90% | 127 85% | 90 84% | 180 93%BgH | 250 89%b | 269 89%b | 172 89% | 60 92%bgh | 1627 90%ABg h | 1700 89% | 41 85% | 89 87% | 43 95% | 22 82% | 196 88% | 210 86% | 305 90%u | 1395 89% | 159 90% | 481 89% |
| Several times a day | 706 33%bTW | 44 25% | 34 40%b | 88 37%b | 53 31% | 62 32% | 44 29% | 30 28% | 73 38%b | 88 31% | 91 30% | 73 38%b | 25 39%Bh | 607 34%b | 644 34%At | 12 24% | 26 26% | 15 34% | 7 24% | 60 27% | 77 31% | 146 43%AUW Y | 486 31% | 68 39%w | 206 38%AUW |
| About once a day | 460 21%y | 40 23% | 16 19% | 45 19% | 42 24% | 45 23% | 30 20% | 27 25% | 35 18% | 59 21% | 68 23% | 37 19% | 16 24% | 377 21% | 411 22% | 10 21% | 21 20% | 10 22% | 3 12% | 44 20% | 42 17% | 63 19% | 355 23%ay | 34 19% | 98 18% |
| Several times a week | 359 17%h | 28 16% | 12 14% | 41 17% | 28 16% | 32 17% | 21 14% | 11 10% | 42 22%H | 44 16% | 61 20%h | 30 15% | 10 16% | 309 17%h | 319 17% | 9 19% | 15 15% | 8 19% | 2 8% | 35 16% | 41 17% | 53 16% | 264 17% | 24 14% | 86 16% |
| About once a week | 128 6%fkV | 12 7%f | 3 4% | 18 7%fk | 11 6% | 4 2% | 11 7%f | 11 10%aFKn | 13 7%f | 22 8%fk | 9 3% | 10 5% | 4 6% | 101 6%fk | 106 6% | 4 9% | 7 7% | 1 2% | 4 14% | 16 7% | 13 5%v | 9 3% | 97 6%v | 9 5% | 26 5%V |
| Several times a month | 85 4%mo | 3 2% | 4 4% | 9 4% | 6 4% | 12 6%m | 9 6%m | 3 3% | 6 3% | 11 4% | 15 5%m | 7 3% | * 1% | 79 4%km | 64 3% | 2 4% | 8 8%ao | 6 14%AO | 1 4% | 18 8%AO | 14 6%vy | 10 3% | 62 4% | 9 5% | 20 4% |
| About once a month | 47 2% | 3 2% | 2 2% | 7 3% | 5 3% | 4 2% | 3 2% | 2 2% | 1 1% | 6 2% | 8 3% | 3 2% | 1 2% | 40 2% | 39 2% | 2 4% | 3 3% | 1 3% | - - | 6 3% | 5 2% | 5 2% | 33 2% | 5 3% | 11 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 19
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC TV channels
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|-------------------------|--------------------------|----------------|----------------|------------------------------|-------------------|--------------------------|----------------------------|---------------------|------------|----------------|----------------|----------------------|------------------|------------|-----------|-----------|-----------|-------------------|--------------------------------|------------------------|------------------------|------------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 134 6% | 11 7% | 5 5% | 10 4% | 17 10% ^{adn} | 14 7% | 10 7% | 6 5% | 10 5% | 20 7% | 16 5% | 12 6% | 3 5% | 114 6% | 116 6% | 2 4% | 8 8% | 1 2% | 5 20% | 17 7% | 17 7% | 18 5% | 98 6% | 10 5% | 34 6% |
| Never | 234 11% ^N | 30 18% ^{ADE} | 11 12% | 18 8% | 11 7% | 20 10% | 23 15% ^{dei} | 18 16% ^{eaDEI} | 14 7% | 30 11% | 33 11% | 21 11% | 5 8% | 181 10% | 200 11% | 7 15% | 13 13% | 2 5% | 5 18% | 27 12% | 35 14% ^v | 32 10% | 166 11% | 17 10% | 61 11% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 20
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC TV channels
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|------------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 1166 | 845 | 166 | 112 | 72 | 5 | 315 | 117 | 275 | 275 | 40 | 148 | 233 | 238 | 185 | 96 | 49 | 40 | 21 | 18 | 18 | 8 | 17 |
| | 54%CGHjk | 57%ACGHIJ | 46% | 51% | 54% | 36% | 49%ei | 46% | 47% | 50%ci | 36% | 50%k | 56%K | 57%KI | 55%K | 56%K | 59%K | 63%K | 55%k | 67% | 64% | 55% | 53% |
| NET: Weekly | 1653 | 1171 | 256 | 165 | 103 | 7 | 474 | 185 | 422 | 407 | 64 | 219 | 327 | 324 | 260 | 136 | 69 | 51 | 30 | 25 | 26 | 15 | 24 |
| | 77%CghIK | 79%ACGHIJ | 71% | 75% | 77% | 50% | 73% | 72% | 73% | 74%c | 58% | 73%K | 79%K | 78%K | 77%K | 80%K | 84%K | 81%K | 79%k | 94% | 93% | 97% | 75% |
| NET: Monthly | 1785 | 1262 | 281 | 178 | 105 | 10 | 512 | 200 | 459 | 439 | 74 | 238 | 349 | 341 | 282 | 147 | 77 | 53 | 34 | 26 | 27 | 15 | 29 |
| | 83%CGHIJK | 85%ACGHIJ | 78% | 81% | 79% | 70% | 79% | 78% | 79% | 80% | 66% | 80%K | 84%K | 82%K | 84%K | 86%K | 93%aKLmno | 83%k | 89%K | 100% | 97% | 97% | 91%K |
| NET: Ever | 1918 | 1346 | 309 | 195 | 114 | 10 | 562 | 225 | 505 | 480 | 90 | 255 | 378 | 369 | 303 | 155 | 77 | 56 | 35 | 26 | 27 | 15 | 31 |
| | 89%cglKI | 90%ACGHIJ | 85% | 88% | 85% | 70% | 87% | 88% | 87% | 87% | 81% | 85% | 91%kI | 89%k | 90%k | 90%k | 94%kl | 87% | 92% | 100% | 97% | 100% | 97%k |
| Several times a day | 706 | 539 | 85 | 60 | 33 | 3 | 164 | 67 | 146 | 143 | 20 | 98 | 150 | 141 | 117 | 57 | 25 | 19 | 11 | 12 | 12 | 3 | 9 |
| | 33%CeGHIJK | 36%ACDEGHJ | 24% | 27% | 24% | 22% | 25% | 26% | 25% | 26% | 18% | 33%K | 36%K | 34%K | 35%K | 34%K | 30% | 30% | 28% | 46% | 41% | 18% | 29% |
| About once a day | 460 | 306 | 81 | 52 | 39 | 2 | 152 | 51 | 130 | 132 | 20 | 50 | 84 | 96 | 68 | 38 | 24 | 21 | 10 | 6 | 6 | 6 | 8 |
| | 21%ai | 21% | 22% | 23% | 29%abh | 15% | 23%i | 20% | 22% | 24% | 18% | 17% | 20% | 23%i | 20% | 22% | 29%aj | 33%akLmo | 27% | 21% | 22% | 37% | 25% |
| Several times a week | 359 | 241 | 72 | 41 | 25 | 1 | 117 | 49 | 109 | 101 | 20 | 55 | 69 | 70 | 49 | 27 | 13 | 7 | 6 | 5 | 5 | 5 | 5 |
| | 17% | 16% | 20% | 18% | 18% | 7% | 18% | 19% | 19% | 18% | 18% | 18% | 17% | 17% | 15% | 16% | 16% | 12% | 15% | 20% | 19% | 35% | 15% |
| About once a week | 128 | 85 | 18 | 13 | 7 | 1 | 42 | 18 | 38 | 32 | 3 | 16 | 24 | 16 | 25 | 14 | 7 | 3 | 2 | 3 | 3 | 1 | 2 |
| | 6%n | 6% | 5% | 6% | 5% | 7% | 6% | 7% | 7% | 6% | 3% | 5% | 6% | 4% | 8%n | 8%n | 9% | 5% | 9% | 7% | 11% | 8% | 7% |
| Several times a month | 85 | 57 | 17 | 8 | 1 | 2 | 26 | 12 | 25 | 21 | 5 | 12 | 13 | 12 | 17 | 6 | 5 | 1 | 3 | 1 | 1 | 2 | 2 |
| | 4% | 4% | 5% | 3% | 1% | 14% | 4%e | 5% | 4% | 4%e | 5% | 4% | 3% | 3% | 5% | 4% | 6% | 2% | 8% | 4% | 3% | - | 6% |
| About once a month | 47 | 34 | 8 | 5 | 1 | 1 | 12 | 4 | 12 | 11 | 4 | 7 | 10 | 6 | 5 | 4 | 2 | * | 1 | * | - | 3 | 3 |
| | 2% | 2% | 2% | 2% | 1% | 6% | 2% | 1% | 2% | 2% | 4% | 2% | 2% | 1% | 2% | 2% | 3% | 1% | 2% | 1% | - | - | 9%AlmNo |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 20
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC TV channels
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Less often | 134 | 85 | 29 | 17 | 9 | - | 49 | 25 | 46 | 41 | 16 | 17 | 28 | 28 | 21 | 8 | * | 3 | 1 | - | - | * | 2 |
| | 6%q | 6% | 8% | 8% | 7% | - | 8% | 10%ab | 8% | 7% | 14%ALmnO | 6% | 7%q | 7%q | 6%q | 5% | 1% | 5% | 3% | - | - | 3% | 6% |
| | | | | | | | | | | | | | | | | | | | | | | | |
| Never | 234 | 144 | 53 | 26 | 20 | 4 | 85 | 32 | 76 | 72 | 22 | 44 | 38 | 45 | 34 | 16 | 5 | 8 | 3 | - | 1 | - | 1 |
| | 11%B | 10% | 15%aB | 12% | 15% | 30% | 13%ab | 12% | 13%ab | 13%b | 19%AMno | 15%amq | 9% | 11% | 10% | 10% | 6% | 13% | 8% | - | 3% | - | 3% |
| | | | | | | | | | | | | | | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 21
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC TV channels
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 1166 | 1166 | - | 909 | 258 | 887 | 279 | 1166 | - | 1166 | - |
| | | 54%CEG | 59%AC | - | 63%AE | 36% | 60%AG | 41% | 57%AI | - | 57%AK |
| | | IK | | | | | | | | | |
| NET: Weekly | 1653 | 1653 | - | 1222 | 431 | 1208 | 445 | 1653 | - | 1653 | - |
| | | 77%CEG | 83%AC | - | 85%AE | 61% | 82%AG | 65% | 80%AI | - | 81%AK |
| | | IK | | | | | | | | | |
| NET: Monthly | 1785 | 1785 | - | 1301 | 484 | 1292 | 493 | 1785 | - | 1785 | - |
| | | 83%CEG | 90%AC | - | 90%AE | 68% | 88%AG | 72% | 87%AI | - | 87%AK |
| | | IK | | | | | | | | | |
| NET: Ever | 1918 | 1918 | - | 1368 | 551 | 1376 | 543 | 1918 | - | 1918 | - |
| | | 89%CEG | 97%AC | - | 95%AE | 77% | 94%AG | 79% | 93%AI | - | 94%AK |
| | | IK | | | | | | | | | |
| Several times a day | 706 | 706 | - | 572 | 134 | 541 | 166 | 706 | - | 706 | - |
| | | 33%CEG | 36%AC | - | 40%AE | 19% | 37%AG | 24% | 34%AI | - | 34%AK |
| | | IK | | | | | | | | | |
| About once a day | 460 | 460 | - | 337 | 123 | 346 | 114 | 460 | - | 460 | - |
| | | 21%CEG | 23%AC | - | 23%AE | 17% | 24%AG | 17% | 22%AI | - | 22%AK |
| | | IK | | | | | | | | | |
| Several times a week | 359 | 359 | - | 231 | 128 | 241 | 117 | 359 | - | 359 | - |
| | | 17%CIK | 18%AC | - | 16% | 18% | 16% | 17%AI | - | 17%AK | - |
| | | IK | | | | | | | | | |
| About once a week | 128 | 128 | - | 83 | 45 | 80 | 48 | 128 | - | 128 | - |
| | | 6%CIK | 6%AC | - | 6% | 6% | 5% | 6%ai | - | 6%ak | - |
| | | IK | | | | | | | | | |
| Several times a month | 85 | 85 | - | 52 | 33 | 57 | 28 | 85 | - | 85 | - |
| | | 4%CIK | 4%AC | - | 4% | 5% | 4% | 4%ai | - | 4%ak | - |
| | | IK | | | | | | | | | |
| About once a month | 47 | 47 | - | 27 | 20 | 27 | 20 | 47 | - | 47 | - |
| | | 2% | 2%c | - | 2% | 3% | 2% | 3% | 2% | - | 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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ONLINE Fieldwork:- 29th March to 6th April 2021

Table 21
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC TV channels

Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------------|-------------|-----------------------|-----------|--------------------|-----------|---|-------------|---|-------------|---------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 134 6%CD&k | 134 7%AC | - | 67 5% | 67 9%AD | 84 6% | 50 7% | 134 7%ai | - | 134 7%aK | - |
| Never | 234 11%BDFH J | 66 3% | 167 100%AB | 72 5% | 161 23%AD | 92 6% | 141 21%AF | 135 7% | 99 100%AH | 133 6% | 100 100%AJ |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 22
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC iPlayer
Base: All respondents

| | Gender | | | Age | | | | | | | | | | SEG | | | | | | | | | |
|-----------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 320 | 180 | 140 | 22 | 36 | 69 | 56 | 49 | 45 | 29 | 14 | 58 | 41 | 110 | 105 | 88 | 25 | 119 | 71 | 72 | 57 | 190 | 129 |
| 15%ckP SU | 17%ac | 13% | 16%K | 17%Kp | 20%AjK | 17%jKP | 14%K | 14%Kp | 11% | 7% | 16%Kp | 16%Kp | 18%AjK | 16%Kp | 11%K | 16%K | 20%ASU | 12% | 16%su | 11% | 16% | 16% | 13% |
| NET: Weekly | 1032 | 535 | 496 | 55 | 108 | 162 | 159 | 172 | 143 | 131 | 102 | 163 | 119 | 281 | 331 | 376 | 63 | 320 | 295 | 209 | 207 | 615 | 416 |
| 48%dqU W | 50% | 46% | 39% | 50%dq | 47% | 49%dq | 50%dq | 46% | 51%dq | 47% | 46%dq | 48% | 47% | 50%dq | 48% | 40% | 55%Ast | 48%U | 48%u | 40% | 52%AW | 44% | |
| NET: Monthly | 1442 | 726 | 711 | 80 | 150 | 219 | 210 | 243 | 220 | 178 | 142 | 231 | 169 | 388 | 453 | 539 | 90 | 437 | 417 | 290 | 296 | 854 | 586 |
| 67%DQU W | 68% | 66% | 57% | 70%dlq | 64% | 65% | 70%DQ | 70%DQ | 70%dq | 65% | 65%dq | 68%dq | 65% | 68%dq | 69%DQ | 58% | 75%AsT | 69%U | 67%U | 57% | 72%AW | 61% | |
| NET: Ever | 1721 | 856 | 858 | 106 | 175 | 264 | 255 | 282 | 250 | 216 | 173 | 282 | 204 | 468 | 537 | 639 | 118 | 503 | 500 | 341 | 374 | 1004 | 715 |
| 80%UW | 80% | 80% | 76% | 81% | 77% | 79% | 81% | 80% | 84%dfq | 80% | 79% | 82%l | 79% | 80% | 81% | 76% | 86%ATU | 82%U | 79%u | 72% | 84%AW | 75% | |
| Several times a day | 116 | 62 | 53 | 9 | 8 | 30 | 20 | 18 | 16 | 10 | 4 | 18 | 11 | 41 | 38 | 30 | 9 | 43 | 21 | 23 | 28 | 63 | 51 |
| 5%kpS | 6% | 5% | 7%k | 4% | 9%AejK | 6%k | 5% | 5% | 4% | 2% | 5% | 4% | 4% | 7%eKmp | 6%k | 4% | 6%k | 7%aS | 3% | 5% | 5% | 5% | 5% |
| About once a day | 204 | 117 | 87 | 13 | 28 | 39 | 36 | 31 | 29 | 19 | 10 | 41 | 30 | 69 | 66 | 58 | 16 | 77 | 50 | 48 | 29 | 127 | 77 |
| 9%ckP U | 11%ac | 8% | 9% | 13%jKp | 11%Kp | 11%Kp | 9% | 9%kk | 7% | 5% | 11%Kp | 12%Kp | 12%aKp | 10%k | 7% | 10%kk | 13%ASU | 8% | 11%U | 6% | 11%a | 8% | |
| Several times a week | 384 | 189 | 195 | 18 | 42 | 57 | 69 | 67 | 49 | 46 | 36 | 59 | 44 | 101 | 136 | 132 | 21 | 103 | 128 | 75 | 78 | 231 | 153 |
| 18%u | 18% | 18% | 13% | 19% | 17% | 22%dq | 19% | 16% | 18% | 17% | 17% | 17% | 18% | 17% | 20%dq | 17% | 13% | 18% | 21%aU | 17% | 15% | 19%a | 16% |
| About once a week | 328 | 166 | 161 | 16 | 30 | 36 | 34 | 57 | 49 | 56 | 51 | 46 | 34 | 70 | 91 | 156 | 17 | 98 | 96 | 62 | 72 | 194 | 135 |
| 15%FGN | 15% | 15% | 11% | 14% | 11% | 11% | 16%lgo | 16% | 22%ADe | 24%ADe | 13% | 14% | 12% | 14%g | 20%ADe | 11% | 17% | 16% | 14% | 14% | 14% | 16% | 14% |
| FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ | FGhLM NOQ |
| Several times a month | 216 | 98 | 116 | 15 | 21 | 33 | 27 | 34 | 42 | 25 | 18 | 37 | 27 | 60 | 62 | 85 | 16 | 63 | 66 | 49 | 37 | 129 | 86 |
| 10%LU | 9% | 11% | 11% | 10% | 10% | 9% | 10% | 13%a | 10% | 8% | 10% | 11% | 10% | 10% | 9% | 11% | 10% | 11%u | 11%u | 7% | 11% | 11% | 9% |
| About once a month | 194 | 93 | 99 | 10 | 21 | 23 | 24 | 36 | 35 | 22 | 22 | 31 | 23 | 47 | 60 | 79 | 11 | 54 | 56 | 32 | 52 | 110 | 83 |
| 9% | 9% | 9% | 7% | 10% | 7% | 10% | 11% | 10% | 9% | 10% | 9% | 9% | 9% | 8% | 9% | 7% | 9% | 9% | 9% | 7% | 10% | 9% | 9% |
| Less often | 279 | 130 | 147 | 26 | 25 | 45 | 45 | 39 | 31 | 38 | 31 | 51 | 35 | 80 | 84 | 99 | 28 | 66 | 83 | 51 | 78 | 149 | 129 |
| 13% | 12% | 14% | 18%ahl | 12% | 13% | 14% | 11% | 10% | 15% | 14% | 14% | 14% | 14%E | 13% | 13% | 13%l | 18%hi | 11% | 14% | 12% | 15% | 12% | 14% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 22
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC iPlayer
Base: All respondents

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Never | 431 | 216 | 213 | 34 | 40 | 80 | 66 | 64 | 61 | 40 | 44 | 75 | 45 | 126 | 130 | 145 | 38 | 83 | 107 | 93 | 147 | 190 | 240 |
| | 20%RV | 20% | 20% | 24%j | 19% | 23%j | 21% | 19% | 20% | 16% | 20% | 21%m | 18% | 21% | 20% | 19% | 24%j | 14% | 18% | 21%R | 28%ARS | 16% | 25%AV |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 23
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC iPlayer
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|--------------|--------------------|----------------|--------------------|-------------------------------|-------------------|-------------------|--------------------|---------------------|-----------------------------|----------------|----------------|------------------------|-------------------|-------------|-----------|-------------|-------------|---------------------|---------------------------------|-----------------------|--------------------------|-------------|------------|------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 320 15%h | 21 12% | 12 14% | 44 19%eh | 19 11% | 34 18%h | 18 12% | 10 9% | 24 12% | 60 21%AbE gHikim N | 44 14% | 26 14% | 8 12% | 281 16%h | 274 14% | 6 13% | 24 24%ao | 7 15% | 4 16% | 42 19% | 36 15% | 39 12% | 241 15% | 20 12% | 69 13% |
| NET: Weekly | 1032 48%g | 90 52%g | 41 47% | 126 53%G | 77 44% | 87 45% | 58 39% | 57 53%g | 92 48% | 144 52%g | 140 46% | 88 46% | 31 48% | 854 47%g | 901 47% | 22 45% | 53 51% | 27 59% | 14 52% | 115 52% | 108 44% | 152 45% | 762 49% | 82 46% | 246 45% |
| NET: Monthly | 1442 67% | 113 65% | 56 65% | 173 73%afg n | 111 65% | 123 63% | 95 63% | 75 69% | 132 68% | 194 69% | 196 65% | 129 67% | 45 69% | 1210 67% | 1281 67% | 29 60% | 64 63% | 35 77%t | 15 55% | 143 64% | 162 66% | 210 62% | 1063 68% | 121 69% | 351 65% |
| NET: Ever | 1721 80% | 132 77% | 70 82% | 189 80% | 131 76% | 152 78% | 118 79% | 85 79% | 162 83% | 226 81% | 253 84%e | 150 77% | 53 82% | 1451 80% | 1525 80% | 38 77% | 78 77% | 41 91%qt | 19 70% | 176 79% | 188 77% | 260 77% | 1264 81% | 139 79% | 422 78% |
| Several times a day | 116 5%o | 7 4% | 3 4% | 17 7% | 7 4% | 10 5% | 4 3% | 5 4% | 8 4% | 24 9%agn | 16 5% | 10 5% | 3 5% | 101 6% | 94 5% | 3 6% | 14 13%AO | 1 2% | 2 8% | 20 9%ao | 12 5% | 15 4% | 86 6% | 8 5% | 24 4% |
| About once a day | 204 9%h | 14 8% | 9 10% | 28 12%h | 12 7% | 24 12%h | 14 9% | 5 5% | 16 8% | 35 13%H | 27 9% | 16 8% | 5 8% | 180 10%h | 179 9% | 3 6% | 10 10% | 6 13% | 2 8% | 22 10% | 24 10% | 155 7% | 12 10% | 45 7% | 8% 8% |
| Several times a week | 384 18%k | 44 25%AFg jK | 14 16% | 44 19% | 32 19% | 29 15% | 21 14% | 23 21% | 37 19% | 46 16% | 50 17% | 33 17% | 12 18% | 305 17% | 329 17% | 9 19% | 20 20% | 13 29% | 4 16% | 47 21% | 39 16% | 54 16% | 288 18% | 27 15% | 86 16% |
| About once a week | 328 15%q | 25 14% | 15 17% | 38 16% | 26 15% | 23 12% | 20 13% | 24 23%AFg jN | 31 16% | 39 14% | 47 15% | 29 15% | 11 18% | 268 15% | 298 16%q | 6 13% | 8 8% | 7 15% | 5 20% | 27 12% | 33 13% | 59 18% | 233 15% | 34 20% | 91 17% |
| Several times a month | 216 10% | 11 6% | 11 12% | 24 10% | 16 9% | 17 9% | 17 11% | 11 10% | 21 11% | 29 10% | 36 12% | 19 10% | 5 8% | 190 10% | 200 11%a | 4 9% | 6 6% | 5 12% | - 7% | 16 7% | 24 10% | 24 7% | 163 10% | 22 13%v | 50 9%v |
| About once a month | 194 9%t | 12 7% | 5 5% | 23 10% | 18 11% | 19 10% | 20 13%k | 7 6% | 18 9% | 21 8% | 20 7% | 22 11% | 8 13%chk | 166 9% | 179 9% | 3 7% | 5 5% | 3 7% | 1 2% | 12 5% | 30 12% | 34 10% | 137 9% | 17 10% | 54 10% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 23
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC iPlayer
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|-------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|---------------------------|----------------|------------------------|------------------|------------|-----------|------------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 279 13%D | 20 11% | 14 16%d | 16 7% | 19 11% | 29 15%D | 23 15%D | 11 10% | 30 15%D | 31 11% | 57 19% AbD ehjll | 21 11% | 8 12%d | 241 13%D | 244 13% | 8 17% | 14 14% | 6 14% | 4 15% | 33 15% | 27 11% | 49 15% | 202 13% | 18 10% | 71 13% |
| Never | 431 20% | 40 23% | 16 18% | 48 20% | 42 24%k | 42 22% | 32 21% | 22 21% | 32 17% | 54 19% | 48 16% | 44 23% | 12 18% | 357 20% | 375 20% | 11 23% | 24 23%r | 4 9% | 8 30% | 47 21%r | 57 23% | 77 23% | 297 19% | 37 21% | 121 22% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 24
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC iPlayer
Base: All respondents

Absolutes/col percents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 320 | 191 | 72 | 39 | 17 | 4 | 124 | 64 | 118 | 102 | 13 | 31 | 57 | 59 | 53 | 25 | 17 | 16 | 8 | 7 | 9 | 3 | 8 |
| | 15%Bl | 13% | 20%AB | 18% | 13% | 29% | 19%ABe | 25%ABc | 20%ABe | 19%ABe | 12% | 10% | 14% | 14% | 16% | 14% | 21%l | 26%akLm | 22%l | 27% | 32% | 20% | 25%l |
| NET: Weekly | 1032 | 695 | 174 | 106 | 66 | 8 | 329 | 136 | 295 | 276 | 30 | 120 | 198 | 207 | 182 | 84 | 42 | 34 | 22 | 20 | 19 | 10 | 17 |
| | 48%KL | 47% | 48% | 48% | 49% | 57% | 51% | 53% | 51% | 50% | 27% | 40%k | 48%K | 50%Kl | 54%aKL | 49%K | 51%K | 53%K | 57%Kl | 75% | 67% | 65% | 54%K |
| NET: Monthly | 1442 | 1010 | 220 | 135 | 87 | 10 | 421 | 166 | 372 | 354 | 53 | 170 | 284 | 277 | 247 | 120 | 61 | 46 | 31 | 25 | 24 | 13 | 22 |
| | 67%CKL | 68%c | 61% | 61% | 64% | 70% | 65%c | 65% | 64%c | 64%c | 48% | 57% | 68%KL | 67%KL | 73%AKL | 70%KL | 74%KL | 72%Kl | 81%KL | 94% | 87% | 84% | 71%k |
| NET: Ever | 1721 | 1203 | 274 | 167 | 102 | 11 | 506 | 199 | 451 | 428 | 68 | 217 | 331 | 334 | 282 | 141 | 70 | 54 | 34 | 26 | 28 | 15 | 28 |
| | 80%cKL | 81%c | 76% | 75% | 76% | 77% | 78% | 77% | 78% | 78% | 61% | 72%k | 80%Kl | 81%Kl | 84%KL | 82%Kl | 85%Kl | 85%Kl | 89%Kl | 100% | 100% | 100% | 89%Kl |
| Several times a day | 116 | 62 | 30 | 14 | 4 | 4 | 50 | 31 | 49 | 38 | 4 | 14 | 21 | 23 | 17 | 4 | 4 | 5 | 4 | 5 | 3 | 1 | 4 |
| | 5%B | 4% | 8%ABe | 6% | 3% | 29% | 8%ABe | 12%ABod | 8%ABeg | 7%be | 4% | 5% | 5% | 6% | 5% | 3% | 5% | 7% | 11%p | 17% | 11% | 7% | 13%aklmoP |
| About once a day | 204 | 129 | 41 | 25 | 14 | - | 75 | 32 | 69 | 64 | 9 | 17 | 36 | 36 | 36 | 20 | 13 | 12 | 4 | 2 | 6 | 2 | 4 |
| | 9%l | 9% | 11% | 12% | 10% | - | 12%ab | 12% | 12%ab | 12%b | 8% | 6% | 9% | 9% | 11%l | 12%l | 15%L | 18%aLmn | 11% | 9% | 21% | 13% | 12% |
| Several times a week | 384 | 252 | 64 | 40 | 33 | 3 | 129 | 46 | 110 | 108 | 10 | 47 | 80 | 83 | 66 | 36 | 14 | 5 | 5 | 3 | 6 | 4 | 5 |
| | 18%kr | 17% | 18% | 18% | 25%ab | 21% | 20% | 18% | 19% | 20% | 9% | 16% | 19%kr | 20%Kr | 20%Kr | 21%Kr | 18% | 7% | 12% | 11% | 21% | 25% | 17% |
| About once a week | 328 | 252 | 39 | 27 | 15 | 1 | 75 | 27 | 66 | 66 | 7 | 42 | 61 | 65 | 62 | 23 | 11 | 13 | 9 | 10 | 4 | 3 | 4 |
| | 15%cGh | 17%ACG | 11% | 12% | 11% | 8% | 12% | 10% | 11% | 12% | 7% | 14% | 15%k | 16%k | 18%K | 13% | 13% | 20%k | 23%K | 38% | 15% | 4 | 11% |
| Several times a month | 216 | 161 | 27 | 17 | 14 | - | 55 | 20 | 45 | 47 | 11 | 26 | 39 | 36 | 39 | 17 | 12 | 8 | 7 | 3 | 2 | - | 4 |
| | 10%i | 11%i | 7% | 8% | - | 9%i | 8% | 8% | 8% | 9% | 9% | 9% | 9% | 9% | 12% | 10% | 15% | 13% | 19%in | 10% | 9% | - | 12% |
| About once a month | 194 | 154 | 19 | 12 | 7 | 2 | 37 | 10 | 32 | 30 | 12 | 24 | 46 | 34 | 26 | 19 | 7 | 4 | 2 | 2 | 3 | 3 | 2 |
| | 9%CGH | 10%ACdG | 5% | 6% | 5% | 13% | 6% | 4% | 6% | 5% | 11% | 8% | 11% | 8% | 8% | 11% | 8% | 6% | 6% | 9% | 11% | 19% | 5% |
| Less often | 279 | 193 | 54 | 31 | 15 | 1 | 85 | 33 | 79 | 75 | 15 | 46 | 47 | 57 | 35 | 20 | 9 | 8 | 3 | 1 | 4 | 2 | 6 |
| | 13% | 13% | 15% | 14% | 12% | 7% | 13% | 13% | 14% | 14% | 13% | 16% | 11% | 14% | 10% | 12% | 11% | 13% | 7% | 6% | 13% | 16% | 18% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 24
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
BBC iPlayer
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 431 | 287 | 88 | 54 | 32 | 3 | 141 | 58 | 130 | 123 | 43 | 82 | 85 | 80 | 55 | 30 | 12 | 9 | 4 | - | - | - | 4 |
| | 20% | 19% | 24%ab | 25% | 24% | 23% | 22% | 23% | 22% | 22% | 39%AIMN | 28%AmnO | 20% | 19% | 16% | 18% | 15% | 15% | 11% | - | - | - | 11% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 25
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

BBC iPlayer
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 320 | 320 | - | 270 | 50 | 288 | 51 | 320 | - | 320 | - |
| | 15%CEG | 16%AC | - | 19%AE | 7% | 18%AG | 8% | 16%AI | - | 16%AK | - |
| | IK | | | | | | | | | | |
| NET: Weekly | 1032 | 1032 | - | 823 | 209 | 832 | 200 | 1032 | - | 1032 | - |
| | 48%CEG | 52%AC | - | 57%AE | 29% | 57%AG | 29% | 50%AI | - | 50%AK | - |
| | IK | | | | | | | | | | |
| NET: Monthly | 1442 | 1442 | - | 1112 | 330 | 1125 | 317 | 1442 | - | 1442 | - |
| | 67%CEG | 73%AC | - | 77%AE | 46% | 77%AG | 46% | 70%AI | - | 70%AK | - |
| | IK | | | | | | | | | | |
| NET: Ever | 1721 | 1721 | - | 1279 | 442 | 1308 | 413 | 1721 | - | 1721 | - |
| | 80%CEG | 87%AC | - | 89%AE | 62% | 89%AG | 60% | 84%AI | - | 84%AK | - |
| | IK | | | | | | | | | | |
| Several times a day | 116 | 116 | - | 96 | 20 | 103 | 12 | 116 | - | 116 | - |
| | 5%CEG | 6%AC | - | 7%AE | 3% | 7%AG | 2% | 6%AI | - | 6%AK | - |
| | IK | | | | | | | | | | |
| About once a day | 204 | 204 | - | 174 | 30 | 165 | 39 | 204 | - | 204 | - |
| | 9%CEG | 10%AC | - | 12%AE | 4% | 11%AG | 6% | 10%AI | - | 10%AK | - |
| | IK | | | | | | | | | | |
| Several times a week | 384 | 384 | - | 310 | 74 | 312 | 72 | 384 | - | 384 | - |
| | 18%CEG | 19%AC | - | 21%AE | 10% | 21%AG | 10% | 19%AI | - | 19%AK | - |
| | IK | | | | | | | | | | |
| About once a week | 328 | 328 | - | 244 | 85 | 251 | 77 | 328 | - | 328 | - |
| | 15%CEG | 17%AC | - | 17%AE | 12% | 17%AG | 11% | 16%AI | - | 16%AK | - |
| | IK | | | | | | | | | | |
| Several times a month | 216 | 216 | - | 150 | 66 | 162 | 54 | 216 | - | 216 | - |
| | 10%CGI | 11%AC | - | 10% | 9% | 11%AG | 8% | 11%AI | - | 11%AK | - |
| | K | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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ONLINE Fieldwork:- 29th March to 6th April 2021

Table 25
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

BBC iPlayer
Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|--------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|--------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| About once a month | 194 | 194 | - | 138 | 55 | 130 | 63 | 194 | - | 194 | - |
| | 9%CIK | 10%AC | - | 10% | 8% | 9% | 9% | 9%AI | - | 9%AK | - |
| Less often | 279 | 279 | - | 167 | 112 | 184 | 96 | 279 | - | 279 | - |
| | 13%CDI | 14%AC | - | 12% | 16%AD | 13% | 14% | 14%AI | - | 14%AK | - |
| Never | 431 | 263 | 167 | 161 | 269 | 159 | 271 | 332 | 99 | 330 | 100 |
| | 20%BDF | 13% | 100%AB | 11% | 38%AD | 11% | 40%AF | 16% | 100%AH | 16% | 100%AJ |
| | HJ | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 26
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: BBC
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-----------------------|----------------|----------|------------|--------------|--------------|-------------|-------------|-----------------|-------------------|-------------------|--------------------|--------------|--------------|-------------|--------------|-------------------|--------------|---------|--------|---------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 1210 | 625 | 584 | 46 | 81 | 139 | 163 | 214 | 204 | 196 | 167 | 127 | 93 | 232 | 377 | 567 | 52 | 367 | 314 | 259 | 268 | 681 | 527 |
| | 56%DEFgLMNQSu | 58% | 55% | 33% | 37% | 40% | 51%DEF LMNQ | 62%aDE FGLMNO Q | 66%ADE FGLMNO Q | 77%ADE FGHILM NOQ | 77%ADE FGHILM NOQ | 36% | 37% | 39% | 56%DEF GLMNQ | 72%ADE FGHILM NOQ | 33% | 63%ASU | 52% | 60%su | 51% | 57% | 55% |
| NET: Weekly | 1731 | 880 | 847 | 90 | 150 | 229 | 247 | 294 | 276 | 234 | 212 | 239 | 171 | 400 | 541 | 722 | 99 | 496 | 475 | 357 | 402 | 971 | 758 |
| | 80%DEF LMNQ | 82%a | 79% | 64% | 69% | 67% | 77%DFLmNQ | 85%aDE FgLMNo Q | 88%ADE FGLMNO Q | 92%ADE FGHILM NOQ | 98%ADE FGHILM NOQ | 67% | 69% | 67% | 81%DEF GLMNQ | 92%ADE FGHILM NOQ | 64% | 85%ASU | 78% | 82% | 77% | 81% | 79% |
| NET: Monthly | 1870 | 937 | 926 | 110 | 179 | 269 | 263 | 307 | 291 | 238 | 213 | 289 | 207 | 476 | 570 | 742 | 122 | 528 | 526 | 381 | 432 | 1055 | 814 |
| | 87%DFGLmNQLw | 87% | 86% | 78% | 83% | 78% | 82% | 89%DFg LmNoQ | 93%ADE FGLMNO Q | 93%ADE FGLMNO Q | 98%ADE FGHILM NOQ | 81% | 83% | 80% | 85%dfg nq | 95%ADE FGHILM NOQ | 78% | 90%AU | 87% | 88%u | 83% | 88%aw | 85% |
| NET: Ever | 1985 | 996 | 981 | 124 | 191 | 299 | 288 | 323 | 300 | 243 | 216 | 315 | 224 | 523 | 612 | 759 | 139 | 552 | 557 | 401 | 472 | 1109 | 873 |
| | 92%eFLN | 93% | 92% | 88% | 89% | 87% | 90% | 93%dfIn | 96%ADE FGLMNO Q | 95%de FgLMn Q | 100%ADE FGHILM NOQ | 88% | 90% | 88% | 92%fn | 97%ADE FGHILM NOQ | 89% | 94%au | 92% | 92% | 91% | 93% | 91% |
| Several times a day | 740 | 409 | 331 | 22 | 25 | 65 | 94 | 131 | 145 | 130 | 126 | 47 | 31 | 96 | 225 | 402 | 26 | 239 | 187 | 138 | 175 | 426 | 313 |
| | 34%CDE FgLMNQs | 38%AC | 31% | 16% | 12% | 19%elm n | 29%DEF LMNQ | 38%DEF gLMNoQ | 47%ADE FGHILM NOQ | 51%ADE FGHILM NOQ | 58%ADE FGHILM NOQ | 13% | 12% | 16%em | 34%DEF gLMNQ | 51%ADE FGHILM NOQ | 17% | 41%ASTu | 31% | 32% | 34% | 36% | 33% |
| About once a day | 470 | 216 | 254 | 24 | 56 | 74 | 69 | 82 | 59 | 65 | 42 | 80 | 62 | 136 | 151 | 166 | 25 | 128 | 127 | 121 | 93 | 255 | 214 |
| | 22%du | 20% | 24% | 17% | 26%dq | 21% | 21% | 24% | 19% | 26%pq | 19% | 22%dq | 25%dq | 23%q | 23% | 21% | 16% | 22% | 21% | 28%ArSU | 18% | 21% | 22% |
| Several times a week | 390 | 194 | 196 | 32 | 45 | 62 | 69 | 61 | 55 | 30 | 36 | 77 | 52 | 115 | 130 | 121 | 36 | 92 | 118 | 77 | 104 | 210 | 181 |
| | 18%Jp | 18% | 18% | 23%Jp | 21%J | 18%j | 22%Jp | 18% | 18% | 12% | 17% | 22%Jp | 21%Jp | 19%J | 20%Jp | 15%j | 23%Jp | 16% | 19% | 18% | 20% | 18% | 19% |
| About once a week | 131 | 62 | 67 | 11 | 24 | 27 | 15 | 19 | 17 | 9 | 9 | 35 | 26 | 53 | 34 | 34 | 12 | 36 | 44 | 21 | 30 | 80 | 50 |
| | 6%P | 6% | 6% | 8%j | 11%AGHI JKOP | 8%jp | 5% | 6% | 5% | 3% | 4% | 10%AGH IJKOP | 11%AGHI JKOP | 9%AgJK OP | 5% | 4% | 8%j | 6% | 7% | 5% | 6% | 7% | 5% |
| Several times a month | 83 | 36 | 44 | 15 | 18 | 24 | 10 | 8 | 8 | 1 | - | 33 | 24 | 48 | 17 | 8 | 17 | 16 | 35 | 18 | 13 | 51 | 31 |
| | 4%JKoP | 3% | 4% | 11%AGHI JKOP | 8%AGHI JKOP | 7%AgHI JKOP | 3%jKp | 2%k | 2%jKp | * | - | 9%AGH IJKOP | 10%AGHI JKOP | 8%AGHI JKOP | 3%jKp | 1% | 11%AGHI JKOP | 3% | 6%ArU | 4% | 3% | 4% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 26
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: BBC
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|--------------------|---------------|----------|------------|---------------------|---------------------|----------------------|-------------------|------------|-----------|-----------|---------|---------------------|--------------------|----------------------|--------------|-----------|------------------------|----------|----------|----------|------------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| About once a month | 56 3%bKp | 21 2% | 35 3% | 5 4%k | 12 5%Aghj KOP | 16 5%ahjK oP | 6 2% | 6 2% | 7 2% | 3 1% | 1 1% | 17 5%Aghj KOP | 12 5%ahjK oP | 28 5%Aghj KOP | 12 2% | 12 2% | 6 4%kp | 16 3% | 16 3% | 7 2% | 17 3% | 32 3% | 24 3% |
| Less often | 115 5%lJKP | 59 5% | 55 5% | 14 10%AhlJ KP | 12 6%jKp | 30 9%AhlJ KP | 25 8%alJK P | 16 5%kp | 9 3% | 4 2% | 3 1% | 26 7%lJKP | 17 7%eJK P | 47 8%AJK P | 17 6%lJKP | 17 2% | 17 11%AeHI JKloP | 24 4% | 31 5% | 19 4% | 40 8%ar | 54 5% | 59 6% |
| Never | 167 8%lKPr | 76 7% | 90 8% | 17 12%hij KP | 24 11%alj KP | 45 13%AHI JKoP | 33 10%lJKP | 23 7%Kp | 11 4%k | 13 5%K | 1 * | 41 12%Ahl JKP | 26 10%lJK P | 71 12%AhlJ KoP | 56 8%lJKP | 25 3%K | 17 11%lJKP | 34 6% | 51 8% | 34 8% | 49 9%r | 85 7% | 82 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 27
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: BBC
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|----------------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|---------------------|-----------------------|------------|----------------|----------------|------------------------|-------------------|----------------|-----------|-----------|------------|---------------------|---------------------------------|-----------------------|--------------------------|---------------|-------------|---------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 1210 56%t | 88 51% | 51 60% | 136 57% | 96 56% | 111 57% | 77 51% | 60 55% | 114 59% | 155 56% | 165 55% | 116 60% | 41 63%bg | 1022 57% | 1093 58%AT | 22 45% | 50 49% | 25 56% | 10 36% | 107 48% | 126 52% | 215 64%AUWY | 873 56% | 107 61%u | 315 58%u |
| NET: Weekly | 1731 80%Tu | 131 76% | 71 82% | 202 85%bG | 137 80% | 148 77% | 112 74% | 85 79% | 169 87%aBF Ghjn | 221 79% | 242 80% | 157 81% | 56 87%abf G | 1459 81%g | 1547 81%AqT | 36 75% | 75 73% | 36 79% | 17 62% | 164 73% | 184 75% | 280 83%Uy | 1259 81% | 144 82% | 436 80%u |
| NET: Monthly | 1870 87%btu | 140 82% | 75 88% | 216 91%aBgh | 148 86% | 165 85% | 127 84% | 90 84% | 176 91%bh | 244 87% | 264 88% | 166 86% | 57 89% | 1582 88%b | 1663 88%at | 39 81% | 85 83% | 42 93%t | 18 66% | 184 83% | 201 82% | 294 87%u | 1364 87%u | 156 89%u | 466 86%u |
| NET: Ever | 1985 92% | 153 89% | 78 90% | 222 94% | 162 94% | 178 92% | 135 89% | 95 88% | 186 96%abg H | 261 93% | 279 93% | 178 92% | 60 93% | 1677 93% | 1758 93% | 43 88% | 94 92% | 43 95% | 23 85% | 203 91% | 218 89% | 309 92% | 1446 93% | 164 93% | 497 92% |
| Several times a day | 740 34%tW | 47 27% | 35 41%b | 89 38%b | 56 32% | 66 34% | 45 30% | 33 31% | 74 38%b | 93 33% | 97 32% | 78 40%b | 26 40%b | 634 35% | 675 36%At | 13 26% | 27 27% | 15 34% | 7 24% | 62 28% | 84 34% | 150 45%AUWY | 510 33% | 70 40% | 214 39%AuW |
| About once a day | 470 22%y | 41 24% | 16 19% | 47 20% | 41 24% | 44 23% | 32 21% | 26 25% | 40 21% | 62 22% | 68 23% | 38 20% | 15 23% | 388 21% | 418 22% | 9 18% | 23 22% | 10 22% | 3 12% | 45 20% | 42 17% | 65 19% | 363 23%auy | 37 21% | 101 19% |
| Several times a week | 390 18%h | 35 20% | 15 18% | 45 19% | 30 18% | 35 18% | 23 15% | 13 12% | 41 21%h | 45 16% | 65 22%h | 32 16% | 11 18% | 331 18% | 343 18% | 10 21% | 19 19% | 10 21% | 2 8% | 41 19% | 45 18% | 56 17% | 286 18% | 28 16% | 95 18% |
| About once a week | 131 6%FV | 8 5% | 4 5% | 21 9%Fk | 11 6%f | 3 2% | 12 8%F | 13 12%AbFK IN | 14 7%f | 21 8%F | 12 4% | 9 5% | 4 6%f | 106 6%F | 111 6% | 4 9% | 5 5% | 1 2% | 5 18% | 15 7% | 13 5%v | 9 3% | 101 6%V | 9 5%v | 26 5%v |
| Several times a month | 83 4%o | 7 4% | 5 5% | 9 4% | 5 3% | 12 6% m | 8 5% | 3 3% | 4 2% | 11 4% | 13 4% | 6 3% | 1 1% | 72 4% | 66 3% | 2 4% | 7 7% | 5 11%AO | 1 4% | 16 7%ao | 12 5%v | 8 2% | 63 4% | 8 4% | 17 3% |
| About once a month | 56 3% | 3 2% | - | 5 2% | 6 3% | 5 3% | 7 5% | 2 2% | 3 2% | 12 4% | 9 3% | 3 2% | * 1% | 51 3% | 50 3% | 1 2% | 3 3% | 1 3% | - | 5 2% | 5 2% | 6 2% | 41 3% | 4 2% | 13 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
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Absolutes/col percents

Table 27
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: BBC
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|------------|----------------|----------------|----------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|-----------|-----------|----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 115 5%d | 12 7%d | 2 3% | 5 2% | 14 8%d | 12 6%d | 8 5% | 5 5% | 10 5% | 17 6%d | 14 5% | 12 6%d | 3 4% | 94 5%d | 95 5% | 3 7% | 9 9% | 1 2% | 5 20% | 19 8%ao | 17 7% | 16 5% | 82 5% | 8 4% | 31 6% |
| Never | 167 8%i | 19 11%i | 8 10% | 15 6% | 10 6% | 16 8% | 16 11%i | 12 12%i | 8 4% | 19 7% | 23 7% | 16 8% | 5 7% | 131 7% | 142 7% | 6 12% | 8 8% | 2 5% | 4 15% | 20 9% | 27 11% | 27 8% | 115 7% | 12 7% | 46 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 28
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: BBC
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|------------|------------------|-------------------|-------------------|--------------------------|-------------------|-----------------|------------------|-------------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 1210 | 873 | 175 | 118 | 76 | 5 | 332 | 123 | 291 | 288 | 46 | 156 | 241 | 244 | 194 | 99 | 51 | 40 | 21 | 18 | 19 | 8 | 17 |
| | 56% iJK | 58% CGH | 59% ACG | 48% HJ | 53% 57% | 36% 36% | 51% 51% | 48% 48% | 50% 50% | 52% 52% Ci | 42% 42% | 52% 52% | 58% 58% K | 59% 59% K | 58% 58% K | 58% 58% K | 62% 62% K | 63% 63% K | 55% 55% | 67% 67% | 67% 67% | 55% 55% | 53% 53% |
| NET: Weekly | 1731 | 1228 | 267 | 171 | 110 | 8 | 495 | 192 | 440 | 426 | 70 | 229 | 345 | 335 | 273 | 144 | 73 | 52 | 31 | 25 | 27 | 15 | 25 |
| | 80% iJK | 82% CGH | 82% ACG | 74% HJ | 82% 82% c | 57% 57% | 77% 77% | 75% 75% | 76% 76% | 77% 77% C | 63% 63% | 76% 76% K | 83% 83% KI | 81% 81% K | 81% 81% K | 84% 84% K | 88% 88% KI | 81% 81% k | 81% 81% k | 94% 94% | 97% 97% | 97% 97% | 79% 79% |
| NET: Monthly | 1870 | 1325 | 293 | 182 | 113 | 10 | 535 | 210 | 478 | 458 | 81 | 248 | 368 | 356 | 297 | 153 | 78 | 56 | 35 | 26 | 28 | 15 | 29 |
| | 87% iJK | 89% CGH | 89% ACD | 81% GHJ | 83% 83% | 70% 70% | 83% 83% | 81% 81% | 82% 82% | 83% 83% C | 73% 73% | 83% 83% k | 89% 89% KI | 86% 86% K | 88% 88% K | 90% 90% K | 95% 95% aKLn | 88% 88% k | 91% 91% k | 100% 100% | 100% 100% | 97% 97% | 91% 91% k |
| NET: Ever | 1985 | 1396 | 319 | 197 | 119 | 11 | 577 | 229 | 518 | 493 | 93 | 264 | 389 | 384 | 312 | 159 | 79 | 59 | 37 | 26 | 28 | 15 | 31 |
| | 92% iJKL | 92% CGH | 94% ACd | 88% eGHJ | 89% 89% | 77% 77% | 89% 89% | 89% 89% | 89% 89% | 89% 89% C | 84% 84% | 88% 88% K | 94% 94% KI | 93% 93% K | 93% 93% K | 93% 93% k | 96% 96% kkl | 93% 93% | 96% 96% k | 100% 100% | 100% 100% | 100% 100% | 97% 97% |
| Several times a day | 740 | 563 | 88 | 63 | 35 | 5 | 171 | 71 | 153 | 148 | 22 | 104 | 154 | 145 | 121 | 60 | 26 | 20 | 13 | 13 | 12 | 4 | 10 |
| | 34% CeG | 38% ACd | 38% ACd | 24% eGHJ | 29% 26% | 36% 36% | 27% 27% | 28% 28% | 26% 26% | 27% 27% C | 20% 20% | 35% 35% K | 37% 37% K | 35% 35% K | 36% 36% K | 35% 35% K | 31% 31% K | 32% 32% K | 34% 34% | 50% 50% | 41% 41% | 25% 25% | 31% 31% |
| About once a day | 470 | 310 | 86 | 55 | 41 | - | 160 | 52 | 137 | 141 | 24 | 53 | 87 | 98 | 73 | 39 | 25 | 20 | 8 | 5 | 7 | 5 | 7 |
| | 22% 22% | 21% 21% | 24% 24% | 25% 25% | 31% 31% aBh | - - | 25% 25% abh | 20% 20% | 24% 24% | 26% 26% abh | 22% 22% | 18% 18% | 21% 21% | 24% 24% | 22% 22% | 23% 23% | 31% 31% l | 31% 31% l | 22% 22% | 17% 17% | 7% 7% | 30% 30% | 22% 22% |
| Several times a week | 390 | 263 | 73 | 43 | 29 | 3 | 125 | 52 | 115 | 107 | 20 | 58 | 80 | 74 | 53 | 29 | 14 | 8 | 6 | 6 | 6 | 5 | 6 |
| | 18% 18% | 18% 18% | 20% 20% | 19% 19% | 21% 21% | 21% 21% | 19% 19% | 20% 20% | 20% 20% | 19% 19% C | 18% 18% | 20% 20% K | 19% 19% K | 18% 18% K | 16% 16% K | 17% 17% K | 17% 17% K | 12% 12% K | 15% 15% | 24% 24% | 22% 22% | 35% 35% | 18% 18% |
| About once a week | 131 | 92 | 20 | 10 | 5 | - | 38 | 17 | 35 | 31 | 3 | 14 | 23 | 18 | 26 | 16 | 8 | 3 | 4 | 1 | 2 | 1 | 2 |
| | 6% 6% | 6% 6% | 5% 5% | 4% 4% | 4% 4% | - - | 6% 6% | 7% 7% | 6% 6% | 6% 6% C | 3% 3% | 5% 5% K | 6% 6% K | 4% 4% K | 8% 8% n | 10% 10% kln | 9% 9% K | 5% 5% | 11% 11% | 4% 4% | 7% 7% | 8% 8% | 7% 7% |
| Several times a month | 83 | 56 | 16 | 7 | 2 | 1 | 25 | 12 | 23 | 20 | 7 | 11 | 13 | 11 | 15 | 6 | 3 | 3 | 3 | 1 | 1 | - | 1 |
| | 4% 4% | 4% 4% | 5% 5% | 3% 3% | 2% 2% | 7% 7% | 4% 4% | 5% 5% | 4% 4% | 4% 4% C | 7% 7% n | 4% 4% K | 3% 3% K | 3% 3% K | 4% 4% K | 3% 3% K | 4% 4% K | 5% 5% | 8% 8% | 4% 4% | 3% 3% | - - | 3% 3% |
| About once a month | 56 | 40 | 9 | 5 | 1 | 1 | 15 | 6 | 15 | 12 | 3 | 9 | 11 | 10 | 9 | 4 | 2 | 1 | 1 | * | - | - | 3 |
| | 3% 3% | 3% 3% | 3% 3% | 2% 2% | 1% 1% | 6% 6% | 2% 2% | 2% 2% | 3% 3% | 2% 2% C | 3% 3% | 3% 3% K | 3% 3% K | 2% 2% K | 3% 3% K | 2% 2% K | 3% 3% K | 1% 1% | 2% 2% | 1% 1% | - - | - - | 9% 9% amm |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 28
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: BBC
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Less often | 115 | 71 | 26 | 15 | 6 | 1 | 42 | 19 | 40 | 35 | 13 | 16 | 21 | 28 | 15 | 6 | 1 | 3 | 2 | - | - | * | 2 |
| | 5% | 5% | 7% | 7% | 4% | 7% | 7% | 7% | 7% | 6% | 11%AlmOp | 5% | 5% | 7% | 4% | 4% | 1% | 5% | 5% | - | - | 3% | 6% |
| | | | | | | | | | | | Q | | | | | | | | | | | | |
| Never | 167 | 94 | 43 | 23 | 15 | 3 | 70 | 29 | 63 | 59 | 18 | 35 | 27 | 30 | 25 | 12 | 3 | 5 | 1 | - | - | - | 1 |
| | 8%B | 6% | 12%AB | 11%b | 11%b | 23% | 11%AB | 11%aB | 11%AB | 11%AB | 16%AMNO | 12%Amq | 6% | 7% | 7% | 7% | 4% | 7% | 4% | - | - | - | 3% |
| | | | | | | | | | | | pqs | | | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 29
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: BBC
Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 1210 | 1210 | - | 941 | 269 | 921 | 289 | 1210 | - | 1210 | - |
| | 56%CEG IK | 61%AC | - | 65%AE | 38% | 63%AG | 42% | 59%AI | - | 59%AK | - |
| NET: Weekly | 1731 | 1731 | - | 1273 | 458 | 1266 | 466 | 1731 | - | 1731 | - |
| | 80%CEG IK | 87%AC | - | 88%AE | 64% | 86%AG | 68% | 84%AI | - | 84%AK | - |
| NET: Monthly | 1870 | 1870 | - | 1347 | 523 | 1350 | 520 | 1870 | - | 1870 | - |
| | 87%CEG IK | 94%AC | - | 94%AE | 73% | 92%AG | 76% | 91%AI | - | 91%AK | - |
| NET: Ever | 1985 | 1985 | - | 1400 | 584 | 1417 | 568 | 1985 | - | 1985 | - |
| | 92%CE GIK | 100%AC | - | 97%AE | 82% | 97%AG | 83% | 97%AI | - | 97%AK | - |
| Several times a day | 740 | 740 | - | 596 | 144 | 569 | 170 | 740 | - | 740 | - |
| | 34%CEG IK | 37%AC | - | 41%AE | 20% | 39%AG | 25% | 36%AI | - | 36%AK | - |
| About once a day | 470 | 470 | - | 345 | 125 | 352 | 119 | 470 | - | 470 | - |
| | 22%CEG IK | 24%AC | - | 24%AE | 18% | 24%AG | 17% | 23%AI | - | 23%AK | - |
| Several times a week | 390 | 390 | - | 251 | 140 | 263 | 127 | 390 | - | 390 | - |
| | 18%CIK | 20%AC | - | 17% | 20% | 18% | 19% | 19%AI | - | 19%AK | - |
| About once a week | 131 | 131 | - | 81 | 49 | 81 | 50 | 131 | - | 131 | - |
| | 6%CIK | 7%AC | - | 6% | 7% | 6% | 7% | 6%ai | - | 6%ak | - |
| Several times a month | 83 | 83 | - | 44 | 39 | 52 | 31 | 83 | - | 83 | - |
| | 4%CDK | 4%aC | - | 3% | 5%aD | 4% | 4% | 4%ai | - | 4%ak | - |
| About once a month | 56 | 56 | - | 30 | 26 | 33 | 24 | 56 | - | 56 | - |
| | 3%cd | 3%ac | - | 2% | 4%d | 2% | 3% | 3% | - | 3% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
Overlap formulae used. * small base

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Absolutes/col percents

Table 29

Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

NET: BBC

Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------|-------------|--------------------|----------|-----------------|----------|--|-------------|--|-------------|---------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* | |
| Less often | 115 5%CDfi | 115 6%AC | - | 53 4% | 61 9%AD | 66 5% | 48 7%af | 115 6%ai | - | 115 6%ak | - |
| Never | 167 8%BDFH | - | 167 100%AB | 40 3% | 127 18%AD | 51 3% | 116 17%AF | 68 3% | 99 100%AH | 67 3% | 100 100%AJ |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 30
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV channels
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | |
|----------------------|--------------------------------|-------------|---------------|--|--------------|--------------|-----------------------|-------------------------------|-------------------------------|---------------------------------|---------------------------------|----------------------------------|--------------|--------------|----------------------------|-----------------------------------|----------------------------------|------------|------------|---------------------------|---------------------------|-------------|--------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 807 38%DEF LMNQSV | 397 37% | 411 38% | 24 17% | 48 22% | 89 26%dq | 110 34%DEF LMNQ | 161 46%ADE FGLMNO Q | 145 46%ADE FGLMNQ | 126 49%ADE FGLMNo Q | 106 49%ADE FGLMNo Q | 72 20% | 54 21% | 142 24%kq | 271 41%DEF GLMNQ | 376 48%ADE FGLMNO Q | 27 17% | 218 37% | 195 32% | 192 44%ArS | 201 39% _s | 413 35% | 393 41%AV |
| NET: Weekly | 1488 69%DEF LMNQ | 737 69% | 748 70% | 80 57% | 106 49% | 190 55% | 212 66%EFL MNq | 265 76%ADE FGLMNO Q | 241 77%ADE FGLMNQ | 206 81%ADE FGLMNO Q | 189 87%ADE FGHLM NOPQ | 186 52% | 124 49% | 314 53% | 477 71%DEF GLMNQ | 635 81%ADE FGLMNO Q | 88 56% | 406 69% | 405 67% | 321 74% _{asu} | 353 68% | 811 68% | 674 71% |
| NET: Monthly | 1709 79%DEF LMNQ | 855 80% | 849 79% | 96 68% | 142 66% | 223 65% | 246 77%EFL MNq | 295 85%ADE FGLMNO Q | 277 89%ADE FGLMNO Q | 231 90%ADE FGLMNO Q | 200 92%ADE FGHLMN OQ | 238 67% | 163 65% | 386 65% | 541 81%DEF GLMNQ | 707 90%ADE FGLHLMN OQ | 106 68% | 473 81% | 472 78% | 355 82% | 405 78% | 945 79% | 760 80% |
| NET: Ever | 1884 88%EFL MN | 940 88% | 937 87% | 118 83% | 170 79% | 264 77% | 279 87%eFI mN | 308 89%EFL MN | 297 95%ADE FGHLMN OQ | 240 94%ADE FGHLMN OQ | 208 96%ADE FGHLMN OQ | 287 81% | 200 80% | 464 78% | 587 88%EFL MN | 745 95%ADE FGHLMN OQ | 132 84% | 521 89% | 525 86% | 387 89% | 447 86% | 1046 88% | 835 87% |
| Several times a day | 420 20%DEF LMNQSV | 208 19% | 212 20% | 7 5% | 15 7% | 36 10% | 56 17%DEF LMNQ | 90 26%ADE FGLMNo Q | 87 28%ADE FGLMNo Q | 69 27%ADE FGLMNQ | 58 27%ADE GLMNQ | 23 6% | 17 7% | 53 9%l | 146 22%DEF GLMNQ | 215 27%ADE GLMNoQ | 8 5% | 104 18% | 91 15% | 104 24% _{arS} | 120 23% _{arS} | 195 16% | 225 24%AV |
| About once a day | 388 18% _{dln} q | 189 18% | 199 19% | 17 12% | 33 15% | 52 15% | 54 17% | 71 20% _{dln} q | 57 18% | 56 22% _{dfl} mnQ | 48 22% _{dfl} mnQ | 49 14% | 37 15% | 89 15% | 125 19% _{dliq} | 161 21% _{adf} LmNQ | 18 12% | 114 20% | 104 17% | 88 20% | 81 16% | 218 18% | 169 18% |
| Several times a week | 483 22% _{en} | 236 22% | 243 23% | 33 24% | 37 17% | 69 20% | 75 23% | 73 21% | 74 24% | 63 25% _e | 58 27% _{emn} | 70 20% | 45 18% | 114 19% | 149 22% | 195 25% _{aem} n | 37 24% | 132 23% | 148 24% | 88 20% | 114 22% | 280 23% | 202 21% |
| About once a week | 198 9% | 104 10% | 94 9% | 23 16% _{Afg} hUmnQ P | 21 10% | 33 9% | 27 8% | 31 9% | 22 7% | 17 7% | 25 11% _p | 44 12% _{aij} mnop | 25 10% | 57 10% | 57 9% | 64 8% | 24 15% _{Agh} JnoP | 56 10% | 62 10% | 42 10% | 38 7% | 118 10% | 79 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 30
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV channels
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-----------------------|-------------|----------|------------|----------------|-----------------|-----------------|--------------|-----------|-----------|-----------|---------|-----------------|-----------------|-----------------|-----------|---------|-----------------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Several times a month | 135 | 71 | 64 | 9 | 19 | 24 | 24 | 19 | 20 | 10 | 10 | 28 | 24 | 48 | 43 | 40 | 12 | 44 | 37 | 25 | 29 | 81 | 54 |
| | 6% | 7% | 6% | 6% | 9%jp | 7% | 7% | 5% | 6% | 4% | 4% | 8%j | 10%ajkp | 8%ajp | 6% | 5% | 8% | 8% | 6% | 6% | 6% | 7% | 6% |
| About once a month | 85 | 47 | 37 | 7 | 16 | 9 | 10 | 11 | 15 | 15 | 2 | 23 | 16 | 25 | 21 | 32 | 7 | 23 | 31 | 9 | 23 | 53 | 32 |
| | 4%kt | 4% | 3% | 5%k | 7%AFgh KNOp | 3% | 3% | 3% | 5%k | 6%K | 1% | 6%atfgK o | 6%afKn | 4%fk | 3% | 4%K | 4% | 5%t | 5%t | 2% | 4%t | 4% | 3% |
| Less often | 175 | 85 | 88 | 22 | 28 | 41 | 33 | 13 | 20 | 10 | 7 | 50 | 36 | 78 | 46 | 37 | 26 | 48 | 53 | 33 | 42 | 101 | 74 |
| | 8%HJKP | 8% | 8% | 15%AHJ JKOP | 13%AHJ JKOP | 12%AHJ JKOP | 10%HJKO P | 4% | 7% | 4% | 3% | 14%AHJ JKOP | 15%AHJ JKOP | 13%AHJ KOP | 7%H | 5% | 16%AgHl JKOP | 8% | 9% | 8% | 8% | 8% | 8% |
| Never | 268 | 132 | 134 | 23 | 46 | 80 | 42 | 38 | 15 | 15 | 10 | 69 | 50 | 130 | 80 | 39 | 24 | 65 | 83 | 47 | 74 | 148 | 120 |
| | 12%LJK P | 12% | 13% | 17%LJK P | 21%AgH LJKOP | 23%AGH LJKOP | 13%LJK P | 11%LJKP | 5% | 6% | 4% | 19%AgH LJKOP | 20%AgH LJKOP | 22%AGH LJKOP | 12%LJKP | 5% | 16%LJK P | 11% | 14% | 11% | 14% | 12% | 13% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 31
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV channels
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 807 | 62 | 43 | 101 | 66 | 72 | 56 | 42 | 76 | 99 | 97 | 60 | 33 | 671 | 731 | 14 | 28 | 16 | 8 | 66 | 91 | 152 | 565 | 76 | 225 |
| | 38%qTw | 36% | 50%abj | 43%kl | 39% | 37% | 39% | 39% | 35% | 32% | 31% | 51%ABe | fghJKLN | 37% | 38%aqT | 30% | 27% | 35% | 28% | 29% | 37% | 45%AuW | 36% | 43% | 42%awy |
| NET: Weekly | 1488 | 112 | 69 | 173 | 121 | 131 | 99 | 80 | 141 | 184 | 198 | 129 | 51 | 1246 | 1345 | 27 | 57 | 30 | 14 | 127 | 161 | 252 | 1069 | 125 | 392 |
| | 69%QT | 65% | 80%abf | 73% | 71% | 67% | 66% | 74% | 73% | 66% | 66% | 67% | 79%ABF | 69% | 71%ApQ | 56% | 56% | 65% | 50% | 57% | 66% | 75%aUw | 69% | 71% | 72%LU |
| NET: Monthly | 1709 | 131 | 72 | 198 | 138 | 153 | 117 | 86 | 164 | 207 | 235 | 152 | 55 | 1437 | 1531 | 35 | 69 | 38 | 16 | 158 | 189 | 280 | 1230 | 145 | 443 |
| | 79%QT | 76% | 84% | 84%j | 80% | 79% | 78% | 80% | 85%bJ | 74% | 78% | 78% | 86%abJ | 79%j | 81%AQT | 73% | 67% | 84%qt | 59% | 71% | 77% | 83%u | 79% | 82% | 82%u |
| NET: Ever | 1884 | 142 | 80 | 210 | 155 | 165 | 130 | 90 | 176 | 240 | 266 | 170 | 59 | 1592 | 1672 | 41 | 85 | 42 | 20 | 189 | 207 | 306 | 1368 | 153 | 477 |
| | 88% | 83% | 93%b | 89% | 90%b | 85% | 86% | 84% | 91%bh | 86% | 88% | 88% | 92%bh | 88% | 88% | 85% | 83% | 93% | 74% | 85% | 84% | 91%Uy | 88% | 87% | 88%u |
| Several times a day | 420 | 36 | 25 | 52 | 35 | 33 | 30 | 22 | 36 | 49 | 49 | 36 | 18 | 344 | 392 | 6 | 7 | 9 | 2 | 25 | 55 | 91 | 276 | 49 | 135 |
| | 20%QTW | 21% | 29%afj | 22% | 21% | 17% | 20% | 20% | 18% | 17% | 16% | 19% | 27%Afi | 19% | 21%AQT | 13% | 7% | 21%qt | 8% | 11% | 22% | 27%AW | 16% | 28%AW | 25%AW |
| About once a day | 388 | 26 | 18 | 49 | 31 | 39 | 26 | 21 | 40 | 50 | 48 | 24 | 15 | 326 | 339 | 8 | 21 | 6 | 5 | 41 | 36 | 61 | 289 | 27 | 90 |
| | 18% | 15% | 21% | 21%l | 18% | 20% | 17% | 19% | 21%l | 18% | 16% | 13% | 23%L | 18% | 18% | 17% | 20% | 14% | 20% | 18% | 15% | 18% | 19% | 15% | 17% |
| Several times a week | 483 | 33 | 14 | 54 | 35 | 43 | 30 | 23 | 53 | 61 | 74 | 49 | 15 | 413 | 436 | 8 | 22 | 7 | 5 | 42 | 46 | 72 | 357 | 33 | 118 |
| | 22% | 19% | 16% | 23% | 20% | 22% | 20% | 21% | 27%c | 22% | 25% | 22% | 22% | 23% | 23% | 16% | 21% | 16% | 19% | 19% | 19% | 21% | 23% | 19% | 22% |
| About once a week | 198 | 17 | 12 | 19 | 20 | 16 | 13 | 15 | 13 | 25 | 26 | 20 | 4 | 162 | 178 | 5 | 7 | 7 | 1 | 20 | 24 | 28 | 147 | 16 | 49 |
| | 9% | 10% | 14% | 8% | 12% | 8% | 9% | 14%im | 7% | 9% | 9% | 10% | 6% | 9% | 9% | 11% | 7% | 15% | 4% | 9% | 10% | 8% | 9% | 9% | 9% |
| Several times a month | 135 | 13 | 2 | 18 | 10 | 13 | 8 | 4 | 14 | 15 | 27 | 9 | 3 | 115 | 112 | 6 | 8 | 6 | 2 | 22 | 18 | 16 | 99 | 11 | 30 |
| | 6%o | 7% | 3% | 7% | 6% | 7% | 5% | 4% | 7% | 5% | 9% | 5% | 4% | 6% | 6% | 12% | 7% | 14%ao | 8% | 10%ao | 7% | 5% | 6% | 6% | 6% |
| About once a month | 85 | 6 | 1 | 7 | 7 | 10 | 9 | 2 | 9 | 8 | 11 | 14 | 2 | 76 | 74 | 2 | 4 | 2 | - | 8 | 10 | 12 | 62 | 9 | 22 |
| | 4% | 3% | 1% | 3% | 4% | 5% | 6% | 2% | 4% | 3% | 4% | 7%atj | 2% | 4% | 4% | 4% | 4% | 4% | - | 4% | 4% | 4% | 4% | 5% | 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 31
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV channels
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|-------------|---------------|----------------|----------------|------------------------------|-------------------|-------------------|-------------|---------------------|--------------------|----------------|----------------|------------------------|------------------|------------|-----------|-------------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 175 8%hO | 12 7% | 8 9% | 12 5% | 17 10%h | 12 6% | 13 9% | 4 4% | 12 6% | 33 12%adf Hn | 31 10%dh | 18 9% | 4 6% | 155 9%dh | 141 7% | 6 13% | 16 16%AO | 4 10% | 4 15% | 31 14%AO | 18 7% | 25 8% | 138 9% | 9 5% | 34 6% |
| Never | 268 12% | 30 17%ceim | 6 7% | 26 11% | 17 10% | 29 15% | 21 14% | 17 16%im | 17 9% | 39 14% | 36 12% | 24 12% | 5 8% | 216 12% | 228 12% | 7 15% | 17 17% | 3 7% | 7 26% | 34 15% | 38 16%Vy | 31 9% | 193 12% | 22 13% | 65 12%v |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 32
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV channels
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|-------------------|------------------|-------------------|-------------------|--------------------------|---------------|-----------------|------------------|-----------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 807 | 573 | 127 | 93 | 50 | 4 | 230 | 73 | 203 | 210 | 30 | 110 | 176 | 142 | 129 | 65 | 32 | 27 | 15 | 10 | 7 | 6 | 12 |
| | 38% Hk | 38% H | 35% h | 42% cgHl | 38% | 30% | 36% H | 29% | 35% H | 38% cgHI | 27% | 37% | 42% aKn | 34% | 38% k | 38% | 39% | 43% k | 39% | 40% | 27% | 42% | 37% |
| NET: Weekly | 1488 | 1041 | 246 | 158 | 85 | 8 | 439 | 164 | 394 | 382 | 59 | 203 | 298 | 287 | 230 | 121 | 64 | 49 | 29 | 18 | 22 | 11 | 19 |
| | 69% K | 70% | 68% | 72% | 63% | 57% | 68% | 64% | 68% | 69% h | 53% | 68% K | 72% K | 69% K | 68% K | 71% K | 77% K | 77% K | 75% k | 67% | 79% | 73% | 61% |
| NET: Monthly | 1709 | 1200 | 273 | 175 | 99 | 10 | 499 | 193 | 446 | 428 | 76 | 230 | 341 | 324 | 272 | 135 | 70 | 53 | 34 | 21 | 24 | 14 | 28 |
| | 79% cK | 81% c | 75% | 79% | 74% | 70% | 77% | 75% | 77% | 78% | 68% | 77% | 82% K | 78% k | 81% K | 79% k | 85% K | 84% k | 88% k | 80% | 87% | 90% | 89% k |
| NET: Ever | 1884 | 1324 | 307 | 196 | 111 | 12 | 549 | 214 | 495 | 472 | 92 | 249 | 368 | 358 | 306 | 150 | 75 | 58 | 35 | 23 | 27 | 14 | 30 |
| | 88% ghl | 89% Aceghj | 85% | 89% | 82% | 77% | 85% | 83% | 85% | 86% | 82% | 83% | 88% | 86% | 91% kL | 88% | 91% | 91% | 92% | 86% | 97% | 92% | 95% |
| Several times a day | 420 | 306 | 56 | 46 | 24 | 1 | 113 | 33 | 97 | 101 | 15 | 64 | 97 | 75 | 74 | 29 | 13 | 10 | 4 | 5 | 3 | 1 | 4 |
| | 20% cHi | 21% cH | 15% | 21% chi | 18% | 8% | 17% h | 13% | 17% h | 18% ch | 13% | 21% | 23% ak | 18% | 22% | 17% | 16% | 16% | 10% | 18% | 10% | 6% | 13% |
| About once a day | 388 | 267 | 71 | 47 | 26 | 3 | 118 | 41 | 106 | 109 | 15 | 47 | 80 | 67 | 55 | 36 | 19 | 17 | 11 | 6 | 5 | 5 | 7 |
| | 18% | 18% | 20% | 21% | 20% | 22% | 18% | 16% | 18% | 20% g | 13% | 16% | 19% | 16% | 16% | 21% | 23% | 27% kl | 29% kkno | 21% | 17% | 36% | 23% |
| Several times a week | 483 | 342 | 77 | 42 | 25 | 4 | 137 | 59 | 124 | 114 | 25 | 69 | 85 | 106 | 69 | 36 | 23 | 12 | 8 | 4 | 10 | 4 | 6 |
| | 22% | 23% | 21% | 19% | 19% | 27% | 21% | 23% | 21% | 21% | 22% | 23% | 20% | 26% | 20% | 21% | 27% | 19% | 22% | 16% | 34% | 27% | 18% |
| About once a week | 198 | 126 | 42 | 24 | 9 | - | 72 | 32 | 68 | 58 | 4 | 24 | 37 | 39 | 32 | 20 | 9 | 9 | 6 | 3 | 5 | 1 | 2 |
| | 9% k | 8% | 11% | 11% | 7% | - | 11% | 12% b | 12% ab | 10% | 4% | 8% | 9% | 9% | 9% | 12% k | 11% | 15% k | 14% k | 11% | 18% | 5% | 6% |
| Several times a month | 135 | 95 | 14 | 11 | 10 | 2 | 38 | 18 | 32 | 28 | 9 | 17 | 22 | 25 | 29 | 11 | 5 | 3 | 2 | 1 | 2 | 5 | |
| | 6% c | 6% | 4% | 5% | 8% | 14% | 6% CJ | 7% c | 6% c | 5% c | 8% | 6% | 5% | 6% | 9% | 6% | 6% | 5% | 4% | 6% | 3% | 16% | 16% alMn |
| About once a month | 85 | 64 | 14 | 5 | 4 | - | 21 | 11 | 20 | 18 | 8 | 10 | 20 | 13 | 4 | 2 | 2 | 1 | 3 | 2 | 1 | 4 | |
| | 4% | 4% | 4% | 2% | 3% | - | 3% | 4% | 3% | 3% | 7% | 3% | 5% | 3% | 4% | 2% | 2% | 2% | 8% | 8% | 4% | - | 12% alNoPqr |
| Less often | 175 | 124 | 34 | 21 | 12 | 7 | 50 | 21 | 49 | 44 | 16 | 19 | 27 | 33 | 34 | 15 | 4 | 5 | 2 | 1 | 3 | 2 | |
| | 8% | 8% | 9% | 9% | 9% | 7% | 8% | 8% | 8% | 8% | 14% alm | 6% | 7% | 8% | 10% | 9% | 5% | 7% | 4% | 5% | 10% | 3% | 6% |
| Never | 268 | 166 | 55 | 25 | 24 | 3 | 98 | 43 | 86 | 80 | 20 | 50 | 48 | 56 | 31 | 21 | 8 | 6 | 3 | 4 | 1 | 1 | |
| | 12% B | 11% | 15% b | 11% | 18% b | 23% | 15% ab | 17% ab | 15% b | 14% b | 18% o | 17% aO | 12% | 14% | 9% | 12% | 9% | 9% | 8% | 14% | 3% | 8% | 5% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
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Absolutes/col percents

Table 33
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV channels
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 807 | 794 | 13 | 584 | 224 | 555 | 253 | 800 | 8 | 800 | 8 |
| | 38%CEI | 40%AC | 8% | 41%AE | 31% | 38% | 37% | 39%AI | 8% | 39%AK | 8% |
| | K | | | | | | | | | | |
| NET: Weekly | 1488 | 1461 | 28 | 1070 | 419 | 1047 | 441 | 1471 | 17 | 1471 | 17 |
| | 69%CEG | 74%AC | 17% | 74%AE | 59% | 71%AG | 64% | 72%AI | 18% | 72%AK | 17% |
| | IK | | | | | | | | | | |
| NET: Monthly | 1709 | 1675 | 34 | 1226 | 483 | 1212 | 497 | 1689 | 20 | 1689 | 20 |
| | 79%CEG | 84%AC | 20% | 85%AE | 68% | 83%AG | 73% | 82%AI | 20% | 82%AK | 19% |
| | IK | | | | | | | | | | |
| NET: Ever | 1884 | 1841 | 43 | 1337 | 546 | 1335 | 549 | 1858 | 26 | 1858 | 26 |
| | 88%CEG | 93%AC | 26% | 93%AE | 77% | 91%AG | 80% | 90%AI | 26% | 91%AK | 26% |
| | IK | | | | | | | | | | |
| Several times a day | 420 | 414 | 6 | 309 | 111 | 268 | 151 | 415 | 5 | 415 | 5 |
| | 20%CEf | 21%AC | 3% | 21%AE | 16% | 18% | 22%af | 20%AI | 5% | 20%AK | 5% |
| | IK | | | | | | | | | | |
| About once a day | 388 | 380 | 7 | 275 | 113 | 287 | 101 | 385 | 3 | 385 | 3 |
| | 18%CGI | 19%AC | 4% | 19% | 16% | 20%AG | 15% | 19%AI | 3% | 19%AK | 3% |
| | K | | | | | | | | | | |
| Several times a week | 483 | 474 | 9 | 352 | 131 | 359 | 124 | 476 | 6 | 476 | 6 |
| | 22%CEG | 24%AC | 6% | 24%AE | 18% | 24%AG | 18% | 23%AI | 7% | 23%AK | 6% |
| | IK | | | | | | | | | | |
| About once a week | 198 | 193 | 5 | 134 | 64 | 134 | 64 | 195 | 3 | 195 | 3 |
| | 9%CIk | 10%AC | 3% | 9% | 9% | 9% | 9% | 9%ai | 3% | 9%ak | 3% |
| Several times a month | 135 | 131 | 4 | 100 | 35 | 98 | 37 | 134 | 1 | 134 | 1 |
| | 6%ck | 7%ac | 2% | 7% | 5% | 7% | 5% | 7%ai | 1% | 7%ak | 1% |
| About once a month | 85 | 83 | 2 | 56 | 29 | 67 | 19 | 84 | 1 | 84 | 1 |
| | 4%g | 4% | 1% | 4% | 4% | 5%ag | 3% | 4% | 1% | 4% | 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
Overlap formulae used. * small base

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ONLINE Fieldwork:- 29th March to 6th April 2021

Table 33
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV channels
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|-------------------------|-----------|--------------------|-----------|------------------|-----------|--|------------|--|-----------|-----------------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 175 8% | 166 8% | 9 5% | 112 8% | 63 9% | 123 8% | 52 8% | 169 8% | 6 6% | 169 8% | 6 6% |
| Never | 268 12% BDFH J | 144 7% | 124 74% AB | 103 7% | 165 23% AD | 133 9% | 136 20% AF | 195 10% | 73 74% AH | 194 9% | 74 74% AJ |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 34
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV Hub/ STV Player
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-----------------------|-----------|----------|------------|-----------|-----------|------------------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-------------|-----------|----------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 159 | 74 | 85 | 9 | 20 | 40 | 32 | 22 | 18 | 12 | 5 | 30 | 21 | 62 | 54 | 36 | 11 | 58 | 29 | 38 | 34 | 87 | 72 |
| | 7%KPS | 7% | 8% | 7%k | 9%kP | 12%AhiJKP | 10%jKP | 6%k | 6% | 5% | 2% | 8%Kp | 8%Kp | 10%AhiJKP | 8%KP | 5% | 7%k | 10%ASu | 5% | 9%ks | 7% | 7% | 8% |
| NET: Weekly | 631 | 295 | 336 | 39 | 68 | 126 | 102 | 106 | 76 | 63 | 52 | 107 | 73 | 199 | 207 | 191 | 44 | 177 | 190 | 132 | 132 | 367 | 264 |
| | 29%IPu | 27% | 31% | 28% | 32%mp | 37%AIJKP | 32%ip | 31%p | 24% | 25% | 24% | 30%p | 29% | 34%ajJKP | 31%ikP | 24% | 30% | 31%u | 30% | 30% | 25% | 31% | 28% |
| NET: Monthly | 1022 | 487 | 533 | 58 | 108 | 171 | 156 | 173 | 145 | 120 | 91 | 166 | 120 | 291 | 329 | 356 | 65 | 296 | 308 | 207 | 210 | 604 | 418 |
| | 47%UW | 45% | 50%a | 41% | 50% | 50% | 49% | 50% | 46% | 47% | 42% | 47% | 48% | 49% | 49% | 45% | 42% | 50%U | 51%U | 48%u | 40% | 51%AW | 44% |
| NET: Ever | 1474 | 710 | 758 | 85 | 161 | 233 | 223 | 237 | 219 | 183 | 132 | 247 | 186 | 419 | 460 | 534 | 97 | 414 | 447 | 293 | 320 | 861 | 613 |
| | 68%bdkUW | 66% | 71%ab | 60% | 75%aDKLQ | 68% | 69%k | 69% | 70%dk | 72%dkq | 61% | 69%Dkq | 74%aDKLQ | 71%dkq | 69%dk | 68%K | 62% | 71%U | 74%AU | 68% | 61% | 72%AW | 64% |
| Several times a day | 47 | 23 | 24 | - | 1 | 20 | 8 | 9 | 5 | 2 | 2 | 1 | 1 | 22 | 17 | 8 | * | 16 | 6 | 10 | 15 | 22 | 25 |
| | 2%LPS | 2% | 2% | - | 1% | 6%ADEGHJKLMLNOPQ | 3%l | 2%l | 2% | 1% | 1% | * | 1% | 4%ADEJKLMPq | 3%lp | 1% | * | 3%ks | 1% | 2% | 3%ks | 2% | 3% |
| About once a day | 112 | 51 | 62 | 9 | 19 | 20 | 23 | 13 | 14 | 11 | 3 | 28 | 20 | 40 | 37 | 27 | 10 | 41 | 24 | 28 | 19 | 65 | 47 |
| | 5%KP | 5% | 6% | 7%K | 9%ahijKP | 6%k | 7%KP | 4% | 4% | 4% | 1% | 8%ahKP | 8%ahKP | 7%KP | 6%k | 3%k | 7%K | 7%asu | 4% | 7%u | 4% | 5% | 5% |
| Several times a week | 246 | 118 | 128 | 16 | 22 | 50 | 44 | 44 | 25 | 22 | 25 | 37 | 22 | 72 | 87 | 71 | 17 | 68 | 82 | 51 | 45 | 150 | 96 |
| | 11%IPu | 11% | 12% | 11% | 10% | 15%ijmP | 14%ip | 13% | 8% | 8% | 12% | 10% | 9% | 12%km | 13%ip | 9% | 11% | 12% | 13%u | 12% | 9% | 13% | 10% |
| About once a week | 226 | 103 | 122 | 14 | 27 | 35 | 26 | 40 | 33 | 30 | 21 | 40 | 30 | 65 | 66 | 84 | 16 | 52 | 79 | 43 | 52 | 131 | 95 |
| | 10% | 10% | 11% | 10% | 12% | 10% | 8% | 12% | 11% | 12% | 10% | 11% | 12% | 11% | 10% | 11% | 10% | 13%ar | 9% | 10% | 10% | 11% | 10% |
| Several times a month | 192 | 92 | 101 | 11 | 18 | 29 | 28 | 33 | 33 | 21 | 19 | 30 | 24 | 53 | 61 | 73 | 14 | 58 | 56 | 41 | 38 | 114 | 79 |
| | 9% | 9% | 9% | 8% | 9% | 8% | 9% | 9% | 11% | 8% | 9% | 8% | 10% | 9% | 9% | 9% | 10% | 10% | 9% | 9% | 7% | 10% | 8% |
| About once a month | 198 | 100 | 96 | 8 | 21 | 16 | 26 | 35 | 35 | 36 | 20 | 29 | 22 | 39 | 61 | 92 | 8 | 60 | 63 | 34 | 41 | 123 | 75 |
| | 9%FNq | 9% | 9% | 5% | 10%fn | 5% | 8% | 10%f | 11%dfnq | 14%ADFGq | 9%f | 8%q | 9%fn | 6%f | 9%f | 12%AdFNq | 5% | 10% | 10% | 8% | 8% | 10% | 8% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 34
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV Hub/ STV Player
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------|-------------------------|------------------|------------|---------------------------|-----------|------------|-----------|------------|-----------|-----------|--------------------------------|------------------|-------------------------|-----------------|------------|------------|------------------------|------------|------------|-----------------|-------------------|------------|------------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 452 21% | 224 21% | 226 21% | 27 19% | 53 25% | 62 18% | 67 21% | 65 19% | 74 24% | 63 25% | 41 19% | 81 23% | 66 26% afh lno | 128 22% f | 131 20% | 178 23% | 32 21% | 118 20% | 138 23% | 86 20% | 109 21% | 257 21% | 195 20% |
| Never | 678 32% cem SV | 361 34% ac | 313 29% | 56 40% aEI jLMno | 54 25% | 111 32% | 98 31% | 109 31% | 93 30% | 72 28% | 85 39% aEg jIMNo P | 110 31% EM | 64 26% | 175 29% | 207 31% | 250 32% | 59 38% Ejl Mn | 172 29% | 161 26% | 141 32% s | 201 39% ARS | 333 28% | 342 36% AV |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
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Absolutes/col percents

Table 35
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV Hub/ STV Player
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|---------------|--------------|----------------|-----------------------|------------------------------|-------------------|-------------------|-------------------------|---------------------|-------------|----------------|----------------|------------------------|------------------|--------------|-----------|-------------|--------------|-------------------|--------------------------------|----------------------|------------------------|----------------|-------------------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 159 7%kl | 10 6% | 8 9%l | 32 14%Abh IKLN | 18 10%kL | 15 8%l | 13 8%l | 5 5% | 8 4% | 27 10%kL | 13 4% | 6 3% | 5 8%l | 139 8%ikl | 134 7% | 3 6% | 11 11% | 5 12% | 1 4% | 21 9% | 16 7% | 23 7% | 116 7% | 9 5% | 36 7% |
| NET: Weekly | 631 29%l | 41 24% | 22 25% | 91 38%ABc ikLmN | 57 33%l | 60 31% | 44 29% | 37 34%bl | 51 26% | 84 30% | 83 28% | 43 22% | 18 28% | 535 30%l | 556 29% | 15 30% | 32 31% | 16 36% | 4 14% | 66 30% | 65 27% | 86 26% | 474 30% | 46 26% | 143 26% |
| NET: Monthly | 1022 47% | 76 44% | 39 45% | 132 56%abf gjIN | 86 50% | 87 45% | 66 44% | 56 52% | 86 45% | 125 45% | 147 49% | 88 45% | 32 50% | 857 47% | 907 48% | 23 48% | 45 44% | 26 58% | 6 23% | 101 45% | 108 44% | 153 46% | 751 48% | 90 51% | 251 46% |
| NET: Ever | 1474 68%vy | 113 66% | 57 67% | 170 72% | 121 70% | 130 67% | 103 69% | 76 71% | 133 69% | 185 66% | 209 69% | 130 67% | 46 72% | 1238 68% | 1299 68% | 36 73% | 66 64% | 39 87%AoQ | 13 50% | 154 69% | 168 69% | 212 63% | 1096 70%Avy | 115 65% | 349 64% |
| Several times a day | 47 2% | 2 1% | 3 4%l | 8 3% | 6 4%l | 4 2% | 3 2% | 1 1% | 1 1% | 6 2% | 5 2% | 3 2% | 3 4%l | 41 2% | 42 2% | 1 2% | 1 1% | 1 2% | 1 4% | 4 2% | 5 2% | 8 2% | 33 2% | 4 2% | 12 2% |
| About once a day | 112 5%klo | 8 4% | 4 5% | 24 10%Abhl KLmN | 12 7%kL | 11 6%l | 9 6%l | 4 4% | 7 3% | 20 7%kL | 7 2% | 2 1% | 2 4% | 98 5%kL | 92 5% | 2 4% | 10 10%ao | 4 9% | - | 17 7% | 11 4% | 15 5% | 83 5% | 5 3% | 24 4% |
| Several times a week | 246 11% | 20 12% | 7 9% | 35 15%l | 15 9% | 30 15%lm | 17 11% | 12 11% | 19 10% | 34 12% | 36 12% | 16 8% | 5 8% | 209 12% | 212 11% | 8 17% | 15 15% | 8 18% | - | 32 14% | 27 11% | 29 9% | 187 12% | 19 11% | 55 10% |
| About once a week | 226 10%t | 12 7% | 6 7% | 23 10% | 15 13% | 15 8% | 15 10% | 19 18%ABc dFg,jkN | 24 13% | 24 9% | 34 11% | 22 11% | 8 12% | 187 10% | 210 11%at | 3 7% | 5 5% | 3 6% | 3 10% | 14 6% | 21 9% | 34 10% | 171 11% | 17 10% | 52 10% |
| Several times a month | 192 9%f | 10 6% | 12 14%bFg | 21 9% | 13 8% | 8 4% | 9 6% | 10 10%f | 18 9% | 25 9% | 38 13%abF | 21 11%f | 7 12%bF | 165 9%f | 170 9% | 3 6% | 9 8% | 8 19%aot | 2 8% | 22 10% | 20 8% | 30 9% | 136 9% | 24 14%auv w | 55 10% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
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Absolutes/col percents

Table 35
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV Hub/ STV Player
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--------------------|--------------------------|---------------|----------------|----------------|-------------------------------|--------------------|------------------------|-----------|------------------------|------------|----------------|----------------|------------------------|-------------------|-------------------------|-----------|------------------------|-----------|---------------------|---------------------------------|----------------------------|--------------------------|--------------------------|-----------|--------------------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| About once a month | 198 9%j | 25 15%ka | 5 6%jkn | 20 9% | 16 10% | 19 10% | 14 9% | 9 8% | 17 9% | 16 6% | 26 9% | 24 12%j | 7 10% | 158 9% | 181 10% | 5 11% | 5 5% | 2 4% | - 6% | 13 6% | 23 9% | 37 11% | 141 9% | 20 12% | 53 10% |
| Less often | 452 21%x | 37 21% | 19 22% | 38 16% | 34 20% | 43 22% | 37 25% ^d | 20 19% | 47 24% ^d | 59 21% | 62 21% | 42 22% | 14 22% | 381 21% | 392 21% | 12 25% | 21 20% | 13 28% | 7 27% | 53 24% | 60 25% ^l VXY | 59 17% | 345 22% ^{ax} | 25 14% | 98 18% |
| Never | 678 32% ^{RW} | 59 34% | 29 33% | 67 28% | 52 30% | 64 33% | 47 31% | 31 29% | 61 31% | 95 34% | 92 31% | 64 33% | 18 28% | 570 32% | 600 32% ^r | 13 27% | 36 36% ^R | 6 13% | 14 50% | 69 31% ^R | 77 31% | 125 37% ^{aw} | 465 30% | 61 35% | 193 36% ^{aw} |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 36
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV Hub/ STV Player
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 159 | 84 | 40 | 27 | 13 | 2 | 73 | 37 | 70 | 59 | 3 | 20 | 27 | 38 | 23 | 13 | 8 | 3 | 2 | 3 | 3 | 2 | 6 |
| | 7%B | 6% | 11%AB | 12%AB | 10% | 15% | 11%AB | 14%ABg | 12%ABj | 11%AB | 3% | 7% | 7% | 9%k | 7% | 7% | 9% | 5% | 6% | 12% | 11% | 13% | 18%aKlmopr |
| NET: Weekly | 631 | 389 | 132 | 78 | 48 | 5 | 237 | 97 | 212 | 204 | 21 | 85 | 127 | 120 | 97 | 53 | 28 | 17 | 11 | 9 | 11 | 6 | 14 |
| | 29%Bk | 26% | 36%AB | 35%aB | 36%b | 35% | 37%AB | 38%AB | 37%AB | 37%AB | 19% | 28% | 31%k | 29%k | 29% | 31%k | 34%k | 26% | 30% | 36% | 40% | 40% | 45%aKln |
| NET: Monthly | 1022 | 674 | 184 | 113 | 71 | 8 | 339 | 132 | 302 | 289 | 40 | 129 | 201 | 184 | 173 | 89 | 49 | 32 | 24 | 11 | 18 | 9 | 18 |
| | 47%Bk | 45% | 51% | 51% | 53% | 57% | 52%AB | 51% | 52%aB | 52%AB | 36% | 43% | 48%k | 44% | 51%kl | 52%k | 60%aKLn | 50% | 61%Kln | 41% | 63% | 59% | 56%k |
| NET: Ever | 1474 | 1011 | 249 | 157 | 88 | 11 | 451 | 177 | 406 | 385 | 62 | 187 | 280 | 278 | 254 | 120 | 65 | 48 | 30 | 13 | 21 | 14 | 24 |
| | 68%kl | 68% | 69% | 71% | 66% | 77% | 70% | 69% | 70% | 70% | 55% | 63% | 67%k | 67%k | 75%AKLmn | 70%k | 79%aKLn | 75%k | 79%kl | 51% | 77% | 91% | 77%k |
| Several times a day | 47 | 19 | 12 | 11 | 6 | - | 28 | 16 | 25 | 21 | - | 9 | 9 | 11 | 6 | 3 | 4 | - | - | 2 | - | - | 1 |
| | 2%B | 1% | 3%B | 5%AB | 5%B | - | 4%AB | 6%ABcj | 4%AB | 4%AB | - | 3% | 2% | 3% | 2% | 2% | 5%k | - | - | 8% | - | - | 3%k |
| About once a day | 112 | 65 | 28 | 16 | 7 | 2 | 45 | 21 | 45 | 38 | 3 | 11 | 19 | 27 | 17 | 9 | 4 | 3 | 2 | 1 | 3 | 2 | 5 |
| | 5%B | 4% | 8%aB | 7% | 5% | 15% | 7%ab | 8%aB | 8%ABg | 7%b | 3% | 4% | 5% | 7% | 5% | 5% | 4% | 5% | 6% | 4% | 11% | 13% | 15%aKLmop |
| Several times a week | 246 | 149 | 55 | 28 | 23 | 2 | 95 | 37 | 82 | 85 | 11 | 27 | 57 | 44 | 38 | 22 | 8 | 6 | 5 | 3 | 4 | 3 | 6 |
| | 11%B | 10% | 15%aB | 13% | 17%ab | 14% | 15%AB | 14%b | 14%aB | 15%AB | 10% | 9% | 14% | 11% | 11% | 13% | 9% | 9% | 14% | 10% | 13% | 21% | 17% |
| About once a week | 226 | 156 | 36 | 23 | 12 | 1 | 69 | 23 | 60 | 61 | 7 | 37 | 43 | 39 | 36 | 19 | 13 | 8 | 4 | 4 | 4 | 1 | 3 |
| | 10% | 10% | 10% | 10% | 9% | 7% | 11% | 9% | 10% | 11% | 7% | 12% | 10% | 9% | 11% | 11% | 16%k | 12% | 10% | 14% | 16% | 7% | 10% |
| Several times a month | 192 | 132 | 28 | 19 | 14 | 1 | 59 | 20 | 50 | 48 | 10 | 26 | 30 | 29 | 35 | 18 | 11 | 6 | 9 | * | 4 | 2 | 3 |
| | 9% | 9% | 8% | 9% | 10% | 7% | 9% | 8% | 9% | 9% | 9% | 9% | 7% | 7% | 11% | 11% | 13% | 10% | 23%AKLMNop | 2% | 14% | 12% | 8% |
| About once a month | 198 | 153 | 24 | 16 | 9 | 2 | 43 | 15 | 40 | 36 | 9 | 18 | 44 | 34 | 40 | 17 | 10 | 9 | 3 | 1 | 2 | 1 | 1 |
| | 9%Ghi | 10%acgh | 7% | 7% | 7% | 15% | 7% | 6% | 7% | 7% | 8% | 6% | 11%l | 8% | 12%l | 10% | 13%l | 13%l | 9% | 4% | 8% | 7% | 3% |
| Less often | 452 | 337 | 65 | 44 | 17 | 3 | 112 | 44 | 104 | 96 | 21 | 59 | 78 | 94 | 81 | 32 | 16 | 16 | 7 | 3 | 4 | 5 | 7 |
| | 21%eGi | 23%AeG | 18% | 20% | 13% | 20% | 17% | 17% | 18% | 17% | 19% | 20% | 19% | 23% | 24% | 18% | 19% | 25% | 18% | 10% | 14% | 31% | 21% |
| | j | ij | | | | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 36
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV Hub/ STV Player
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 678 | 479 | 113 | 64 | 46 | 3 | 196 | 81 | 175 | 167 | 49 | 112 | 136 | 136 | 83 | 51 | 17 | 16 | 8 | 13 | 7 | 1 | 7 |
| | 32%Oq | 32% | 31% | 29% | 34% | 23% | 30% | 31% | 30% | 30% | 45%AmnO | 37%aOOs | 33%oq | 33%oq | 25% | 30% | 21% | 25% | 21% | 49% | 23% | 9% | 23% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 37
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV Hub/ STV Player
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 159 | 156 | 3 | 130 | 29 | 124 | 35 | 157 | 2 | 157 | 2 |
| | 7%CEG | 8%AC | 2% | 9%AE | 4% | 8%AG | 5% | 8%ai | 2% | 8%ak | 2% |
| NET: Weekly | 631 | 614 | 17 | 484 | 147 | 484 | 147 | 621 | 10 | 621 | 10 |
| | 29%CEG | 31%AC | 10% | 34%AE | 21% | 33%AG | 21% | 30%AI | 10% | 30%AK | 10% |
| NET: Monthly | 1022 | 993 | 29 | 776 | 246 | 777 | 245 | 1007 | 15 | 1007 | 15 |
| | 47%CEG | 50%AC | 17% | 54%AE | 35% | 53%AG | 36% | 49%AI | 15% | 49%AK | 15% |
| NET: Ever | 1474 | 1431 | 43 | 1092 | 381 | 1106 | 368 | 1450 | 23 | 1450 | 23 |
| | 68%CEG | 72%AC | 28% | 76%AE | 54% | 75%AG | 54% | 71%AI | 24% | 71%AK | 23% |
| Several times a day | 47 | 46 | 1 | 41 | 6 | 35 | 12 | 46 | 1 | 46 | 1 |
| | 2%E | 2% | 1% | 3%AE | 1% | 2% | 2% | 2% | 1% | 2% | 1% |
| About once a day | 112 | 110 | 2 | 89 | 23 | 89 | 23 | 111 | 1 | 111 | 1 |
| | 5%CEG | 6%ac | 1% | 6%AE | 3% | 6%ag | 3% | 5% | 1% | 5% | 1% |
| Several times a week | 246 | 237 | 9 | 192 | 54 | 190 | 56 | 241 | 5 | 241 | 5 |
| | 11%CEG | 12%ac | 5% | 13%AE | 8% | 13%AG | 8% | 12% | 6% | 12% | 5% |
| About once a week | 226 | 221 | 5 | 162 | 64 | 170 | 56 | 223 | 3 | 223 | 3 |
| | 10%CGi | 11%AC | 3% | 11% | 9% | 12%ag | 8% | 11%ai | 3% | 11%ak | 3% |
| Several times a month | 192 | 187 | 6 | 147 | 46 | 151 | 42 | 190 | 2 | 190 | 2 |
| | 9%CEGI | 9%ac | 4% | 10%AE | 6% | 10%AG | 6% | 9%ai | 2% | 9%ak | 2% |
| About once a month | 198 | 192 | 6 | 145 | 53 | 142 | 56 | 196 | 2 | 196 | 2 |
| | 9%CeI | 10%ac | 4% | 10% | 7% | 10% | 8% | 10%ai | 2% | 10%ak | 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 37
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
ITV Hub/ STV Player
Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------|-------------------------|------------------|------------------|-----------------------|------------------|--------------------|------------------|---|-----------------|---|-----------------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 452 21% CgI K | 438 22% AC | 14 8% | 317 22% | 135 19% | 328 22% ag | 123 18% | 443 22% AI | 9 9% | 443 22% AK | 9 8% |
| Never | 678 32% BDF HJ | 554 28% | 124 74% AB | 348 24% | 330 46% AD | 362 25% | 316 46% AF | 603 29% | 75 76% AH | 601 29% | 77 77% AJ |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 38
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: ITV
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|----------------------|-------------------------|-------------|---------------|-------------------------|--------------|-----------------------|-----------------------|------------------------------|------------------------------|-------------------------------|--------------------------------|-----------------------|--------------|-----------------|------------------------|-------------------------------|-------------------------|-----------------|------------|--------------------|-------------------|-------------|------------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 833 39%DEF LMNQSV | 407 38% | 426 40% | 25 18% | 54 25% | 97 28%dq | 113 35%DeL MNQ | 165 48%ADE FGLMNO Q | 146 47%ADE FGLMNQ | 128 50%ADE FGLMNo Q | 106 49%ADE FGLMNQ | 79 22% | 60 24% | 157 26%dlq | 278 42%DEF GLMNQ | 379 48%ADE FGLMNo Q | 28 18% | 224 38% | 201 33% | 201 46%ArS u | 205 39% s | 425 36% | 407 43%AV |
| NET: Weekly | 1537 71%DEF LMNQ | 759 71% | 774 72% | 81 58% | 112 52% | 207 60% m | 219 68%DEF LMNq | 273 79%ADE FGLMNO Q | 243 78%ADE FGLMNQ | 211 82%ADE FGLMNO Q | 191 88%ADE FGHLM NOpQ | 194 54% | 130 52% | 337 57% m | 492 74%DEF GLMNQ | 644 82%ADE FGLMNO Q | 89 57% | 417 71% | 424 70% | 330 76% asu | 363 70% | 841 70% | 693 73% |
| NET: Monthly | 1777 83%DEF LMNQ | 880 82% | 892 83% | 97 69% | 155 72% | 242 70% | 255 79%deF LmNQ | 307 89%ADE FGLMNO Q | 280 90%ADE FGLMNo Q | 238 93%ADE FGLMNO Q | 203 93%ADE FGLMNO Q | 252 71% | 177 71% | 419 71% | 562 84%DEF GLMNQ | 721 92%ADE FGLMNO Q | 107 69% | 493 84% | 499 82% | 362 83% | 420 81% | 992 83% | 782 82% |
| NET: Ever | 1954 91%DEF LMNq | 963 90% | 983 92% | 119 84% | 181 84% | 289 84% | 289 90%efl mn | 320 92%DEF LMNq | 300 96%ADE FGLMNO Q | 247 97%ADE FGHLMN OQ | 210 97%ADE FGLMNo Q | 299 84% | 211 84% | 500 84% | 609 91%DEF LMNq | 756 96%ADE FGHLMN OQ | 133 85% | 542 93% u | 551 91% | 394 91% | 463 89% | 1084 92% | 857 90% |
| Several times a day | 430 20%DEF LMNQSV | 213 20% | 216 20% | 7 5% | 16 7% | 42 12% dlm q | 58 18%DEF LMNQ | 91 26%ADE FGLMNo Q | 88 28%ADE FGLMNo Q | 69 27%ADE FGLMNQ | 58 27%ADEF gLMNQ | 23 6% | 17 7% | 59 10% Lm | 149 22%DEF GLMNQ | 216 28%ADEF GLMNoQ | 9 6% | 107 18% | 93 15% | 107 25% arS | 123 24% arS | 200 17% | 230 24% AV |
| About once a day | 403 19% dqu | 193 18% | 210 20% | 17 12% | 39 18% | 55 16% | 55 17% | 74 21% dq | 57 18% | 58 23% Dfl nQ | 48 22% dq | 56 16% | 43 17% | 98 16% | 129 19% dq | 163 21% dl nQ | 19 12% | 117 20% | 108 18% | 95 22% u | 82 16% | 225 19% | 177 19% |
| Several times a week | 501 23% EIM n | 247 23% | 251 23% | 34 24% elm | 33 16% | 77 22% | 79 24% em | 75 22% | 76 24% em | 65 26% Em | 62 29% ELM N | 68 19% e | 42 17% | 119 20% e | 154 23% em | 203 26% aEI Mn | 38 24% elm | 135 23% | 159 26% | 91 21% | 115 22% | 294 25% | 206 22% |
| About once a week | 202 9% | 106 10% | 97 9% | 22 16% AgJ JoP | 25 11% | 34 10% | 27 9% | 33 9% | 22 7% | 18 7% | 23 10% | 47 13% Aj oP | 28 11% | 62 10% | 60 9% | 62 8% | 23 15% agl JoP | 57 10% | 64 11% | 37 9% | 43 8% | 122 10% | 80 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 38
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: ITV
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-----------------------|-------------------|------------|------------|--------------------------|--------------------------|--------------------------|------------------------|----------------|---------------|----------------|----------|--------------------------|---------------------------|---------------------------|------------------|---------------|--------------------------|---------------|----------------|----------|----------------|----------------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Several times a month | 138 6% | 68 6% | 70 7% | 9 6% | 23 11% AhJk oP | 21 6% | 22 7% | 18 5% | 22 7% | 11 4% | 11 5% | 33 9% ajp | 28 11% AfhJ knOP | 49 8% afjp | 40 6% | 44 6% | 12 8% | 46 8% | 36 6% | 23 5% | 33 6% | 82 7% | 56 6% |
| About once a month | 102 5% KTW | 53 5% | 48 4% | 7 5% k | 19 9% Afgh KNoP | 13 4% k | 14 4% k | 16 5% k | 14 5% k | 17 7% Kp | 2 1% | 26 7% aKpq | 19 8% afKn p | 33 5% fK | 30 5% k | 33 4% K | 7 4% k | 30 5% t | 39 6% aT | 10 2% | 24 5% | 69 6% aw | 34 4% |
| Less often | 177 8% HJKP | 83 8% | 91 9% | 22 15% AHI JKOP | 26 12% aHI JKoP | 48 14% AHI JKOP | 34 11% HJKO P | 13 4% | 20 6% | 9 3% | 7 3% | 47 13% AHI JKOP | 34 13% AHI JKOP | 81 14% AHIJ KOP | 47 7% HjKp | 35 5% | 26 16% AHIJ KOP | 49 8% | 52 9% | 32 7% | 43 8% | 102 9% | 75 8% |
| Never | 198 9% JKP | 109 10% | 88 8% | 22 16% AHI JKoP | 35 16% AgH LKOP | 55 16% AgH LKOP | 32 10% JKP | 26 8% jP | 12 4% | 8 3% | 8 3% | 57 16% AgH LKOP | 39 16% AgH LKOP | 94 16% AgHI JKOP | 58 9% JKP | 28 4% | 23 15% ahIJ KoP | 44 7% | 56 9% | 40 9% | 58 11% r | 100 8% | 98 10% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 39
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: ITV
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|---------------------|--------------|-----------------------|--------------------|------------------------------|-------------------|-------------------|-------------|---------------------|------------|----------------|----------------|-----------------------------|------------------|----------------|-----------|-----------|-------------|-------------------|--------------------------------|----------------------|------------------------|-------------|-------------|--------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 833 39%kkq Tw | 64 37% | 46 53%Abf gJkLN | 106 45%jKL n | 72 42%l | 75 39% | 58 39% | 43 40% | 77 40% | 100 36% | 98 33% | 60 31% | 34 52%ABf ghiJKL N | 692 38%kl | 756 40%AqT | 14 30% | 29 28% | 16 35% | 8 28% | 67 30% | 97 40% | 155 46%AW | 584 37% | 76 43% | 232 43%aw |
| NET: Weekly | 1537 71%QT | 115 67% | 72 84%aBf gJKIN | 178 75% | 128 74% | 135 70% | 103 68% | 81 75% | 145 75% | 190 68% | 204 68% | 135 70% | 51 80%abf gkkin | 1289 71% | 1389 73%AQT | 29 60% | 59 57% | 30 65% | 14 50% | 131 59% | 167 68% | 256 76%aU | 1105 71% | 131 75% | 404 74%U |
| NET: Monthly | 1777 83%JQT | 135 78% | 76 88%j | 205 87%bJ | 147 85%j | 157 81% | 122 81% | 89 83% | 166 86%j | 214 77% | 248 82% | 161 83% | 56 87%bJ | 1496 83%J | 1592 84%AQT | 36 75% | 73 71% | 39 86%t | 16 59% | 164 73% | 196 80% | 292 87%auw | 1280 82% | 153 87%u | 461 85%U |
| NET: Ever | 1954 91%t | 149 86% | 82 95%b | 214 90% | 164 95%aBh j | 174 90% | 135 90% | 95 88% | 179 93% | 248 89% | 275 91% | 180 93%b | 60 93% | 1650 91%b | 1734 91%at | 43 88% | 88 86% | 43 96%t | 20 74% | 194 87% | 218 89% | 316 94%auy | 1417 91% | 161 92% | 497 92% |
| Several times a day | 430 20%QTW | 36 21% | 26 30%afj jkn | 54 23% | 38 22% | 35 18% | 31 21% | 22 21% | 36 18% | 49 17% | 49 16% | 36 19% | 19 29%Afj JKIN | 353 20% | 401 21%AQT | 6 13% | 7 7% | 10 23%Qt | 2 8% | 26 12%q | 56 23% | 92 27%AW | 284 18% | 49 28%aW | 138 25%AW |
| About once a day | 403 19%l | 28 16% | 19 22%l | 52 22%l | 34 20% | 40 21%l | 27 18% | 21 20% | 41 21%l | 51 18% | 49 16% | 24 13% | 15 24%L | 339 19%l | 355 19% | 8 17% | 22 21% | 5 12% | 5 20% | 41 18% | 41 17% | 63 19% | 300 19% | 27 15% | 94 17% |
| Several times a week | 501 23% | 34 20% | 14 16% | 53 23% | 38 22% | 47 24% | 32 21% | 23 21% | 53 27%c | 65 23% | 78 26% | 51 27% | 14 21% | 431 24% | 451 24% | 9 18% | 23 22% | 8 18% | 5 19% | 45 20% | 46 19% | 73 22% | 369 24% | 37 21% | 123 23% |
| About once a week | 202 9% | 17 10% | 13 15%fm | 19 8% | 18 10% | 12 6% | 13 9% | 15 14%fm | 15 8% | 26 9% | 29 9% | 23 12% | 4 6% | 167 9% | 181 10% | 6 13% | 7 7% | 6 12% | 1 4% | 20 9% | 24 10% | 28 8% | 152 10% | 19 11% | 49 9% |
| Several times a month | 138 6% | 12 7% | 2 3% | 18 7% | 11 6% | 12 6% | 9 6% | 5 5% | 13 7% | 15 5% | 28 9%a | 11 6% | 3 4% | 118 7% | 115 6% | 5 10% | 7 7% | 7 16%AO | 2 8% | 22 10%ao | 18 7% | 20 6% | 97 6% | 13 8% | 35 6% |
| About once a month | 102 5% | 8 5% | 1 1% | 10 4% | 8 5% | 11 6% | 10 7% | 3 3% | 9 4% | 9 3% | 16 5% | 15 8%cj | 2 4% | 89 5% | 89 5% | 2 4% | 6 6% | 2 4% | - | 10 5% | 12 5% | 15 4% | 78 5% | 8 4% | 22 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 39
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: ITV
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|--------------------|-----------------------|----------------|----------------|------------------------------|-------------------|-------------------|------------------|---------------------|----------------------|-----------------|------------------|------------------------|------------------|-----------|-----------|--------------------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|-----------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 177 | 14 | 6 | 9 | 17 | 17 | 13 | 6 | 13 | 33 | 26 | 19 | 4 | 154 | 143 | 6 | 16 | 4 | 4 | 30 | 22 | 24 | 136 | 9 | 36 |
| | 8%DO | 8% | 7% | 4% | 10% ^d | 9% ^d | 9% ^d | 5% | 7% | 12% ^a Dhm | 9% ^d | 10% ^d | 6% | 9% ^D | 8% | 13% | 15% ^a O | 10% | 15% | 14% ^{AO} | 9% | 7% | 9% | 5% | 7% |
| Never | 198 | 23 | 4 | 23 | 8 | 20 | 16 | 13 | 14 | 32 | 27 | 13 | 4 | 157 | 165 | 6 | 14 | 2 | 7 | 29 | 27 | 21 | 144 | 15 | 46 |
| | 9% ^{eo} v | 14% ^{sc} Ein | 5% | 10% | 5% | 10% | 10% | 12% ^e | 7% | 11% ^e | 9% | 7% | 7% | 9% | 9% | 12% | 14% | 4% | 26% | 13% ^{ao} r | 11% ^v | 6% | 9% | 8% | 8% ^v |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 40
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: ITV
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 833 | 585 | 132 | 99 | 54 | 4 | 243 | 81 | 215 | 220 | 32 | 116 | 185 | 148 | 130 | 67 | 32 | 27 | 15 | 10 | 7 | 6 | 12 |
| | 39%hk | 39%h | 36% | 45%cgHl | 40% | 30% | 38%H | 31% | 37%h | 40%cGHI | 28% | 39% | 44%aKn | 36% | 39% | 39% | 39% | 43% | 39% | 40% | 27% | 42% | 36% |
| NET: Weekly | 1537 | 1075 | 251 | 163 | 89 | 8 | 453 | 170 | 406 | 393 | 62 | 213 | 312 | 298 | 235 | 121 | 65 | 50 | 30 | 18 | 22 | 11 | 20 |
| | 71%K | 72% | 69% | 74% | 66% | 57% | 70% | 66% | 70% | 71% | 55% | 71%K | 75%K | 72%K | 70%K | 71%k | 79%K | 78%K | 77%k | 67% | 79% | 73% | 64% |
| NET: Monthly | 1777 | 1249 | 282 | 180 | 106 | 11 | 516 | 199 | 460 | 444 | 82 | 242 | 355 | 333 | 284 | 140 | 71 | 58 | 34 | 21 | 24 | 14 | 28 |
| | 83%cghik | 84%aCghi | 78% | 82% | 79% | 77% | 80% | 77% | 79% | 81%c | 74% | 81% | 85%K | 80% | 84%k | 82% | 86%k | 91%K | 90%k | 80% | 87% | 90% | 89% |
| NET: Ever | 1954 | 1372 | 318 | 199 | 117 | 13 | 570 | 222 | 511 | 490 | 95 | 263 | 381 | 369 | 316 | 154 | 77 | 62 | 36 | 23 | 27 | 15 | 30 |
| | 91%cGHIk | 92%AcGHj | 88% | 90% | 87% | 84% | 88% | 86% | 88% | 89% | 85% | 88% | 92%k | 89% | 94%aKln | 90% | 94% | 98%kin | 94% | 86% | 97% | 100% | 95% |
| Several times a day | 430 | 309 | 58 | 48 | 25 | 1 | 119 | 38 | 103 | 106 | 15 | 67 | 98 | 76 | 75 | 30 | 15 | 10 | 4 | 5 | 3 | 1 | 4 |
| | 20%ch | 21%ch | 16% | 22%ch | 19% | 8% | 18% | 15% | 18% | 19%C | 13% | 22%k | 24%ak | 18% | 22%k | 18% | 18% | 16% | 10% | 18% | 10% | 6% | 13% |
| About once a day | 403 | 276 | 74 | 51 | 28 | 3 | 124 | 43 | 112 | 114 | 17 | 49 | 86 | 72 | 55 | 36 | 17 | 17 | 11 | 6 | 5 | 5 | 8 |
| | 19% | 19% | 20% | 23% | 21% | 22% | 19% | 17% | 19% | 21%g | 15% | 16% | 21% | 17% | 16% | 21% | 21% | 27% | 29% | 21% | 17% | 36% | 24% |
| Several times a week | 501 | 360 | 78 | 39 | 25 | 4 | 137 | 60 | 124 | 113 | 25 | 71 | 88 | 113 | 72 | 36 | 23 | 12 | 9 | 5 | 10 | 4 | 6 |
| | 23%d | 24%d | 21% | 18% | 19% | 27% | 21% | 23% | 21% | 20% | 22% | 24% | 21% | 27%am | 21% | 21% | 27% | 19% | 24% | 20% | 34% | 27% | 19% |
| About once a week | 202 | 130 | 41 | 25 | 10 | - | 73 | 29 | 67 | 60 | 5 | 26 | 39 | 36 | 33 | 18 | 10 | 11 | 6 | 2 | 5 | 1 | 2 |
| | 9% | 9% | 11% | 11% | 8% | - | 11% | 11% | 12%kab | 11% | 5% | 9% | 9% | 9% | 10% | 11% | 12% | 17%aK | 14%k | 7% | 18% | 5% | 8% |
| Several times a month | 138 | 100 | 13 | 10 | 12 | 3 | 35 | 15 | 28 | 27 | 11 | 19 | 22 | 20 | 29 | 12 | 5 | 5 | 2 | 1 | 1 | 2 | 4 |
| | 6%c | 7%c | 4% | 5% | 9%Cij | 20% | 5%ci | 6% | 5% | 5%c | 10%n | 6% | 5% | 5% | 9%n | 7% | 6% | 7% | 4% | 6% | 3% | 16% | 13% |
| About once a month | 102 | 74 | 18 | 8 | 5 | - | 29 | 14 | 26 | 25 | 9 | 10 | 21 | 15 | 20 | 8 | 2 | 3 | 3 | 2 | 1 | - | 4 |
| | 5% | 5% | 5% | 3% | 4% | - | 4% | 5% | 5% | 5% | 8% | 3% | 5% | 4% | 6% | 5% | 2% | 5% | 8% | 8% | 4% | - | 12%knq |
| Less often | 177 | 123 | 36 | 19 | 11 | 1 | 53 | 23 | 51 | 46 | 13 | 20 | 26 | 36 | 32 | 14 | 6 | 4 | 2 | 1 | 3 | 2 | 2 |
| | 8% | 8% | 10% | 9% | 8% | 7% | 8% | 9% | 9% | 8% | 11% | 7% | 6% | 9% | 10% | 8% | 7% | 7% | 4% | 5% | 10% | 10% | 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 40
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: ITV
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 198 | 118 | 44 | 22 | 17 | 2 | 77 | 35 | 70 | 62 | 17 | 37 | 35 | 45 | 21 | 17 | 5 | 1 | 2 | 4 | 1 | - | 2 |
| | 9%Bo | 8% | 12%ab | 10% | 13% | 16% | 12%AB | 14%aB | 12%AB | 11%b | 15%amOr | 12%or | 8% | 11%or | 6% | 10% | 6% | 2% | 6% | 14% | 3% | - | 5% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 41
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: ITV
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 833 | 817 | 16 | 603 | 230 | 571 | 262 | 823 | 10 | 823 | 10 |
| | 39%CEI | 41%AC | 10% | 42%AE | 32% | 39% | 38% | 40%AI | 10% | 40%AK | 10% |
| K | | | | | | | | | | | |
| NET: Weekly | 1537 | 1501 | 36 | 1097 | 440 | 1082 | 455 | 1515 | 22 | 1515 | 22 |
| | 71%CEG | 76%AC | 21% | 76%AE | 62% | 74%AG | 66% | 74%AI | 22% | 74%AK | 22% |
| IK | | | | | | | | | | | |
| NET: Monthly | 1777 | 1732 | 45 | 1264 | 513 | 1264 | 513 | 1752 | 24 | 1752 | 24 |
| | 83%CEG | 87%AC | 27% | 88%AE | 72% | 86%AG | 75% | 85%AI | 25% | 85%AK | 24% |
| IK | | | | | | | | | | | |
| NET: Ever | 1954 | 1892 | 62 | 1372 | 582 | 1382 | 572 | 1920 | 34 | 1920 | 34 |
| | 91%CEG | 95%AC | 37% | 95%AE | 82% | 94%AG | 84% | 94%AI | 34% | 94%AK | 34% |
| IK | | | | | | | | | | | |
| Several times a day | 430 | 423 | 7 | 314 | 115 | 275 | 155 | 424 | 6 | 424 | 6 |
| | 20%CEf | 21%AC | 4% | 22%AE | 16% | 19% | 23%af | 21%AI | 6% | 21%AK | 6% |
| IK | | | | | | | | | | | |
| About once a day | 403 | 394 | 10 | 288 | 115 | 297 | 107 | 399 | 4 | 399 | 4 |
| | 19%CEg | 20%AC | 6% | 20%ae | 16% | 20%ag | 16% | 19%AI | 4% | 19%AK | 4% |
| IK | | | | | | | | | | | |
| Several times a week | 501 | 489 | 13 | 361 | 140 | 375 | 127 | 494 | 7 | 494 | 7 |
| | 23%CEG | 25%AC | 8% | 25%AE | 20% | 26%AG | 19% | 24%AI | 8% | 24%AK | 7% |
| IK | | | | | | | | | | | |
| About once a week | 202 | 195 | 7 | 134 | 69 | 136 | 66 | 197 | 5 | 197 | 5 |
| | 9%c | 10%ac | 4% | 9% | 10% | 9% | 10% | 10% | 5% | 10% | 5% |
| IK | | | | | | | | | | | |
| Several times a month | 138 | 134 | 4 | 102 | 36 | 101 | 37 | 138 | - | 138 | - |
| | 6%ck | 7%ac | 2% | 7% | 5% | 7% | 5% | 7%al | - | 7%AK | - |
| IK | | | | | | | | | | | |
| About once a month | 102 | 97 | 5 | 65 | 37 | 80 | 22 | 100 | 2 | 100 | 2 |
| | 5%g | 5% | 3% | 5% | 5% | 5%ag | 3% | 5% | 2% | 5% | 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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.YONDER

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Table 41
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

NET: ITV
 Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|--------------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 177 8% | 160 8% | 17 10% | 108 7% | 69 10% | 119 8% | 58 9% | 168 8% | 10 10% | 168 8% | 10 10% |
| Never | 198 9%BDFH J | 93 5% | 105 63%AB | 69 5% | 130 18%AD | 85 6% | 113 16%AF | 133 6% | 65 66%AH | 132 6% | 66 66%AJ |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 42
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 4 channels
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-----------------------|---|------------------------|------------|------------|---------------------------|----------------------------|--------------------------------------|-------------------------------------|---|---|---|-------------------------|------------|----------------------------|--------------------------------------|---|------------|---------------------------|------------|------------|-----------------------|-------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 444 21% _l | 238 22% | 206 19% | 21 15% | 36 17% | 68 20% | 79 kLmnq | 85 kLmnq | 77 kLmnpq | 44 17% | 35 16% | 57 16% | 41 17% | 109 18% | 164 25% _{ade} jKLmnpq | 156 20% | 24 15% | 131 22% | 123 20% | 89 20% | 101 19% | 254 21% | 189 20% |
| NET: Weekly | 1307 61% _{DEF} LMNQ | 668 62% | 637 59% | 57 41% | 99 46% | 180 52% _d lq | 194 61% _{DEF} LMNQ | 238 69% _{ADE} FgLMNq | 213 68% _{ADE} FgLMNQ | 169 66% _{DEF} LMNQ | 156 72% _{ADE} FGLMNQ | 157 44% | 113 45% | 293 49% _d l | 433 65% _{aDE} FgLMNQ | 538 69% _{ADE} FgLMNQ | 65 42% | 376 64% _a | 359 59% | 262 60% | 308 59% | 735 62% | 570 60% |
| NET: Monthly | 1635 76% _{DEF} LMNQ _u | 822 77% | 807 75% | 82 58% | 135 62% | 225 65% | 238 74% _{DEF} LMNQ | 281 81% _{aDE} FgLMNq | 254 82% _{aDE} FgLMNQ | 223 87% _{ADE} FGLMNO | 196 90% _{ADE} FGHILM NOpQ | 217 61% | 154 61% | 379 64% | 519 78% _{DEF} gLMNQ | 673 86% _{ADE} FGLMNO | 94 60% | 466 79% _a u | 456 75% | 331 76% | 379 73% | 921 77% | 710 74% |
| NET: Ever | 1878 87% _{DEF} LMNQ | 942 86% | 930 87% | 102 72% | 175 81% _d l | 274 80% | 274 85% _D ln Q | 308 89% _{DE} FgLMNQ | 293 94% _{ADE} FGHLMN OQ | 240 94% _{ADE} FGHLMN OQ | 213 98% _{ADE} FGHIL MNOpQ | 277 78% _d | 199 80% | 473 80% _d | 582 87% _{DE} FgLMNQ | 746 95% _{ADE} FGHLMN OQ | 115 74% | 524 89% | 524 86% | 378 87% | 449 86% | 1048 88% | 827 87% |
| Several times a day | 136 6% _{cd} EL MNq | 82 8% _{ac} | 54 5% | 3 2% | 5 2% | 19 5% _{lmn} | 35 11% _{ADEF} JKLMNPQ | 25 7% _d eL Mnq | 31 10% _{ADEF} JKLMNPQ | 9 4% | 9 4% | 7 2% | 5 2% | 23 4% _{lm} | 60 9% _{ADEJ} kLMNQ | 49 6% _d eJL Mq | 3 2% | 40 7% | 29 5% | 24 5% | 41 8% _s | 70 6% | 65 7% |
| About once a day | 309 14% _u | 156 15% | 152 14% | 18 13% | 32 15% | 49 14% | 44 14% | 60 17% | 47 15% | 35 14% | 26 12% | 49 14% | 37 15% | 86 14% | 103 15% | 107 14% | 21 13% | 91 16% _u | 93 15% | 65 15% | 59 11% | 184 15% | 124 13% |
| Several times a week | 577 27% _{DEF} LMNQ | 280 26% | 295 28% | 17 12% | 39 18% | 76 22% _d lq | 84 26% _{De} L MnQ | 91 26% _{De} L MnQ | 96 31% _{DEF} LMNQ | 87 34% _{ADE} FgHLMN oQ | 86 40% _{ADE} FGHILM NOQ | 57 16% | 42 17% | 118 20% _d lq | 175 26% _{De} L MNQ | 269 34% _{ADE} FgHLMN OQ | 21 13% | 152 26% | 158 26% | 120 28% | 147 28% | 310 26% | 267 28% |
| About once a week | 286 13% _g | 150 14% | 136 13% | 19 14% | 24 11% | 36 10% | 31 10% | 63 18% _{Ae} F GimNO | 40 13% | 38 15% | 35 16% _f gn | 43 12% | 30 12% | 66 11% | 94 14% _G | 113 14% _g | 21 13% | 93 16% _{au} | 79 13% | 53 12% | 61 12% | 171 14% | 114 12% |
| Several times a month | 203 9% | 98 9% | 103 10% | 17 12% | 19 9% | 32 9% | 32 10% | 27 8% | 26 8% | 29 11% | 20 9% | 36 10% | 21 8% | 54 9% | 59 9% | 75 10% | 18 12% | 60 10% | 55 9% | 46 11% | 42 8% | 115 10% | 88 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 42
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 4 channels
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--------------------|--------------------|------------|------------|-----------------------------|----------------------|----------------------|-------------------|---------------|-------------|----------------------|-------------------|------------------------|----------------------|-----------------------|---------------|-------------------|----------------------|-----------|-----------|-----------|-----------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| About once a month | 125 6%o | 56 5% | 67 6% | 8 6% | 16 8%go | 13 4% | 11 4% | 16 5% | 15 5% | 25 10%AFGh inO | 20 9%afGh O | 24 7% | 19 8%fgno | 33 5%f | 27 4% | 60 8%Afji O | 10 6% | 30 5% | 41 7% | 23 5% | 30 6% | 72 6% | 52 5% |
| Less often | 243 11%hjp | 121 11% | 123 11% | 19 14%hj | 40 19%Agh JKOP | 49 14%HJk op | 36 11% | 27 8% | 38 12%jp | 18 7% | 17 8% | 60 17%Agh JKOP | 46 18%Agh JKOP | 94 16%AghJ KOP | 62 9% | 73 9% | 22 14%hj | 58 10% | 69 11% | 47 11% | 70 13% | 127 11% | 117 12% |
| Never | 274 13%LJK P | 129 12% | 142 13% | 39 28%AeG HIJKn OP | 41 19%Ahl JKoP | 70 20%AHl JKOP | 47 15%LJK P | 38 11%ijKP | 19 6%kk | 15 6%k | 5 2% | 80 22%Aeg HIJKOP | 50 20%AHl JKOP | 120 20%Agh JKOP | 86 13%LJKP | 38 5%kk | 41 26%AGH JKOP | 62 11% | 83 14% | 56 13% | 72 14% | 146 12% | 128 13% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 43
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 4 channels
Base: All respondents

| | GOR | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | | | |
|-----------------------|-----------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|------------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 444 | 27 | 18 | 62 | 35 | 43 | 28 | 12 | 36 | 67 | 65 | 40 | 13 | 393 | 374 | 15 | 29 | 13 | 5 | 62 | 54 | 70 | 320 | 26 | 111 |
| | 21%HO | 16% | 21%h | 26%abH | 20%h | 22%h | 18% | 11% | 19% | 24%bH | 22%H | 21%h | 19%h | 22%aH | 20% | 30% | 29%ao | 29% | 19% | 28%AO | 22%x | 21%x | 21% | 15% | 20%x |
| NET: Weekly | 1307 | 102 | 55 | 157 | 110 | 119 | 82 | 61 | 125 | 161 | 172 | 123 | 41 | 1103 | 1168 | 28 | 56 | 29 | 15 | 127 | 143 | 210 | 962 | 100 | 321 |
| | 61% | 59% | 63% | 66%gjk | 64% | 61% | 55% | 57% | 64% | 57% | 57% | 63% | 61% | 61% | 61% | 57% | 55% | 63% | 54% | 57% | 58% | 62% | 62% | 57% | 59% |
| NET: Monthly | 1635 | 121 | 69 | 191 | 129 | 148 | 105 | 79 | 162 | 201 | 227 | 153 | 49 | 1385 | 1459 | 35 | 71 | 35 | 17 | 157 | 183 | 266 | 1187 | 137 | 416 |
| | 76%t | 71% | 80% | 81%bgj | 75% | 77% | 70% | 74% | 83%aBG | 72% | 76% | 79% | 76% | 77%gj | 77%at | 72% | 69% | 77% | 62% | 70% | 75% | 79% | 76% | 78% | 77% |
| NET: Ever | 1878 | 148 | 75 | 210 | 151 | 171 | 124 | 86 | 173 | 245 | 265 | 173 | 56 | 1588 | 1662 | 43 | 86 | 44 | 21 | 194 | 213 | 304 | 1360 | 158 | 479 |
| | 87%H | 86% | 87% | 89%h | 88%h | 88%h | 83% | 80% | 90%h | 87%h | 88%h | 89%h | 87% | 88%gH | 88% | 88% | 84% | 98%aoq | 78% | 87% | 87% | 90%y | 87% | 90% | 88% |
| Several times a day | 136 | 8 | 7 | 20 | 13 | 7 | 8 | 4 | 9 | 23 | 21 | 11 | 5 | 119 | 113 | 5 | 9 | 6 | 1 | 21 | 22 | 26 | 87 | 12 | 43 |
| | 6%w | 5% | 8% | 8%f | 8% | 4% | 5% | 4% | 5% | 8%f | 7% | 6% | 7% | 7% | 6% | 11% | 8% | 14%ao | 4% | 9% | 9%w | 8% | 6% | 7% | 8% |
| About once a day | 309 | 18 | 12 | 41 | 21 | 36 | 20 | 8 | 27 | 44 | 44 | 29 | 8 | 274 | 261 | 9 | 21 | 7 | 4 | 41 | 32 | 44 | 233 | 14 | 68 |
| | 14%Hox | 11% | 14% | 18%H | 12% | 19%bH | 13% | 7% | 14% | 16%h | 15%h | 12% | 15%aH | 14% | 19% | 20% | 16% | 14% | 18% | 13% | 13%x | 15%x | 8% | 12%x | |
| Several times a week | 577 | 49 | 26 | 71 | 42 | 56 | 37 | 28 | 61 | 61 | 79 | 49 | 18 | 482 | 526 | 8 | 21 | 11 | 8 | 48 | 60 | 100 | 422 | 49 | 146 |
| | 27%j | 28% | 30% | 30%j | 25% | 29% | 24% | 26% | 32%j | 22% | 26% | 25% | 28% | 27%j | 28%a | 17% | 21% | 24% | 28% | 22% | 25% | 30% | 27% | 28% | 27% |
| About once a week | 286 | 27 | 11 | 24 | 33 | 20 | 18 | 21 | 27 | 33 | 28 | 34 | 10 | 228 | 269 | 4 | 5 | 5 | 2 | 16 | 29 | 40 | 220 | 25 | 64 |
| | 13%kqT | 16%k | 12% | 10% | 19%adF | 10% | 12% | 20%aDf | 14% | 12% | 9% | 18%dfk | 15% | 13% | 14%AqT | 9% | 5% | 10% | 7% | 7% | 12% | 12% | 14% | 14% | 12% |
| Several times a month | 203 | 15 | 9 | 28 | 12 | 17 | 16 | 10 | 20 | 23 | 32 | 17 | 6 | 172 | 182 | 6 | 8 | 3 | 1 | 18 | 29 | 31 | 139 | 19 | 58 |
| | 9% | 9% | 10% | 12% | 7% | 9% | 10% | 9% | 10% | 8% | 11% | 9% | 9% | 10% | 10% | 13% | 8% | 7% | 4% | 8% | 12% | 9% | 9% | 11% | 11% |
| About once a month | 125 | 4 | 6 | 7 | 13 | 7 | 8 | 17 | 17 | 23 | 14 | 3 | 109 | 109 | 1 | 7 | 3 | 1 | 12 | 12 | 24 | 86 | 18 | 36 | |
| | 6%d | 2% | 6% | 2% | 7%d | 5% | 7%bd | 9%bd | 6%d | 8%bd | 7%d | 4% | 6%d | 6% | 2% | 7% | 7% | 4% | 6% | 5% | 7% | 6% | 10%auw | 7% | |
| Less often | 243 | 26 | 7 | 20 | 22 | 22 | 19 | 7 | 12 | 44 | 37 | 20 | 7 | 203 | 203 | 8 | 16 | 9 | 4 | 37 | 30 | 39 | 173 | 20 | 63 |
| | 11%ho | 15%dh | 8% | 8% | 13%i | 11% | 13%i | 6% | 6% | 16%adh | 12%i | 10% | 11% | 11%i | 11% | 17% | 15% | 21%o | 16% | 17%aO | 12% | 11% | 11% | 11% | 12% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 43
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 4 channels
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|--------------------|---------------------|------------|----------------|----------------|---------------------|------------------|------------------|-----------|------------------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northem Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Never | 274 | 24 | 11 | 26 | 21 | 23 | 26 | 22 | 20 | 35 | 37 | 20 | 8 | 220 | 237 | 6 | 16 | 1 | 6 | 29 | 32 | 32 | 201 | 18 | 64 |
| | 13%r | 14% | 13% | 11% | 12% | 12% | 17% ⁿ | 20% ^{Ade} | 10% | 13% | 12% | 11% | 13% | 12% | 12% ^r | 12% | 16% ^r | 2% | 22% | 13% ^r | 13% | 10% | 13% | 10% | 12% ^v |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 44
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 4 channels
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 444 | 297 | 85 | 56 | 25 | 3 | 143 | 53 | 133 | 127 | 19 | 62 | 88 | 82 | 68 | 32 | 24 | 12 | 7 | 9 | 7 | 1 | 11 |
| | 21% | 20% | 23% | 25% | 18% | 22% | 22% | 21% | 23% | 23% | 17% | 21% | 21% | 20% | 20% | 16% | 29% | 20% | 18% | 35% | 24% | 10% | 35%aknop |
| NET: Weekly | 1307 | 912 | 206 | 141 | 83 | 9 | 386 | 149 | 342 | 333 | 56 | 180 | 255 | 251 | 201 | 110 | 60 | 37 | 25 | 20 | 18 | 12 | 18 |
| | 61%k | 61% | 57% | 64%c | 62% | 63% | 60% | 58% | 59% | 60%c | 50% | 60% | 61%k | 61%k | 60% | 64%k | 73%aKln | 58% | 64% | 77% | 65% | 77% | 58% |
| NET: Monthly | 1635 | 1151 | 258 | 167 | 97 | 11 | 472 | 184 | 419 | 408 | 72 | 221 | 322 | 312 | 248 | 135 | 72 | 51 | 32 | 23 | 23 | 14 | 26 |
| | 76%cgj | 77%acg | 71% | 75% | 72% | 77% | 73% | 71% | 72% | 74% | 65% | 74% | 77%K | 75%k | 74% | 79%K | 87%aKlm | 80%k | 83%k | 86% | 81% | 94% | 83%k |
| NET: Ever | 1878 | 1328 | 298 | 187 | 109 | 11 | 538 | 212 | 482 | 463 | 93 | 251 | 366 | 361 | 293 | 150 | 77 | 58 | 34 | 24 | 26 | 15 | 30 |
| | 87%CeG | 89%ACe | 82% | 85% | 82% | 77% | 83% | 83% | 83% | 84% | 84% | 84% | 88% | 87% | 87% | 88% | 94%l | 91% | 89% | 90% | 92% | 100% | 95% |
| Several times a day | 136 | 91 | 23 | 17 | 9 | 1 | 43 | 17 | 39 | 37 | 4 | 22 | 23 | 25 | 29 | 5 | 7 | * | 3 | 3 | 2 | * | 3 |
| | 6% | 6% | 6% | 8% | 7% | 8% | 7% | 7% | 7% | 7% | 4% | 7%r | 6% | 6% | 9%pr | 3% | 8%r | 1% | 7% | 10% | 8% | 3% | 8%r |
| About once a day | 309 | 206 | 62 | 39 | 16 | 2 | 100 | 36 | 94 | 90 | 15 | 39 | 65 | 57 | 39 | 26 | 17 | 12 | 4 | 7 | 4 | 1 | 9 |
| | 14% | 14% | 17% | 18% | 12% | 14% | 15% | 14% | 16% | 16% | 14% | 13% | 16% | 14% | 12% | 15% | 21%o | 19% | 11% | 26% | 16% | 7% | 27%alnO |
| Several times a week | 577 | 413 | 80 | 55 | 36 | 6 | 157 | 68 | 136 | 134 | 24 | 76 | 108 | 120 | 88 | 56 | 24 | 12 | 8 | 7 | 9 | 8 | 1 |
| | 27%ciW | 28%ci | 22% | 25% | 27% | 42% | 24% | 26% | 23% | 24% | 22%w | 25%W | 26%W | 29%W | 26%W | 33%rW | 29%W | 19% | 22%w | 27% | 32% | 52% | 4% |
| About once a week | 286 | 201 | 41 | 31 | 22 | - | 85 | 28 | 73 | 72 | 12 | 42 | 58 | 49 | 45 | 22 | 12 | 9 | 4 | 3 | 2 | 2 | 6 |
| | 13% | 13% | 11% | 14% | 16% | - | 13% | 11% | 13% | 13% | 11% | 14% | 14% | 12% | 13% | 14% | 19% | 24%akn | 15% | 9% | 16% | 3% | 19% |
| Several times a month | 203 | 139 | 39 | 16 | 11 | 2 | 62 | 27 | 56 | 54 | 11 | 21 | 37 | 42 | 27 | 20 | 8 | 11 | 3 | 2 | 2 | 3 | 6 |
| | 9% | 9% | 11% | 7% | 8% | 14% | 10% | 11% | 10% | 10% | 10% | 7% | 9% | 10% | 8% | 12% | 10% | 17%almo | 8% | 8% | 8% | 17% | 19%lo |
| About once a month | 125 | 100 | 13 | 9 | 4 | - | 24 | 8 | 22 | 21 | 5 | 20 | 30 | 19 | 20 | 6 | 4 | 3 | 4 | - | 2 | - | 2 |
| | 6%Ghij | 7%AcGh | 4% | 4% | 3% | - | 4% | 3% | 4% | 4% | 5% | 7% | 7% | 5% | 6% | 4% | 5% | 5% | 11% | - | 8% | - | 6% |
| Less often | 243 | 177 | 40 | 20 | 12 | - | 66 | 29 | 62 | 55 | 22 | 30 | 44 | 49 | 45 | 14 | 5 | 7 | 2 | 1 | 3 | 1 | 4 |
| | 11% | 12% | 11% | 9% | 9% | - | 10% | 11% | 11% | 10% | 19%Almn | 10% | 11% | 12% | 13% | 8% | 6% | 10% | 6% | 4% | 11% | 6% | 12% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 44
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 4 channels
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 274 | 162 | 64 | 34 | 25 | 3 | 109 | 45 | 100 | 89 | 18 | 49 | 50 | 53 | 44 | 21 | 5 | 6 | 4 | 3 | 2 | - | 2 |
| | 13%B | 11% | 18%AB | 15% | 18%ab | 23% | 17%AB | 17%aB | 17%AB | 16%AB | 16% | 16%q | 12% | 13% | 13% | 12% | 6% | 9% | 11% | 10% | 8% | - | 5% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 45
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 4 channels
Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 444 | 440 | 4 | 341 | 103 | 322 | 122 | 441 | 3 | 441 | 3 |
| | 21%CEg | 22%AC | 3% | 24%AE | 14% | 22%ag | 18% | 21%AI | 3% | 21%AK | 3% |
| NET: Weekly | 1307 | 1289 | 18 | 971 | 336 | 929 | 378 | 1294 | 13 | 1294 | 13 |
| | 61%CEG | 65%AC | 11% | 67%AE | 47% | 63%AG | 55% | 63%AI | 13% | 63%AK | 13% |
| NET: Monthly | 1635 | 1607 | 27 | 1199 | 436 | 1166 | 468 | 1616 | 18 | 1616 | 18 |
| | 76%CEG | 81%AC | 16% | 83%AE | 61% | 79%AG | 68% | 79%AI | 19% | 79%AK | 18% |
| NET: Ever | 1878 | 1843 | 35 | 1352 | 526 | 1338 | 540 | 1855 | 23 | 1855 | 23 |
| | 87%CEG | 93%AC | 21% | 94%AE | 74% | 91%AG | 79% | 90%AI | 23% | 90%AK | 23% |
| Several times a day | 136 | 136 | - | 105 | 30 | 98 | 38 | 136 | - | 136 | - |
| | 6%CEIk | 7%AC | - | 7%AE | 4% | 7% | 6% | 7%AI | - | 7%AK | - |
| About once a day | 309 | 304 | 4 | 236 | 72 | 224 | 84 | 305 | 3 | 305 | 3 |
| | 14%CEI | 15%AC | 3% | 16%AE | 10% | 15% | 12% | 15%AI | 3% | 15%AK | 3% |
| Several times a week | 577 | 567 | 10 | 425 | 152 | 404 | 173 | 569 | 7 | 569 | 7 |
| | 27%CEI | 29%AC | 6% | 29%AE | 21% | 28% | 25% | 28%AI | 8% | 28%AK | 7% |
| About once a week | 286 | 282 | 5 | 205 | 82 | 203 | 83 | 284 | 2 | 284 | 2 |
| | 13%CIK | 14%AC | 3% | 14% | 11% | 14% | 12% | 14%AI | 2% | 14%AK | 2% |
| Several times a month | 203 | 197 | 6 | 148 | 54 | 149 | 53 | 200 | 2 | 200 | 2 |
| | 9%CeI | 10%aC | 4% | 10% | 8% | 10% | 8% | 10%aI | 2% | 10%aK | 2% |
| About once a month | 125 | 121 | 3 | 80 | 45 | 88 | 37 | 121 | 3 | 121 | 3 |
| | 6%c | 6%ac | 2% | 6% | 6% | 6% | 5% | 6% | 3% | 6% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Absolutes/col percents

Table 45
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 4 channels
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|-----------------------------|----------------------|----------------------|------------|----------------------|------------|--|----------------------|--|----------------------|---------------------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 243 11% Ck | 235 12% AC | 8 5% | 153 11% | 90 13% | 172 12% | 72 10% | 239 12% ai | 4 4% | 239 12% ak | 4 4% |
| Never | 274 13% BDFH J | 142 7% | 132 79% AB | 88 6% | 186 26% AD | 130 9% | 144 21% AF | 198 10% | 76 77% AH | 196 10% | 78 77% AJ |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 46
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
All 4
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | | |
|-----------------------|-----------|----------|------------|-----------|-----------|---------------|--------------|-----------|------------|-----------|---------|-----------|-----------|------------|-------------|---------|-----------|---------|--------|--------|--------|----------|----------|----|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (l) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) | |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 | |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 | |
| NET: Daily | 165 | 84 | 80 | 13 | 18 | 34 | 36 | 20 | 14 | 8 | 8 | 31 | 20 | 68 | 56 | 31 | 15 | 62 | 36 | 34 | 33 | 98 | 67 | |
| | 8%JKP | 8% | 8% | 9%JKP | 8%JKP | 14%AHJJKImoP | KoP | 11%ahLJ | 6% | 5% | 3% | 4% | 9%JKP | 8%JP | 11%AHJJKImP | 8%hiJKP | 4% | 10%LJKP | 11%ASu | 6% | 8% | 6% | 8% | 7% |
| NET: Weekly | 642 | 314 | 327 | 40 | 67 | 130 | 122 | 100 | 79 | 61 | 43 | 107 | 74 | 204 | 222 | 183 | 46 | 198 | 191 | 121 | 129 | 390 | 250 | |
| | 30%JKP | 29% | 31% | 29% | 31%Kp | 38%AdhLJKImnP | 38%AdhLJKImO | 29%k | 25% | 24% | 20% | 30%Kp | 30%kP | 34%ALJKImP | 33%ahiJKP | 23% | 29%k | 34%atU | 31%u | 28% | 25% | 33%AW | 26% | |
| NET: Monthly | 1073 | 533 | 537 | 65 | 114 | 190 | 189 | 181 | 143 | 114 | 77 | 179 | 129 | 319 | 370 | 334 | 72 | 327 | 318 | 202 | 224 | 644 | 427 | |
| | 50%KPU | 50% | 50% | 46%k | 53%Kp | 55%ajJKP | 59%AdLJKIPQ | 52%Kp | 46%k | 45% | 36% | 50%Kp | 52%Kp | 54%ajJKP | 55%AdLJKIPQ | 43%k | 46%k | 56%ATU | 52%U | 47% | 43% | 54%AW | 45% | |
| NET: Ever | 1530 | 750 | 773 | 88 | 165 | 254 | 246 | 257 | 227 | 175 | 119 | 253 | 189 | 442 | 503 | 520 | 102 | 437 | 457 | 290 | 344 | 894 | 634 | |
| | 71%dkPUW | 70% | 72% | 63% | 76%DKLPq | 74%dkPKQ | 76%aDJ | 74%dkPq | 73%dkPKQ | 69%K | 55% | 71%DKq | 75%DKLPQ | 74%aDKPKQ | 75%ADJKPQ | 66%K | 65%dk | 75%aTU | 75%ATU | 67% | 66% | 75%AW | 66% | |
| Several times a day | 40 | 23 | 17 | 3 | 3 | 12 | 10 | 7 | 2 | 2 | 2 | 6 | 4 | 15 | 17 | 6 | 3 | 13 | 8 | 8 | 10 | 21 | 18 | |
| | 2%P | 2% | 2% | 2% | 1% | 3%ajP | 3%IP | 2% | 1% | 1% | 1% | 2% | 1% | 3%IP | 3%IP | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | |
| About once a day | 125 | 61 | 63 | 10 | 16 | 36 | 25 | 14 | 12 | 6 | 6 | 26 | 17 | 52 | 39 | 24 | 12 | 48 | 28 | 26 | 23 | 76 | 49 | |
| | 6%JKP | 6% | 6% | 7%jp | 7%JKP | 10%AHJJKoP | 8%hJKoP | 4% | 4% | 2% | 3% | 7%JKP | 7%jp | 9%AHJJKoP | 6%hJKoP | 3% | 8%JKP | 8%AsU | 5% | 6% | 4% | 6% | 5% | |
| Several times a week | 235 | 113 | 122 | 11 | 30 | 52 | 43 | 40 | 31 | 16 | 12 | 40 | 30 | 82 | 83 | 59 | 14 | 64 | 80 | 49 | 42 | 144 | 91 | |
| | 11%JKPu | 10% | 11% | 8% | 14%JKmP | 15%adJKP | 13%JKP | 11%JKP | 10%p | 6% | 6% | 11%JKP | 12%JKP | 14%aJKP | 12%JKP | 8% | 9% | 11% | 13%aU | 11% | 8% | 12% | 9% | |
| About once a week | 242 | 118 | 125 | 16 | 19 | 31 | 44 | 39 | 34 | 37 | 22 | 35 | 24 | 55 | 83 | 93 | 16 | 73 | 76 | 38 | 55 | 149 | 93 | |
| | 11%w | 11% | 12% | 11% | 9% | 9% | 14%n | 11% | 11% | 15%fn | 10% | 10% | 10% | 9% | 12% | 12% | 10% | 12% | 12% | 9% | 9% | 10% | 10% | |
| Several times a month | 220 | 104 | 114 | 13 | 24 | 32 | 35 | 39 | 37 | 22 | 18 | 37 | 28 | 60 | 74 | 76 | 14 | 68 | 65 | 40 | 47 | 133 | 87 | |
| | 10% | 10% | 11% | 9% | 11% | 9% | 11% | 11% | 12% | 8% | 8% | 10% | 11% | 10% | 11% | 10% | 9% | 12% | 11% | 9% | 9% | 11% | 9% | |
| About once a month | 211 | 114 | 96 | 12 | 23 | 28 | 31 | 43 | 27 | 31 | 16 | 35 | 27 | 55 | 74 | 74 | 12 | 60 | 61 | 42 | 48 | 121 | 90 | |
| | 10% | 11% | 9% | 8% | 11% | 8% | 10% | 12% | 9% | 12% | 8% | 10% | 11% | 9% | 11% | 9% | 8% | 10% | 10% | 10% | 9% | 10% | 9% | |
| Less often | 457 | 218 | 236 | 23 | 51 | 63 | 57 | 76 | 84 | 61 | 42 | 74 | 59 | 123 | 133 | 187 | 30 | 110 | 139 | 88 | 120 | 249 | 207 | |
| | 21% | 20% | 22% | 16% | 24% | 18% | 18% | 22% | 27%adfGkno | 24% | 19% | 21% | 24%dl | 21% | 20% | 24%adg | 19%D | 19% | 23% | 20% | 23% | 21% | 22% | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
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Absolutes/col percents

Table 46
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

All 4
Base: All respondents

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------|---------------|----------|------------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-------------------------|-----------|-----------|-----------|-----------|-----------------|----------------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Never | 622 | 321 | 299 | 53 | 51 | 90 | 76 | 89 | 85 | 80 | 98 | 104 | 61 | 152 | 164 | 264 | 54 | 149 | 151 | 144 | 177 | 300 | 321 |
| | 29%gnO rSV | 30% | 28% | 37%aEf GhLMN Oq | 24% | 26% | 24% | 26% | 27% | 31%go | 45%AEF GHULM NOPq | 29%EM | 25% | 26% | 25% | 34%AEF GHMNO | 35%eGh IMnO | 25% | 25% | 33%aRS | 34%ARS | 25% | 34%AV |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 47
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

All 4
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 165 | 11 | 9 | 26 | 12 | 16 | 12 | 4 | 3 | 34 | 18 | 17 | 5 | 146 | 133 | 4 | 13 | 5 | 3 | 25 | 19 | 24 | 116 | 9 | 39 |
| | 8%IO | 6%i | 10%l | 11%hik | 7%i | 8%i | 8%l | 4% | 2% | 12%AHLk n | 6%i | 9%l | 7%l | 8%l | 7% | 8% | 13%ao | 11% | 11% | 11%ao | 8% | 7% | 7% | 5% | 7% |
| NET: Weekly | 642 | 50 | 26 | 92 | 53 | 62 | 40 | 31 | 49 | 88 | 83 | 53 | 15 | 546 | 557 | 16 | 37 | 13 | 9 | 75 | 71 | 92 | 466 | 40 | 158 |
| | 30%ix | 29% | 30% | 39%Agh IKIMN | 31% | 32% | 27% | 29% | 26% | 32% | 28% | 27% | 24% | 30% | 29% | 33% | 36% | 28% | 34% | 33% | 29% | 27% | 30%ix | 23% | 29%ix |
| NET: Monthly | 1073 | 83 | 40 | 132 | 89 | 96 | 72 | 56 | 90 | 145 | 151 | 90 | 30 | 904 | 937 | 27 | 55 | 24 | 10 | 116 | 119 | 160 | 785 | 79 | 261 |
| | 50% | 48% | 46% | 56% | 52% | 50% | 48% | 52% | 46% | 52% | 50% | 46% | 47% | 50% | 49% | 56% | 54% | 53% | 38% | 52% | 49% | 47% | 50% | 45% | 48% |
| NET: Ever | 1530 | 121 | 54 | 179 | 122 | 142 | 111 | 76 | 130 | 201 | 210 | 138 | 47 | 1287 | 1337 | 39 | 72 | 39 | 20 | 169 | 182 | 235 | 1118 | 111 | 377 |
| | 71%iox | 70% | 63% | 76%c | 71% | 74% | 74% | 70% | 67% | 72% | 70% | 71% | 72% | 71% | 70% | 80% | 70% | 85%ao | 73% | 76% | 74%xy | 70% | 72%ix | 63% | 70%ix |
| Several times a day | 40 | 2 | 3 | 3 | 6 | 3 | 3 | 2 | - | 5 | 8 | 4 | - | 36 | 32 | 2 | 2 | - | 1 | 5 | 4 | 6 | 28 | 3 | 8 |
| | 2% | 1% | 4%l | 1% | 4%im | 2% | 2%i | 2%i | - | 2% | 3%i | 2% | - | 2% | 2% | 4% | 2% | - | 4% | 2% | 2% | 2% | 2% | 2% | 2% |
| About once a day | 125 | 9 | 5 | 23 | 6 | 13 | 8 | 2 | 3 | 28 | 10 | 13 | 5 | 110 | 101 | 2 | 11 | 5 | 2 | 20 | 15 | 18 | 87 | 5 | 31 |
| | 6%hio | 5% | 6% | 10%aeHI Kn | 4% | 7%hi | 5% | 2% | 2% | 10%AeHI KN | 3% | 7%i | 7%hl | 6%hik | 5% | 4% | 11%ao | 11% | 7% | 9%ao | 6% | 5% | 6% | 3% | 6% |
| Several times a week | 235 | 23 | 11 | 32 | 20 | 22 | 12 | 12 | 20 | 23 | 40 | 15 | 6 | 195 | 202 | 8 | 15 | 3 | 4 | 30 | 26 | 30 | 177 | 17 | 53 |
| | 11% | 13% | 12% | 13% | 11% | 12% | 8% | 11% | 11% | 8% | 13% | 8% | 9% | 11% | 11% | 16% | 15% | 7% | 16% | 13% | 10% | 9% | 11% | 10% | 10% |
| About once a week | 242 | 17 | 6 | 34 | 21 | 23 | 16 | 15 | 26 | 32 | 26 | 21 | 5 | 205 | 221 | 5 | 8 | 5 | 2 | 19 | 27 | 38 | 173 | 14 | 66 |
| | 11% | 10% | 8% | 14%k | 12% | 12% | 11% | 14% | 13% | 12% | 9% | 11% | 8% | 11% | 12% | 9% | 8% | 10% | 7% | 9% | 11% | 11% | 11% | 8% | 12%ix |
| Several times a month | 220 | 16 | 8 | 19 | 20 | 19 | 13 | 12 | 17 | 30 | 37 | 23 | 7 | 185 | 195 | 5 | 9 | 6 | - | 21 | 23 | 32 | 164 | 20 | 52 |
| | 10% | 9% | 10% | 8% | 11% | 10% | 8% | 11% | 9% | 11% | 12% | 12% | 10% | 10% | 10% | 10% | 9% | 14% | - | 9% | 10% | 10% | 11% | 11% | 10% |
| About once a month | 211 | 17 | 5 | 21 | 16 | 15 | 20 | 13 | 23 | 26 | 31 | 15 | 8 | 173 | 185 | 6 | 9 | 5 | 1 | 21 | 24 | 36 | 155 | 19 | 51 |
| | 10% | 10% | 6% | 9% | 9% | 8% | 13% | 12% | 12% | 9% | 10% | 8% | 13% | 10% | 10% | 13% | 8% | 11% | 4% | 9% | 10% | 11% | 10% | 11% | 9% |
| Less often | 457 | 37 | 14 | 47 | 33 | 46 | 39 | 20 | 40 | 56 | 60 | 48 | 17 | 383 | 400 | 11 | 17 | 15 | 10 | 53 | 62 | 75 | 333 | 32 | 116 |
| | 21% | 22% | 17% | 20% | 19% | 24% | 26% | 18% | 20% | 20% | 20% | 25% | 26% | 21% | 21% | 23% | 17% | 33%q | 35% | 24%q | 25%ix | 22% | 21% | 18% | 21% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 47
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

All 4
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|-------------------------|--------------|------------------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|---------------------|------------------|--------------------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|--------------------------|-------------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northem Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Never | 622 29% ^r | 51 30% | 32 37% ^d | 58 24% | 50 29% | 51 26% | 40 26% | 32 30% | 64 33% | 79 28% | 91 30% | 56 29% | 18 28% | 521 29% | 563 30% ^{ar} | 10 20% | 30 30% | 7 15% | 7 27% | 54 24% | 63 26% | 102 30% | 443 28% | 65 37% ^{aUw} | 165 30% ^u |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 48
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
All 4
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 165 | 89 | 43 | 20 | 10 | 3 | 73 | 35 | 68 | 60 | 7 | 13 | 32 | 33 | 26 | 9 | 12 | 5 | 3 | 5 | 4 | 2 | 7 |
| | 8%Bj | 6% | 12%AB | 9% | 8% | 21% | 11%AB | 14%AB | 12%AB | 11%AB | 6% | 4% | 8% | 8% | 8% | 5% | 15%ALmp | 8% | 8% | 18% | 14% | 14% | 22%AKLMNOP |
| NET: Weekly | 642 | 407 | 132 | 77 | 45 | 5 | 230 | 98 | 209 | 195 | 29 | 77 | 112 | 124 | 107 | 48 | 36 | 19 | 14 | 11 | 12 | 7 | 12 |
| | 30%B | 27% | 36%AB | 35%b | 34% | 35% | 36%AB | 38%AB | 36%AB | 35%AB | 26% | 26% | 27% | 30% | 32% | 28% | 44%AKLMnop | 29% | 35% | 40% | 44% | 46% | 38% |
| NET: Monthly | 1073 | 712 | 197 | 116 | 67 | 10 | 350 | 140 | 317 | 298 | 43 | 131 | 203 | 196 | 167 | 100 | 52 | 33 | 25 | 15 | 20 | 11 | 18 |
| | 50%Bkl | 48% | 54%b | 52% | 50% | 70% | 54%aB | 55% | 55%AB | 54%ab | 38% | 44% | 49% | 47% | 50%k | 58%aKLmn | 64%aKLm | 52% | 64%klm | 56% | 73% | 70% | 56% |
| NET: Ever | 1530 | 1047 | 257 | 155 | 95 | 11 | 471 | 187 | 421 | 398 | 75 | 200 | 284 | 288 | 249 | 124 | 63 | 44 | 31 | 21 | 26 | 13 | 24 |
| | 71% | 70% | 71% | 70% | 71% | 77% | 73% | 73% | 72% | 72% | 68% | 67% | 68% | 70% | 74% | 72% | 76% | 69% | 82% | 80% | 93% | 83% | 77% |
| Several times a day | 40 | 22 | 11 | 7 | 3 | - | 19 | 7 | 18 | 16 | 1 | 3 | 7 | 10 | 9 | 2 | 5 | - | - | - | 1 | - | 1 |
| | 2%b | 1% | 3%b | 3% | 2% | - | 3%ab | 3% | 3%ab | 3%b | 1% | 1% | 2% | 2% | 3% | 1% | 6%AKLmp | - | - | - | 4% | - | 3% |
| About once a day | 125 | 68 | 32 | 12 | 7 | 3 | 54 | 28 | 50 | 44 | 6 | 10 | 25 | 24 | 17 | 7 | 7 | 5 | 3 | 5 | 3 | 2 | 6 |
| | 6%B | 5% | 9%aB | 6% | 5% | 21% | 8%AB | 11%ABd | 9%ABd | 8%aB | 6% | 3% | 6% | 6% | 5% | 4% | 8% | 8% | 8% | 18% | 10% | 14% | 19%AKLMNOP |
| Several times a week | 235 | 145 | 56 | 31 | 17 | 2 | 88 | 34 | 80 | 78 | 11 | 24 | 38 | 48 | 40 | 20 | 12 | 1 | 5 | 3 | 8 | 4 | 3 |
| | 11%Br | 10% | 15%AB | 14% | 13% | 14% | 14%ab | 13% | 14%aB | 14%AB | 10%r | 8% | 9% | 12%r | 12%r | 12%r | 14%r | 2% | 13%r | 11% | 27% | 25% | 10% |
| About once a week | 242 | 172 | 32 | 26 | 18 | - | 70 | 29 | 61 | 57 | 10 | 40 | 42 | 43 | 41 | 19 | 13 | 13 | 6 | 3 | 1 | 1 | 2 |
| | 11% | 12% | 9% | 12% | 13% | - | 11% | 11% | 11% | 10% | 9% | 13% | 10% | 10% | 12% | 11% | 15% | 20%amn | 14% | 11% | 4% | 7% | 6% |
| Several times a month | 220 | 159 | 29 | 22 | 10 | 2 | 59 | 26 | 54 | 49 | 10 | 30 | 39 | 33 | 33 | 32 | 8 | 7 | 5 | 3 | 6 | 1 | 3 |
| | 10% | 11% | 8% | 10% | 8% | 14% | 9% | 10% | 9% | 9% | 9% | 10% | 9% | 8% | 10% | 19%AKLMNO | 9% | 11% | 13% | 10% | 20% | 7% | 9% |
| About once a month | 211 | 147 | 36 | 17 | 11 | 3 | 61 | 16 | 54 | 54 | 4 | 24 | 52 | 39 | 28 | 20 | 8 | 7 | 6 | 1 | 2 | 3 | 2 |
| | 10%hk | 10% | 10%h | 8% | 9% | 20% | 9%h | 6% | 9%h | 10%h | 3% | 8% | 12%K | 9%k | 8% | 12%k | 10% | 12%k | 16%K | 6% | 9% | 18% | 8% |
| Less often | 457 | 335 | 60 | 39 | 28 | 1 | 120 | 47 | 104 | 100 | 32 | 70 | 82 | 92 | 82 | 24 | 10 | 11 | 7 | 6 | 6 | 2 | 7 |
| | 21%cijp | 22%acgij | 16% | 18% | 21% | 7% | 19% | 18% | 18% | 18% | 29%amPQ | 23%pq | 20% | 22%p | 24%Pq | 14% | 13% | 17% | 18% | 24% | 20% | 13% | 21% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 48
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

All 4
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 622 | 443 | 106 | 66 | 39 | 3 | 176 | 70 | 160 | 154 | 36 | 99 | 131 | 126 | 88 | 47 | 20 | 19 | 7 | 5 | 2 | 3 | 7 |
| | 29% | 30% | 29% | 30% | 29% | 23% | 27% | 27% | 27% | 28% | 32% | 33% | 32% | 30% | 26% | 28% | 24% | 31% | 18% | 20% | 7% | 17% | 23% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 49
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

All 4
Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 165 | 164 | 1 | 140 | 25 | 127 | 38 | 164 | 1 | 164 | 1 |
| | 8%CEgi | 8%AC | 1% | 10%AE | 4% | 9%ag | 6% | 8%ai | 1% | 8%ak | 1% |
| | K | | | | | | | | | | |
| NET: Weekly | 642 | 627 | 15 | 496 | 146 | 492 | 150 | 634 | 8 | 634 | 8 |
| | 30%CEG | 32%AC | 9% | 34%AE | 20% | 34%AG | 22% | 31%AI | 9% | 31%AK | 8% |
| | IK | | | | | | | | | | |
| NET: Monthly | 1073 | 1046 | 27 | 811 | 262 | 810 | 264 | 1058 | 15 | 1058 | 15 |
| | 50%CEG | 53%AC | 16% | 56%AE | 37% | 55%AG | 39% | 52%AI | 15% | 52%AK | 15% |
| | IK | | | | | | | | | | |
| NET: Ever | 1530 | 1486 | 44 | 1125 | 405 | 1142 | 388 | 1506 | 23 | 1506 | 23 |
| | 71%CEG | 75%AC | 26% | 78%AE | 57% | 78%AG | 57% | 73%AI | 24% | 73%AK | 23% |
| | IK | | | | | | | | | | |
| Several times a day | 40 | 39 | 1 | 35 | 5 | 28 | 13 | 39 | 1 | 39 | 1 |
| | 2%E | 2% | 1% | 2%aE | 1% | 2% | 2% | 2% | 1% | 2% | 1% |
| About once a day | 125 | 125 | - | 105 | 20 | 100 | 25 | 125 | - | 125 | - |
| | 6%CEGi | 6%AC | - | 7%AE | 3% | 7%AG | 4% | 6%ai | - | 6%ak | - |
| | k | | | | | | | | | | |
| Several times a week | 235 | 225 | 10 | 172 | 62 | 182 | 53 | 229 | 5 | 229 | 5 |
| | 11%ceG | 11%ac | 6% | 12%ae | 9% | 12%AG | 8% | 11% | 6% | 11% | 5% |
| About once a week | 242 | 238 | 4 | 184 | 59 | 183 | 60 | 240 | 2 | 240 | 2 |
| | 11%CEg | 12%AC | 2% | 13%AE | 8% | 12%ag | 9% | 12%AI | 2% | 12%AK | 2% |
| | IK | | | | | | | | | | |
| Several times a month | 220 | 213 | 6 | 162 | 58 | 166 | 54 | 215 | 4 | 215 | 4 |
| | 10%Ceg | 11%AC | 4% | 11%ae | 8% | 11%ag | 8% | 10% | 4% | 10% | 4% |
| | k | | | | | | | | | | |
| About once a month | 211 | 205 | 6 | 153 | 59 | 152 | 60 | 209 | 2 | 209 | 2 |
| | 10%CK | 10%AC | 4% | 11% | 8% | 10% | 9% | 10%ai | 2% | 10%ak | 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Table 49
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

All 4
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|-------------------------|------------------|--------------------|------------|------------------|------------------|--|------------------|--|------------------|-----------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 457 21% CgI | 440 22% AC | 17 10% | 314 22% | 142 20% | 332 23% ag | 124 18% | 448 22% AI | 8 8% | 448 22% AK | 8 8% |
| Never | 622 29% BDF HJ | 499 25% | 123 74% AB | 315 22% | 307 43% AD | 326 22% | 297 43% AF | 547 27% | 75 76% AH | 545 27% | 77 77% AJ |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 50
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 4
Base: All respondents

| | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | | |
|-----------------------|-------------------------|------------|------------|------------|--------------------|---------------------|--------------------------------|------------------------|------------------------------|--------------------------------|---------------------------------|---------------|---------------|--------------------|-------------------------|-------------------------------|------------|--------------------|------------|------------|------------|--------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 476 22%kl | 253 24% | 222 21% | 24 17% | 40 19% | 80 23% | 85 27%ade jKLmpq | 86 25%kl | 77 25%klp | 47 19% | 36 17% | 65 18% | 45 18% | 125 21% | 171 26%ade jKLmpq | 160 20% | 28 18% | 144 25% | 130 21% | 93 21% | 107 21% | 274 23% | 200 21% |
| NET: Weekly | 1372 64%DEF LMNQ | 699 65% | 671 63% | 62 44% | 109 50% | 201 58%DLm nQ | 208 65%DEL MNQ | 244 70%ADE FLMNQ | 216 69%aDE FLMNQ | 175 69%DEF LMNQ | 158 73%ADE FgLMNQ | 171 48% | 124 50% | 325 55%oLm q | 451 68%aDE FLMNQ | 550 70%ADE FLMNQ | 71 45% | 395 67%au | 384 63% | 270 62% | 321 62% | 779 65% | 591 62% |
| NET: Monthly | 1722 80%DEF LMNQw | 859 80% | 856 80% | 87 62% | 147 68% | 258 75%DLm nQ | 255 79%DEL MnQ | 292 84%aDE FLMNQ | 256 82%DEF LMNQ | 230 90%ADE FGHILM NOQ | 197 91%ADE FGHILM NOQ | 234 66% | 166 67% | 425 72%oLm q | 546 82%DEF LMNQ | 684 87%ADE FGILMN OQ | 98 63% | 495 84%Ast U | 486 80% | 340 78% | 398 76% | 981 82%AW | 738 77% |
| NET: Ever | 1940 90%DIL MNQ | 968 90% | 965 90% | 107 76% | 187 87%DLm q | 298 86%Dq | 285 89%DIQ | 314 91%DLm nQ | 294 94%ADE FgLMNo Q | 243 95%ADE FGHLMN oQ | 213 98%ADE FGHILM NOpQ | 294 83%oDq | 212 85%oDq | 509 86%DIQ | 599 90%DLm nQ | 750 96%ADE FGHLMN OQ | 122 78% | 544 93%Au | 545 90% | 387 89% | 461 88% | 1089 91% | 848 89% |
| Several times a day | 149 7%ceLM n | 89 8%ac | 60 6% | 6 4% | 7 3% | 22 6% | 38 12%ADEF hJKLMNo PQ | 25 7%elm | 32 10%adEJ kLMNPq | 10 4% | 9 4% | 12 3% | 8 3% | 30 5% | 63 9%AdEJ KLMNpq | 51 7%jlm | 6 4% | 45 8% | 33 5% | 26 6% | 44 9%es | 78 7% | 70 7% |
| About once a day | 327 15%u | 164 15% | 162 15% | 19 13% | 33 16% | 58 17% | 47 15% | 61 18% | 46 15% | 37 14% | 27 12% | 52 15% | 38 15% | 95 16% | 108 16% | 109 14% | 22 14% | 99 17%u | 98 16% | 67 16% | 63 12% | 197 16% | 130 14% |
| Several times a week | 599 28%DEL MNQ | 292 27% | 305 28% | 17 12% | 41 19% | 86 25%DLm nQ | 88 27%DeL MQ | 95 27%DeL MQ | 97 31%DEL MNQ | 88 34%aDE fLMNoQ | 87 40%ADE FGHILM NOQ | 58 16% | 44 17% | 130 22%DLm q | 183 27%DeL MnQ | 272 35%ADE FghLMN OQ | 21 13% | 157 27% | 169 28% | 123 28% | 150 29% | 326 27% | 273 29% |
| About once a week | 298 14%f | 155 14% | 143 13% | 21 15% | 28 13% | 35 10% | 34 11% | 63 18%aFG No | 42 13% | 40 16% | 35 16%f | 48 14% | 35 14% | 70 12% | 98 15%G | 117 15%f | 22 14% | 94 16% | 85 14% | 54 12% | 64 12% | 178 15% | 119 12% |
| Several times a month | 210 10% | 97 9% | 109 10% | 17 12% | 22 10% | 36 11% | 35 11% | 27 8% | 25 8% | 29 11% | 19 9% | 39 11% | 23 9% | 59 10% | 62 9% | 73 9% | 17 11% | 66 11% | 53 9% | 45 10% | 45 9% | 119 10% | 90 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 50
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 4
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--------------------|--------------------|------------|------------|-------------------------------|----------------------------|-------------------|--------------|-------------|---------------|---------------|------------|----------------------------|----------------------------|-----------------------|---------------|-------------|-------------------------------|----------|-----------|-----------|------------|-----------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| About once a month | 140 6%g | 62 6% | 77 7% | 8 6% | 17 8% | 21 6% | 12 4% | 21 6% | 15 5% | 27 10%aGIO | 20 9%go | 25 7% | 20 8%g | 40 7% | 33 5% | 61 8%glo | 10 6% | 34 6% | 48 8% | 25 6% | 32 6% | 83 7% | 56 6% |
| Less often | 218 10%hJo p | 109 10% | 108 10% | 20 14%HJK op | 40 19%AfG HJKnO P | 39 11%hJ | 31 9%j | 22 6% | 38 12%hJoP | 13 5% | 16 7% | 60 17%AfG HJKOP | 45 18%AfG HJKnO P | 85 14%AfGH JKOP | 53 8% | 66 8%j | 24 15%aHJK OP | 49 8% | 59 10% | 47 11% | 63 12%r | 109 9% | 110 11% |
| Never | 212 10%JK PR | 104 10% | 107 10% | 34 24%AEF GHJKI mNOP | 29 13%LUK P | 46 14%aJ KP | 36 11%JKP | 32 9%jKP | 18 6%k | 12 5% | 5 2% | 62 17%AEg HJKnO P | 38 15%Aeh LJKoP | 84 14%Ahl JKoP | 68 10%ijKP | 35 4%k | 35 22%AefG HJKlmN OP | 42 7% | 63 10% | 47 11% | 60 12%r | 105 9% | 107 11% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 51
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 4
Base: All respondents

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|-----------------------|-----------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|------------|-----------|---------------------|-------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Mm-orly Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 476 | 32 | 19 | 66 | 37 | 46 | 29 | 13 | 36 | 71 | 68 | 47 | 13 | 418 | 402 | 15 | 30 | 13 | 5 | 63 | 57 | 76 | 340 | 29 | 119 |
| | 22%HO | 19% | 22%h | 28%abHi | 21%h | 24%H | 19% | 12% | 19% | 25%H | 23%H | 24%H | 19% | 23%aH | 21% | 30% | 30%o | 29% | 19% | 28%ao | 23%x | 22%x | 22% | 16% | 22%x |
| NET: Weekly | 1372 | 110 | 56 | 164 | 118 | 125 | 86 | 65 | 127 | 179 | 133 | 41 | 1157 | 1224 | 28 | 59 | 29 | 17 | 132 | 148 | 220 | 1009 | 102 | 335 | |
| | 64% | 64% | 65% | 69%gk | 69%g | 64% | 57% | 60% | 65% | 61% | 59% | 63% | 64% | 64% | 57% | 58% | 63% | 62% | 59% | 61% | 65%y | 65% | 58% | 62% | |
| NET: Monthly | 1722 | 132 | 70 | 197 | 143 | 158 | 110 | 86 | 167 | 210 | 241 | 159 | 50 | 1454 | 1538 | 35 | 73 | 36 | 18 | 161 | 191 | 278 | 1252 | 142 | 434 |
| | 80%gjQ | 77% | 81% | 83%gj | 83%g | 81% | 73% | 80% | 86%abG | 75% | 80% | 82% | 78% | 80%gj | 81%AqT | 72% | 71% | 79% | 66% | 72% | 78% | 82% | 80% | 81% | 80% |
| NET: Ever | 1940 | 155 | 76 | 212 | 161 | 177 | 128 | 92 | 180 | 253 | 270 | 179 | 57 | 1636 | 1718 | 44 | 87 | 44 | 22 | 197 | 222 | 310 | 1406 | 160 | 493 |
| | 90%gh | 90% | 89% | 90% | 93%gh | 91% | 85% | 85% | 93%gh | 90% | 90% | 92%gh | 88% | 91%gh | 90% | 90% | 85% | 98%qt | 81% | 88% | 91% | 92% | 90% | 91% | 91% |
| Several times a day | 149 | 8 | 7 | 21 | 16 | 10 | 8 | 4 | 9 | 26 | 23 | 12 | 5 | 132 | 123 | 6 | 9 | 6 | 1 | 23 | 23 | 29 | 95 | 13 | 47 |
| | 7%ow | 5% | 8% | 9% | 9% | 5% | 5% | 4% | 5% | 9%h | 8% | 6% | 7% | 7% | 6% | 13% | 9% | 14% | 4% | 10%ao | 9% | 9% | 6% | 7% | 9%w |
| About once a day | 327 | 24 | 13 | 44 | 20 | 36 | 21 | 9 | 27 | 45 | 45 | 35 | 8 | 286 | 280 | 8 | 21 | 7 | 4 | 40 | 34 | 46 | 245 | 15 | 72 |
| | 15%Hx | 14% | 15% | 19%H | 12% | 19%H | 14% | 8% | 14% | 16%h | 15%h | 18%h | 12% | 16%H | 15% | 17% | 20% | 16% | 14% | 18% | 14% | 14%x | 16%x | 9% | 13%x |
| Several times a week | 599 | 52 | 27 | 71 | 48 | 57 | 39 | 31 | 62 | 63 | 81 | 50 | 19 | 497 | 543 | 8 | 23 | 11 | 9 | 51 | 64 | 104 | 440 | 49 | 150 |
| | 28%j | 30% | 31% | 30% | 28% | 29% | 26% | 29% | 32%j | 22% | 27% | 26% | 29% | 27%j | 29%a | 17% | 23% | 24% | 32% | 23% | 26% | 31%y | 28% | 28% | 28% |
| About once a week | 298 | 26 | 10 | 27 | 34 | 22 | 19 | 21 | 28 | 36 | 29 | 36 | 9 | 242 | 278 | 4 | 5 | 5 | 3 | 17 | 27 | 40 | 229 | 25 | 66 |
| | 14%kQT | 15% | 11% | 12% | 20%adfKn | 11% | 13% | 20%adfKn | 15% | 13% | 10% | 19%fKn | 14% | 13%k | 15%AQT | 9% | 5% | 10% | 11% | 8% | 11% | 12% | 15% | 14% | 12% |
| Several times a month | 210 | 14 | 8 | 28 | 14 | 20 | 14 | 11 | 22 | 25 | 32 | 14 | 6 | 178 | 187 | 6 | 9 | 4 | - | 19 | 29 | 29 | 145 | 21 | 59 |
| | 10% | 8% | 10% | 12% | 8% | 10% | 10% | 11% | 11% | 9% | 11% | 7% | 10% | 10% | 10% | 13% | 9% | 10% | - | 9% | 12% | 9% | 9% | 12% | 11%v |
| About once a month | 140 | 9 | 6 | 11 | 13 | 9 | 6 | 9 | 18 | 15 | 30 | 11 | 3 | 118 | 127 | 1 | 5 | 3 | 1 | 10 | 14 | 29 | 99 | 18 | 40 |
| | 6%D | 5% | 6% | 2% | 6% | 7%d | 8% | 9%D | 9%D | 5% | 10%aDn | 6% | 5% | 7%D | 7% | 2% | 5% | 7% | 4% | 5% | 6% | 9% | 6% | 10%au | 7% |
| Less often | 218 | 23 | 7 | 15 | 18 | 19 | 18 | 6 | 13 | 43 | 30 | 20 | 7 | 182 | 179 | 9 | 14 | 8 | 4 | 36 | 32 | 33 | 153 | 18 | 59 |
| | 10%O | 13%dhi | 8% | 6% | 11% | 10% | 12% | 6% | 7% | 15%ADH | 10% | 10% | 10% | 10% | 9% | 19%o | 14% | 18%o | 16% | 16%AO | 13% | 10% | 10% | 10% | 11% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 51
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 4
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|---------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northem Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Never | 212 | 17 | 10 | 24 | 11 | 17 | 22 | 16 | 14 | 27 | 31 | 15 | 8 | 171 | 182 | 5 | 15 | 1 | 5 | 26 | 22 | 26 | 155 | 16 | 50 |
| | 10% | 10% | 11% | 10% | 7% | 9% | 15%aei | 15%ael | 7% | 10% | 10% | 8% | 12% | 9% | 10% | 10% | 15%r | 2% | 19% | 12%r | 9% | 8% | 10% | 9% | 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 52
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 4
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 476 | 316 | 94 | 56 | 26 | 4 | 155 | 59 | 144 | 137 | 21 | 65 | 93 | 89 | 72 | 34 | 24 | 14 | 8 | 10 | 8 | 3 | 11 |
| | 22% | 21% | 26% | 25% | 19% | 29% | 24% | 23% | 25% | 25% | 19% | 22% | 22% | 22% | 21% | 20% | 29% | 21% | 21% | 39% | 27% | 17% | 35%p |
| NET: Weekly | 1372 | 964 | 213 | 143 | 85 | 9 | 399 | 158 | 355 | 340 | 61 | 191 | 266 | 266 | 208 | 111 | 62 | 38 | 27 | 21 | 18 | 13 | 20 |
| | 64%ck | 65%cc | 59% | 65% | 63% | 63% | 62% | 61% | 61% | 62% | 55% | 64% | 64% | 64% | 62% | 65% | 76%aKlm nor | 60% | 70% | 81% | 65% | 84% | 62% |
| NET: Monthly | 1722 | 1214 | 273 | 169 | 102 | 11 | 497 | 197 | 441 | 427 | 79 | 234 | 343 | 328 | 259 | 140 | 74 | 54 | 33 | 24 | 25 | 14 | 27 |
| | 80%cgl k | 81%cacg lj | 75% | 77% | 76% | 77% | 77% | 77% | 76% | 77% | 71% | 78% | 82%K | 79% | 77% | 82%k | 89%aKln o | 84% | 87% | 89% | 89% | 94% | 86% |
| NET: Ever | 1940 | 1370 | 310 | 189 | 115 | 11 | 559 | 222 | 499 | 479 | 97 | 265 | 374 | 372 | 305 | 153 | 78 | 60 | 36 | 25 | 27 | 15 | 30 |
| | 90%CdG hij | 92%ACD eGHU | 86% | 86% | 85% | 77% | 86% | 86% | 86% | 87% | 87% | 89% | 90% | 90% | 91% | 89% | 94% | 94% | 93% | 93% | 96% | 100% | 95% |
| Several times a day | 149 | 98 | 27 | 19 | 10 | 1 | 50 | 20 | 46 | 43 | 5 | 24 | 24 | 26 | 31 | 7 | 10 | * | 3 | 3 | 3 | * | 3 |
| | 7%r | 7% | 7% | 9% | 7% | 8% | 8% | 8% | 8% | 8% | 5% | 8%r | 6% | 6% | 9%pr | 4% | 12%pr | 1% | 7% | 10% | 12% | 3% | 8%r |
| About once a day | 327 | 219 | 67 | 37 | 16 | 3 | 105 | 39 | 98 | 94 | 16 | 40 | 68 | 63 | 41 | 27 | 14 | 13 | 5 | 8 | 4 | 2 | 9 |
| | 15% | 15% | 19% | 17% | 12% | 21% | 16% | 15% | 17% | 17% | 15% | 14% | 16% | 15% | 12% | 16% | 17% | 21% | 14% | 29% | 15% | 14% | 27%alo |
| Several times a week | 599 | 432 | 82 | 57 | 38 | 5 | 162 | 70 | 140 | 135 | 25 | 80 | 111 | 128 | 91 | 55 | 27 | 12 | 9 | 7 | 8 | 7 | 4 |
| | 28%cj w | 29%ci | 23% | 26% | 28% | 35% | 25% | 27% | 24% | 25% | 23% | 27%w | 27%w | 31%w | 27%w | 32%w | 32%w | 19% | 24% | 27% | 29% | 45% | 11% |
| About once a week | 298 | 216 | 36 | 30 | 21 | - | 83 | 29 | 70 | 68 | 14 | 46 | 62 | 48 | 45 | 23 | 12 | 12 | 10 | 4 | 3 | 3 | 5 |
| | 14%c | 14%c | 10% | 13% | 16% | - | 13%c | 11% | 12%c | 12%c | 13% | 15% | 15% | 12% | 13% | 13% | 14% | 19% | 26%ano | 15% | 9% | 22% | 15% |
| Several times a month | 210 | 141 | 45 | 17 | 13 | 2 | 67 | 29 | 60 | 61 | 12 | 22 | 40 | 41 | 28 | 21 | 8 | 11 | 2 | 2 | 3 | 2 | 6 |
| | 10% | 9% | 12%di | 8% | 9% | 14% | 10% | 11% | 10% | 11%di | 11% | 7% | 7% | 10% | 8% | 12% | 10% | 18%almo | 5% | 8% | 12% | 11% | 19%l |
| About once a month | 140 | 110 | 16 | 10 | 5 | - | 30 | 10 | 26 | 26 | 6 | 21 | 37 | 21 | 22 | 8 | 3 | 4 | 4 | - | 3 | - | 2 |
| | 6%gj ij | 7%acgh | 4% | 4% | 4% | - | 5% | 4% | 5% | 5% | 5% | 7% | 9%an | 5% | 7% | 5% | 4% | 7% | 11% | - | 12% | - | 6% |
| Less often | 218 | 156 | 37 | 20 | 12 | - | 62 | 25 | 58 | 51 | 18 | 32 | 31 | 45 | 46 | 12 | 4 | 6 | 2 | 1 | 2 | 1 | 3 |
| | 10% | 10% | 10% | 9% | 9% | - | 10% | 10% | 10% | 9% | 16%aMpq | 11% | 8% | 11% | 14%aMpq | 7% | 5% | 10% | 6% | 4% | 7% | 6% | 9% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 52
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 4
Base: All respondents

| Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|-----|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 212 | 120 | 52 | 32 | 20 | 3 | 88 | 35 | 82 | 73 | 14 | 34 | 42 | 42 | 32 | 18 | 5 | 4 | 3 | 2 | 1 | - | 2 |
| | 10%B | 8% | 14%AB | 14%aB | 15%b | 23% | 14%AB | 14%aB | 14%AB | 13%AB | 13% | 11% | 10% | 10% | 9% | 11% | 6% | 6% | 7% | 7% | 4% | - | 5% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 53
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 4
Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 476 | 471 | 5 | 367 | 109 | 347 | 129 | 472 | 4 | 472 | 4 |
| | | 22%CEg | 24%AC | 3% | 25%AE | 15% | 24%ag | 19% | 23%AI | 4% | 23%AK |
| | | IK | | | | | | | | | |
| NET: Weekly | 1372 | 1345 | 28 | 1014 | 359 | 978 | 395 | 1355 | 17 | 1355 | 17 |
| | | 64%CEG | 68%AC | 17% | 70%AE | 50% | 67%AG | 58% | 66%AI | 17% | 66%AK |
| | | IK | | | | | | | | | |
| NET: Monthly | 1722 | 1679 | 43 | 1248 | 474 | 1232 | 490 | 1696 | 26 | 1696 | 26 |
| | | 80%CEG | 85%AC | 26% | 87%AE | 67% | 84%AG | 72% | 83%AI | 26% | 83%AK |
| | | IK | | | | | | | | | |
| NET: Ever | 1940 | 1884 | 56 | 1379 | 561 | 1378 | 562 | 1909 | 31 | 1909 | 31 |
| | | 90%CEG | 95%AC | 33% | 96%AE | 79% | 94%AG | 82% | 93%AI | 31% | 93%AK |
| | | IK | | | | | | | | | |
| Several times a day | 149 | 148 | 1 | 115 | 35 | 106 | 43 | 148 | 1 | 148 | 1 |
| | | 7%CEIK | 7%AC | 1% | 8%aE | 5% | 7% | 6% | 7%ai | 1% | 7%ak |
| | | IK | | | | | | | | | |
| About once a day | 327 | 322 | 4 | 252 | 74 | 241 | 86 | 323 | 3 | 323 | 3 |
| | | 15%CEg | 16%AC | 3% | 18%AE | 10% | 16%ag | 13% | 16%AI | 3% | 16%AK |
| | | IK | | | | | | | | | |
| Several times a week | 599 | 583 | 16 | 438 | 160 | 420 | 178 | 589 | 10 | 589 | 10 |
| | | 28%CEI | 29%AC | 10% | 30%AE | 23% | 29% | 26% | 29%AI | 10% | 29%AK |
| | | K | | | | | | | | | |
| About once a week | 298 | 292 | 6 | 208 | 90 | 211 | 87 | 295 | 3 | 295 | 3 |
| | | 14%CIK | 15%AC | 4% | 14% | 13% | 14% | 13% | 14%AI | 3% | 14%AK |
| | | IK | | | | | | | | | |
| Several times a month | 210 | 203 | 6 | 146 | 64 | 155 | 55 | 206 | 3 | 206 | 3 |
| | | 10%CIk | 10%AC | 4% | 10% | 9% | 11% | 8% | 10%ai | 3% | 10%ak |
| | | IK | | | | | | | | | |
| About once a month | 140 | 131 | 9 | 89 | 51 | 99 | 41 | 134 | 5 | 134 | 5 |
| | | 6% | 7% | 5% | 6% | 7% | 6% | 7% | 5% | 7% | 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 53
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 4
Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------------------------|------------|--------------------------|-----------|--------------------------|------------|---|------------|---|------------|-------------------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 218 10% ^d | 205 10% | 13 8% | 131 9% | 87 12% ^{ka} | 146 10% | 72 11% | 213 10% | 5 5% | 213 10% | 5 5% |
| Never | 212 10% ^{BDFH} J | 100 5% | 111 67% ^{AB} | 61 4% | 151 21% ^{AD} | 90 6% | 122 18% ^{AF} | 144 7% | 68 69% ^{AH} | 142 7% | 69 69% ^{AJ} |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 54
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 5 channels
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | | SEG | | | | | |
|-----------------------|--------------------------|------------|------------|-----------|----------------|---------------------|-------------------------|--------------------------|-------------------------------|---------------------------------|---------------------------------|----------------|----------------|-------------------|-------------------------|-------------------------------|-----------|------------|------------|-------------------|------------|------------|--------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 312 14%DEL MnQsv | 157 15% | 155 14% | 7 5% | 19 9% | 50 15%DeL mnQ | 57 18%DEL MnQ | 52 15%DeL MQ | 59 19%aDE LMNQ | 37 14%DLm Q | 31 14%DLm Q | 26 7% | 20 8% | 70 12%dLM q | 109 16%DEL MnQ | 126 16%DELM nQ | 8 5% | 84 14% | 71 12% | 79 18%aS | 77 15% | 155 13% | 156 16%av |
| NET: Weekly | 1019 47%DEF LMNQ | 511 48% | 508 47% | 38 27% | 62 29% m | 121 35%lmn | 163 51%DEF LMNQ | 176 51%DEF LMNQ | 180 58%ADE FLMNQ | 152 60%ADE FgHLMN oQ | 128 59%ADE FLMNoQ | 100 28% | 66 26% | 187 31% m | 339 51%aDE FLMNQ | 459 59%ADE FgHLMN OQ | 43 27% | 271 46% | 273 45% | 223 51% s | 250 48% | 544 46% | 472 49% |
| NET: Monthly | 1367 63%DEF LMNQ | 686 64% | 677 63% | 54 38% | 99 46% | 176 51%DIQ | 208 65%DEF LMNQ | 240 69%aDE FLMNQ | 231 74%ADE FgLMNo Q | 199 89%ADE FgHLMN OQ | 160 74%ADE FgLMNQ | 153 43% | 109 44% | 286 48% dlq | 448 67%aDE FLMNQ | 590 75%ADE FGLMNO Q | 60 38% | 366 63% | 383 63% | 288 66% | 326 63% | 749 63% | 614 64% |
| NET: Ever | 1687 78%DEF LMNQ | 841 79% | 842 79% | 82 58% | 140 65% | 233 68% d | 249 78%DEF LMNQ | 283 82%DEF LMNQ | 276 89%ADE FgHLMN OQ | 237 93%ADE FgHLMN NoPQ | 188 86%ADE FgLMNo Q | 222 62% | 160 64% | 393 66% | 532 80%DEF LMNQ | 701 89%ADE FgHLMN OQ | 93 60% | 460 78% | 471 78% | 347 80% | 406 78% | 931 78% | 753 79% |
| Several times a day | 109 5%DELM NQ | 57 5% | 52 5% | 1 1% | 3 1% | 12 3% l | 27 8%ADEF JLMNQ | 20 6%deLM nQ | 26 8%ADEF JLMNpQ | 9 4% l | 12 5%deLm nq | 4 1% | 3 1% | 15 3% l | 47 7%aDEF LMNQ | 47 6%DEJL MNQ | 1 1% | 34 6% | 22 4% | 22 5% | 31 6% | 56 5% | 53 6% |
| About once a day | 203 9%dlqv | 100 9% | 103 10% | 7 5% | 16 7% | 38 11% dlq | 30 9% | 32 9% | 33 10% dlq | 27 11% dlq | 20 9% | 22 6% | 17 7% | 55 9% lm | 62 9% | 80 10% dlq | 8 5% | 50 8% | 49 8% | 57 13% Arso | 46 9% | 99 8% | 103 11% |
| Several times a week | 405 19% dEF LMN | 202 19% | 204 19% | 18 13% | 24 11% | 44 13% | 66 21% dEF LMN | 64 19% eff MN | 67 22% dEF LMNQ | 63 25% aDE FLMNQ | 59 27% aDE FhLMNo Q | 42 12% | 25 10% | 69 12% | 131 20% EFL MN | 189 24% aDE FLMNoQ | 21 13% | 107 18% | 109 18% | 78 18% | 112 21% | 216 18% | 189 20% |
| About once a week | 302 14% eFL MNq | 152 14% | 150 14% | 12 9% | 19 9% | 27 8% | 40 12% n | 59 17% dEF LMNq | 54 17% dEF LMNq | 53 21% aDE FGLMNo Q | 37 17% deFL MNq | 32 9% | 20 8% | 48 8% | 99 15% eFL MNq | 144 18% aDEF gLMNQ | 13 9% | 80 14% | 92 15% | 67 15% | 61 12% | 172 14% | 127 13% |
| Several times a month | 194 9% DIQ | 100 9% | 93 9% | 4 3% | 17 8% dq | 32 9% dq | 30 9% Dq | 40 11% DLQ | 28 9% dq | 26 10% DIQ | 17 8% d | 20 6% dq | 18 7% dq | 50 8% dlq | 70 11% DIQ | 71 9% Dq | 5 3% | 57 10% | 58 10% | 36 8% | 43 8% | 115 10% | 79 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 54
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 5 channels
Base: All respondents

| | Gender | | Age | | | | | | | | | | SEG | | | | | | | | | | |
|--------------------|--------------------|------------|------------|------------------------|-----------------------|------------------------|-------------------|--------------|-----------|-----------|------------|------------------------|-----------------------|------------------------|--------------------|------------|-----------------------|------------|------------|-----------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| About once a month | 153 7%g | 75 7% | 76 7% | 13 9% | 20 9%g | 23 7% | 14 4% | 24 7% | 21 7% | 15 8% | 13 7% | 33 9%go | 26 10%aGo | 49 8%g | 38 6% | 60 8% | 13 8% | 38 7% | 52 9% | 30 7% | 33 6% | 90 8% | 63 7% |
| Less often | 321 15% | 155 14% | 165 15% | 28 20%ho | 41 19%ho | 57 16% | 42 13% | 43 12% | 45 15% | 37 15% | 28 13% | 69 19%Agh kOp | 51 20%agH kOp | 107 18%agh Op | 84 13% | 111 14% | 33 21%agh kOp | 93 16% | 88 15% | 59 14% | 80 15% | 182 15% | 139 15% |
| Never | 465 22%LJK P | 230 21% | 229 21% | 59 42%AFG HIJKOP | 76 35%AGH IJKOP | 111 32%AGH IJKOP | 72 22%IJK P | 63 18%jJP | 35 11% | 19 7% | 29 14%j | 135 38%AGH IJKOP | 90 36%AGH IJKOP | 201 34%AGH IJKOP | 135 20%LJK P | 84 11%j | 63 40%AGH IJKOP | 126 22% | 137 22% | 87 20% | 115 22% | 263 22% | 202 21% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 55
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 5 channels
Base: All respondents

| | GOR | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | |
|-----------------------|--------------------------|--------------|------------------------|-------------------------------|-------------------------------------|------------------------|------------------------|-----------|---------------------------------|------------------------|-----------------------------------|----------------|-----------------------|-------------------------|---------------------------|-----------|-------------------------|-------------------------|-------------------|--------------------------------|----------------------|--------------------------------|-------------|-------------------------|-------------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 312 14% _{mO} | 22 13% | 15 18% | 46 19% _{akl} m | 31 18% _m | 23 12% | 23 15% | 14 13% | 26 13% | 47 17% _m | 38 12% | 21 11% | 6 9% | 271 15% _m | 259 14% | 7 15% | 24 24% _{AO} | 11 24% _o | 3 13% | 46 20% _{AO} | 38 16% | 56 17% | 215 14% | 26 15% | 87 16% |
| NET: Weekly | 1019 47% _k | 72 42% | 44 51% | 124 52% _{bk} m | 101 59% _{ABf} GhKLMN | 88 46% | 64 43% | 51 47% | 100 52% _k | 139 50% | 125 42% | 84 43% | 27 42% | 869 48% _k | 906 48% | 23 48% | 44 43% | 25 55% | 10 36% | 102 46% | 117 48% | 182 54% _{aw} | 727 47% | 92 53% | 277 51% |
| NET: Monthly | 1367 63% | 98 57% | 60 70% | 153 65% | 122 71% _{abk} l | 126 65% | 91 60% | 68 63% | 133 68% _b | 180 64% | 182 60% | 113 58% | 41 63% | 1160 64% | 1217 64% | 27 56% | 61 60% | 30 67% | 14 51% | 132 59% | 149 61% | 228 68% _u | 988 63% | 122 69% _u | 355 65% |
| NET: Ever | 1687 78% _p | 125 73% | 69 80% | 191 81% | 145 84% _{bgh} kl | 154 79% | 114 75% | 80 75% | 164 85% _{aB} gkl | 221 79% | 229 76% | 146 75% | 50 77% | 1431 79% | 1502 79% _{ap} | 32 65% | 74 73% | 39 86% _{pt} | 19 70% | 164 73% | 183 75% | 289 86% _{AUW} Y | 1217 78% | 145 82% _u | 436 80% _U |
| Several times a day | 109 5% | 8 5% | 2 3% | 19 8% _m | 6 4% | 6 3% | 12 8% _m | 5 5% | 10 5% | 19 7% _m | 12 4% | 9 4% | 1 2% | 95 5% | 91 5% | 3 6% | 10 9% _o | 4 9% | 1 4% | 18 8% _{ao} | 19 8% | 23 7% | 74 5% | 12 7% | 35 6% |
| About once a day | 203 9% _O | 13 8% | 13 15% _l | 27 11% | 25 15% _{al} mn | 17 9% | 11 8% | 8 8% | 16 10% | 28 10% | 26 9% | 13 7% | 5 7% | 176 10% | 167 9% | 4 9% | 15 14% | 7 15% | 2 8% | 28 12% | 19 8% | 34 10% | 142 9% | 14 8% | 52 10% |
| Several times a week | 405 19% _g | 32 19% | 18 21% | 42 18% | 40 23% _G | 40 21% _g | 17 11% | 20 18% | 46 24% _G | 52 19% _g | 55 18% | 32 17% | 12 19% | 342 19% _g | 363 19% | 12 24% | 15 15% | 9 19% | 4 16% | 40 18% | 47 19% | 77 23% _a | 290 19% | 36 20% | 112 21% |
| About once a week | 302 14% _{QT} | 18 11% | 11 13% | 36 15% | 30 17% | 25 13% | 24 16% | 17 16% | 28 15% | 39 14% | 33 11% | 30 16% | 9 14% | 257 14% | 284 15% _{AQT} | 4 9% | 5 5% | 5 12% | 2 7% | 17 8% | 31 13% | 48 14% | 222 14% | 31 18% | 79 14% |
| Several times a month | 194 9% | 16 10% | 9 10% | 18 7% | 15 8% | 24 13% _k | 11 8% | 11 10% | 17 9% | 25 9% | 21 7% | 18 9% | 9 13% _k | 158 9% | 175 9% | 3 6% | 9 9% | 3 8% | 2 7% | 18 8% | 20 8% | 25 7% | 148 9% | 15 9% | 43 8% |
| About once a month | 153 7% | 10 6% | 7 8% | 11 5% | 6 3% | 14 7% | 15 10% _e | 6 6% | 16 8% | 17 6% | 36 12% _{AbDE} hijN | 11 6% | 5 8% | 133 7% _e | 136 7% | 1 2% | 7 7% | 2 4% | 2 8% | 12 5% | 13 5% | 21 6% | 113 7% | 14 8% | 35 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 55
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 5 channels
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|---------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-------------|---------------------|------------|----------------|----------------|------------------------|------------------|------------|--------------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|-------------|-----------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 321 15% | 27 16% | 9 10% | 38 16% | 24 14% | 28 14% | 23 15% | 12 12% | 31 16% | 41 14% | 47 16% | 32 17% | 9 15% | 272 15% | 286 15% | 4 9% | 13 13% | 8 19% | 5 19% | 32 14% | 33 14% | 61 18%y | 229 15% | 23 13% | 81 15% |
| Never | 465 22%ioV | 47 27%el | 17 20% | 46 19% | 27 16% | 40 21% | 37 25%ei | 27 25%ei | 30 15% | 59 21% | 72 24%ei | 48 25%ei | 15 23% | 376 21% | 397 21% | 17 35%aor | 28 27% | 6 14% | 8 30% | 59 27%r | 62 25%VxY | 48 14% | 344 22%V | 31 18% | 107 20%V |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 56
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 5 channels
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|--------------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 312 | 208 | 58 | 39 | 19 | 3 | 101 | 40 | 93 | 86 | 14 | 52 | 64 | 53 | 50 | 22 | 15 | 6 | 5 | 6 | 5 | 1 | 5 |
| | 14% | 14% | 16% | 18% | 14% | 22% | 16% | 16% | 16% | 16% | 13% | 17% | 15% | 13% | 15% | 13% | 18% | 10% | 14% | 22% | 17% | 7% | 16% |
| NET: Weekly | 1019 | 706 | 169 | 116 | 67 | 7 | 306 | 108 | 270 | 270 | 40 | 144 | 213 | 189 | 159 | 80 | 47 | 30 | 17 | 14 | 15 | 7 | 11 |
| | 47%k | 47% | 47% | 53%hi | 50% | 49% | 47%h | 42% | 47% | 49%hi | 36% | 48%k | 51%K | 46% | 47%k | 47% | 57%Kw | 48% | 44% | 52% | 53% | 48% | 36% |
| NET: Monthly | 1367 | 954 | 219 | 148 | 86 | 8 | 404 | 144 | 356 | 353 | 60 | 194 | 269 | 269 | 211 | 105 | 61 | 40 | 23 | 18 | 18 | 12 | 17 |
| | 63%hk | 64%h | 60% | 67%cHi | 64% | 56% | 62%H | 56% | 61%h | 64%cHi | 54% | 65%k | 65%k | 65%k | 63% | 62% | 74%aKw | 63% | 61% | 68% | 66% | 79% | 54% |
| NET: Ever | 1687 | 1198 | 264 | 169 | 99 | 12 | 476 | 176 | 424 | 412 | 72 | 241 | 327 | 330 | 258 | 132 | 73 | 49 | 32 | 21 | 24 | 14 | 22 |
| | 78%CGH iJK | 80%ACG HJ | 73% | 77%h | 74% | 83% | 74%h | 68% | 73%h | 75%h | 65% | 80%K | 79%K | 80%K | 77%k | 77% | 88%aKmo pW | 77% | 83%k | 80% | 86% | 94% | 68% |
| Several times a day | 109 | 79 | 21 | 11 | 4 | - | 30 | 17 | 29 | 25 | 6 | 16 | 26 | 21 | 18 | 7 | 4 | 1 | 1 | 3 | - | - | 1 |
| | 5% | 5% | 6% | 5% | 3% | - | 5% | 7% | 5% | 5% | 6% | 5% | 6% | 5% | 5% | 4% | 5% | 2% | 3% | 12% | - | - | 3% |
| About once a day | 203 | 129 | 37 | 28 | 15 | 3 | 70 | 23 | 64 | 61 | 8 | 36 | 38 | 32 | 32 | 15 | 10 | 5 | 4 | 3 | 5 | 1 | 4 |
| | 9% | 9% | 10% | 13% | 11% | 22% | 11% | 9% | 11% | 11% | 7% | 12% | 9% | 8% | 9% | 9% | 13% | 7% | 11% | 10% | 17% | 7% | 12% |
| Several times a week | 405 | 277 | 70 | 43 | 27 | 4 | 124 | 46 | 110 | 107 | 19 | 48 | 82 | 83 | 68 | 34 | 15 | 7 | 4 | 6 | 6 | 3 | 5 |
| | 19% | 19% | 19% | 20% | 20% | 27% | 19% | 18% | 19% | 19% | 17% | 16% | 20% | 20% | 20% | 18% | 18% | 11% | 9% | 23% | 20% | 17% | 16% |
| About once a week | 302 | 220 | 41 | 34 | 22 | - | 82 | 22 | 67 | 76 | 7 | 44 | 68 | 54 | 42 | 23 | 18 | 17 | 8 | 2 | 5 | 4 | 1 |
| | 14%HIk | 15%H | 11% | 15%hi | 16%h | - | 13%HI | 9% | 12%h | 14%cgHI | 6% | 15%k | 16%K | 13% | 12% | 14% | 22%aKno w | 27%AKIm NOpW | 20%kw | 7% | 16% | 25% | 4% |
| Several times a month | 194 | 134 | 30 | 22 | 11 | 1 | 59 | 23 | 53 | 49 | 7 | 29 | 35 | 43 | 31 | 18 | 6 | 6 | 5 | 2 | 3 | 1 | 3 |
| | 9% | 9% | 8% | 10% | 8% | 7% | 9% | 9% | 9% | 9% | 7% | 10% | 8% | 10% | 9% | 11% | 7% | 9% | 12% | 7% | 9% | 6% | 9% |
| About once a month | 153 | 114 | 20 | 10 | 8 | - | 39 | 13 | 32 | 34 | 12 | 22 | 21 | 37 | 21 | 7 | 8 | 4 | 2 | 2 | 1 | 4 | 3 |
| | 7% | 8% | 5% | 4% | 6% | - | 6% | 5% | 6% | 6% | 11%mp | 7% | 5% | 9%mp | 6% | 4% | 10% | 6% | 5% | 8% | 4% | 25% | 10% |
| Less often | 321 | 244 | 45 | 21 | 12 | 4 | 72 | 32 | 68 | 59 | 13 | 46 | 58 | 60 | 46 | 27 | 12 | 9 | 8 | 3 | 6 | 2 | 4 |
| | 15%dGI J | 16%ADe GU | 13% | 9% | 9% | 27% | 11% | 13% | 12% | 11% | 11% | 16% | 14% | 15% | 14% | 16% | 15% | 14% | 21% | 12% | 20% | 15% | 14% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
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Absolutes/col percents

Table 56
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 5 channels
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 465 | 292 | 98 | 52 | 35 | 2 | 171 | 82 | 157 | 140 | 39 | 59 | 89 | 84 | 79 | 39 | 10 | 15 | 7 | 5 | 4 | 1 | 10 |
| | 22%Bq | 20% | 27%AB | 23% | 26% | 17% | 26%AB | 32%ABd | 27%AB | 25%aB | 35%ALMN | 20% | 21%q | 20% | 24%q | 23%q | 12% | 23% | 17% | 20% | 14% | 6% | 32%Q |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 57
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 5 channels
Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 312 | 310 | 2 | 234 | 78 | 223 | 89 | 311 | 1 | 311 | 1 |
| | K | 14%CEI | 16%AC | 1% | 16%AE | 11% | 15% | 13% | 15%AI | 1% | 15%AK |
| NET: Weekly | 1019 | 1002 | 17 | 752 | 267 | 718 | 301 | 1005 | 14 | 1005 | 14 |
| | IK | 47%CEg | 50%AC | 10% | 52%AE | 38% | 49%ag | 44% | 49%AI | 14% | 49%AK |
| NET: Monthly | 1367 | 1344 | 23 | 1010 | 357 | 972 | 395 | 1352 | 15 | 1352 | 15 |
| | IK | 63%CEG | 68%AC | 14% | 70%AE | 50% | 66%AG | 58% | 66%AI | 15% | 66%AK |
| NET: Ever | 1687 | 1659 | 28 | 1235 | 452 | 1207 | 481 | 1668 | 19 | 1668 | 19 |
| | IK | 78%CEg | 84%AC | 17% | 86%AE | 64% | 82%AG | 70% | 81%AI | 19% | 81%AK |
| Several times a day | 109 | 109 | - | 85 | 25 | 79 | 30 | 109 | - | 109 | - |
| | K | 5%Ceik | 6%AC | - | 6%ae | 3% | 5% | 4% | 5%ai | - | 5%ak |
| About once a day | 203 | 201 | 2 | 150 | 53 | 144 | 59 | 202 | 1 | 202 | 1 |
| | K | 9%Cel | 10%AC | 1% | 10%ae | 7% | 10% | 9% | 10%AI | 1% | 10%AK |
| Several times a week | 405 | 394 | 12 | 287 | 119 | 278 | 128 | 395 | 10 | 395 | 10 |
| | K | 19%Ck | 20%AC | 7% | 20% | 17% | 19% | 19% | 19%ai | 11% | 19%ak |
| About once a week | 302 | 298 | 3 | 231 | 71 | 217 | 85 | 300 | 2 | 300 | 2 |
| | K | 14%CEI | 15%AC | 2% | 16%AE | 10% | 15% | 12% | 15%AI | 2% | 15%AK |
| Several times a month | 194 | 190 | 4 | 145 | 49 | 146 | 48 | 193 | 1 | 193 | 1 |
| | IK | 9%CEg | 10%AC | 2% | 10%ae | 7% | 10%ag | 7% | 9%AI | 1% | 9%AK |
| About once a month | 153 | 152 | 2 | 113 | 40 | 107 | 46 | 153 | - | 153 | - |
| | K | 7%CIK | 8%AC | 1% | 8% | 6% | 7% | 7% | 7%AI | - | 7%AK |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 57
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Channel 5 channels
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|-------------------------|------------------|--------------------|------------|------------------|------------------|--|------------------|--|------------------|-----------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* | |
| Less often | 321 15% Cgl | 316 16% AC | 5 3% | 225 16% | 95 13% | 235 16% ag | 86 13% | 316 15% AI | 4 4% | 316 15% AK | 4 4% |
| Never | 465 22% BDF HJ | 325 16% | 140 83% AB | 205 14% | 260 36% AD | 261 18% | 204 30% AF | 385 19% | 80 81% AH | 384 19% | 81 81% AJ |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 58
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
My5
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|-----------------------|---------------------|------------|------------|--------------|-------------|---------------------|-----------------------------|---------------------|------------------------------|------------|-----------|-------------|-------------|--------------------|-----------------------|---------------|-------------|-------------|------------|------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 103 5%jP | 57 5% | 46 4% | 10 7%jkmp | 6 3% | 26 8%aaJk mnP | 22 7%ejkm P | 16 5% | 13 4% | 6 2% | 5 2% | 16 4%lm | 7 3% | 33 6%ejMp | 38 6%jp | 23 3% | 10 6%jp | 38 6%asu | 21 3% | 25 6% | 19 4% | 58 5% | 44 5% |
| NET: Weekly | 358 17%JKP | 187 17% | 171 16% | 23 16% | 33 15% | 65 19%JKp | 77 24%Aeh JKLMN oP | 60 17%jk | 50 16%p | 28 11% | 23 10% | 56 16% | 34 14% | 99 17%jKp | 137 21%AJK mP | 100 13% | 27 17% | 97 17% | 103 17% | 77 18% | 81 15% | 200 17% | 157 16% |
| NET: Monthly | 673 31%dJK Pq | 355 33% | 317 30% | 32 23% | 69 32%km | 113 33%dJK q | 127 40%ADJ KLmnPQ | 114 33%dJK Pq | 106 34%dJK Pq | 63 25% | 49 22% | 101 28%d | 74 30% | 187 31%dkq | 242 36%ADJ KIPQ | 218 28%k | 37 24% | 178 30% | 197 32% | 148 34% | 149 29% | 375 31% | 298 31% |
| NET: Ever | 1132 53%dKI q | 571 53% | 559 52% | 60 43% | 107 50% | 183 53%dkq | 183 57%DKL Q | 192 55%dKI q | 189 61%ADe JKLMnP Q | 126 49% | 92 42% | 167 47% | 122 49% | 305 51%dkl q | 375 56%aaDK LQ | 407 52%dkQ | 67 43% | 299 51% | 329 54% | 244 56% | 258 50% | 628 53% | 502 53% |
| Several times a day | 22 1% | 12 1% | 10 1% | - - | - - | 8 2%aeLm np | 4 1%l | 3 1% | 2 1% | 1 * | 3 1%l | - - | - - | 8 1%l | 8 1%l | 6 1% | - - | 10 2% | 3 1% | 2 1% | 6 1% | 13 1% | 8 1% |
| About once a day | 81 4%kP | 45 4% | 36 3% | 10 7%JKmP | 6 3% | 18 5%jKP | 18 6%jKP | 13 4% | 11 3% | 4 2% | 2 1% | 16 4%kmp | 7 3% | 25 4%kP | 30 5%kP | 17 2% | 10 6%jKP | 28 5%u | 17 3% | 23 5%u | 13 2% | 45 4% | 36 4% |
| Several times a week | 123 6%P | 53 5% | 71 7% | 5 4% | 13 6% | 24 7%p | 31 10%AdJL kIP | 21 6% | 13 4% | 9 3% | 9 4% | 18 5% | 13 5% | 37 6%p | 52 8%ajP | 30 4% | 8 5%D | 30 5% | 40 7% | 21 5% | 33 6% | 69 6% | 54 6% |
| About once a week | 132 6%c | 78 7%ac | 55 5% | 9 6% | 14 7% | 15 4% | 24 8% | 23 7% | 25 8% | 14 5% | 9 4% | 23 6% | 14 6% | 29 5% | 47 7% | 47 6% | 9 6% | 29 5% | 43 7% | 31 7% | 28 5% | 72 6% | 59 6% |
| Several times a month | 161 7%DQ | 89 8% | 71 7% | 3 2% | 17 8%dlq | 31 9%DQ | 32 10%DjPQ | 28 8%dq | 21 7%dq | 15 6% | 14 7%q | 20 6%dq | 19 7%dlQ | 50 8%DIQ | 60 9%DDQ | 50 6%dq | 3 2% | 44 8% | 38 6% | 40 9% | 39 7% | 82 7% | 79 8% |
| About once a month | 154 7% | 79 7% | 74 7% | 6 4% | 19 9% | 17 5% | 19 6% | 26 8% | 35 11%AdFg knopq | 21 8% | 12 5% | 25 7% | 21 8% | 38 6% | 45 7% | 67 9%fk | 7 5% | 36 6% | 56 9%au | 32 7% | 30 6% | 92 8% | 62 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
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Absolutes/col percents

Table 58
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
My5
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 459 | 217 | 242 | 28 | 38 | 70 | 56 | 77 | 83 | 63 | 43 | 66 | 49 | 119 | 133 | 189 | 30 | 122 | 132 | 95 | 109 | 253 | 205 |
| | 21% | 20% | 23% | 20% | 18% | 20% | 17% | 22% | 27%aeG | 25%g | 20% | 19% | 19% | 20% | 20% | 24%agl | 19% | 21% | 22% | 22% | 21% | 21% | 21% |
| Never | 1020 | 500 | 512 | 81 | 108 | 161 | 138 | 154 | 123 | 129 | 125 | 189 | 128 | 288 | 292 | 377 | 89 | 287 | 279 | 190 | 263 | 566 | 453 |
| | 47%lo | 47% | 48% | 57%afG | 50%i | 47% | 43% | 45% | 39% | 51%i | 58%AFG | 53%aGh | 51%i | 49%i | 44% | 48%i | 57%afG | 49% | 46% | 44% | 50% | 47% | 47% |
| | | | | hinOp | | | | | | | hinOp | InO | | | | hinOp | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
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Absolutes/col percents

Table 59
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
My5
Base: All respondents

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|-----------------------|---------------|---------------|----------------|--------------------------------|---------------------------------|-------------------|-------------------|---------------|---------------------|---------------------------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|---------------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 103 | 8 | 2 | 18 | 12 | 10 | 5 | 2 | 3 | 24 | 11 | 6 | 2 | 91 | 77 | 4 | 10 | 3 | 3 | 21 | 10 | 16 | 72 | 8 | 27 |
| | 5% <i>Io</i> | 4% | 3% | 7% <i>hi</i> | 7% <i>hi</i> | 5% | 3% | 2% | 2% | 8% <i>Ah</i> 1% <i>mN</i> | 4% | 3% | 3% | 5% <i>i</i> | 4% | 8% | 10% <i>aO</i> | 7% | 13% | 9% <i>AO</i> | 4% | 5% | 5% | 5% | 5% |
| NET: Weekly | 358 | 26 | 15 | 54 | 31 | 31 | 25 | 18 | 29 | 57 | 43 | 21 | 8 | 306 | 302 | 9 | 25 | 12 | 3 | 50 | 47 | 59 | 259 | 34 | 95 |
| | 17% <i>lo</i> | 15% | 18% | 23% <i>akL</i> 1% <i>mn</i> | 18% | 16% | 17% | 17% | 15% | 20% <i>Lm</i> | 14% | 11% | 12% | 17% <i>l</i> | 16% | 20% | 25% <i>ao</i> | 26% | 13% | 22% <i>ao</i> | 19% | 17% | 17% | 20% | 17% |
| NET: Monthly | 673 | 48 | 26 | 83 | 63 | 59 | 50 | 36 | 54 | 99 | 87 | 54 | 15 | 575 | 587 | 16 | 38 | 18 | 4 | 76 | 87 | 111 | 487 | 65 | 174 |
| | 31% <i>m</i> | 28% | 30% | 35% <i>m</i> | 37% <i>m</i> | 30% | 34% | 33% | 28% | 35% <i>m</i> | 29% | 28% | 24% | 32% <i>m</i> | 31% | 33% | 37% | 40% | 15% | 34% | 36% | 33% | 31% | 37% | 32% |
| NET: Ever | 1132 | 84 | 44 | 140 | 104 | 104 | 82 | 55 | 96 | 158 | 148 | 89 | 29 | 965 | 998 | 24 | 54 | 29 | 10 | 117 | 133 | 181 | 830 | 94 | 280 |
| | 53% <i>m</i> | 49% | 52% | 59% <i>abk</i> 1% <i>IM</i> | 61% <i>abi</i> 1% <i>kLM</i> | 53% | 54% | 51% | 49% | 56% <i>lm</i> | 49% | 46% | 44% | 53% <i>lm</i> | 53% | 49% | 53% | 64% | 38% | 52% | 54% | 54% | 53% | 54% | 52% |
| Several times a day | 22 | 1 | - | 4 | 3 | - | 2 | - | - | 5 | 4 | 1 | - | 20 | 20 | 1 | - | - | 1 | 2 | 3 | 5 | 14 | 5 | 7 |
| | 1% | 1% | - | 2% | 2% | - | 1% | - | - | 2% | 1% | 1% | - | 1% | 1% | 2% | - | - | 4% | 1% | 1% | 2% | 1% | 3% | 1% |
| About once a day | 81 | 7 | 2 | 13 | 9 | 10 | 3 | 2 | 3 | 18 | 7 | 5 | 1 | 71 | 57 | 3 | 10 | 3 | 2 | 18 | 7 | 11 | 58 | 3 | 20 |
| | 4% <i>O</i> | 4% | 3% | 6% <i>k</i> | 5% | 5% | 2% | 2% | 2% | 7% <i>aghi</i> 1% <i>kin</i> | 2% | 2% | 2% | 4% | 3% | 6% | 10% <i>AO</i> | 7% | 8% | 8% <i>AO</i> | 3% | 3% | 4% | 2% | 4% |
| Several times a week | 123 | 8 | 4 | 18 | 8 | 9 | 11 | 6 | 12 | 23 | 13 | 8 | 4 | 105 | 103 | 3 | 12 | 4 | - | 19 | 20 | 24 | 86 | 13 | 37 |
| | 6% | 5% | 5% | 8% | 5% | 5% | 7% | 5% | 6% | 8% | 4% | 4% | 6% | 6% | 5% | 7% | 12% <i>AO</i> | 9% | - | 9% | 8% | 7% | 5% | 8% | 7% |
| About once a week | 132 | 10 | 9 | 19 | 10 | 12 | 10 | 10 | 14 | 10 | 19 | 7 | 3 | 110 | 122 | 2 | 3 | 5 | - | 10 | 17 | 19 | 101 | 13 | 31 |
| | 6% | 6% | 10% <i>jl</i> | 8% <i>j</i> | 6% | 6% | 6% | 10% <i>Jl</i> | 7% | 4% | 6% | 4% | 4% | 6% | 6% | 5% | 3% | 10% | - | 4% | 7% | 6% | 6% | 7% | 6% |
| Several times a month | 161 | 6 | 6 | 18 | 19 | 14 | 13 | 10 | 15 | 20 | 20 | 16 | 3 | 141 | 145 | 2 | 9 | 4 | 1 | 16 | 20 | 24 | 120 | 14 | 37 |
| | 7% | 4% | 7% | 7% | 11% <i>bm</i> | 7% | 8% | 10% <i>b</i> | 8% | 7% | 7% | 8% | 4% | 8% | 8% | 4% | 8% | 10% | 2% | 7% | 8% | 7% | 8% | 8% | 7% |
| About once a month | 154 | 15 | 4 | 11 | 13 | 14 | 12 | 7 | 9 | 22 | 25 | 18 | 5 | 127 | 140 | 4 | 4 | 2 | - | 11 | 20 | 28 | 108 | 16 | 42 |
| | 7% | 9% | 5% | 5% | 8% | 7% | 8% | 7% | 5% | 8% | 8% | 9% | 7% | 7% | 7% | 9% | 4% | 4% | - | 5% | 8% | 8% | 7% | 9% | 8% |
| Less often | 459 | 36 | 19 | 58 | 41 | 45 | 31 | 19 | 42 | 59 | 61 | 35 | 13 | 391 | 412 | 8 | 16 | 11 | 6 | 41 | 46 | 70 | 344 | 29 | 106 |
| | 21% | 21% | 22% | 24% | 24% | 23% | 21% | 17% | 22% | 21% | 20% | 18% | 21% | 22% | 22% | 16% | 15% | 25% | 23% | 18% | 19% | 21% | 22% | 17% | 19% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 59
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
My5
Base: All respondents

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|---------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Never | 1020 | 88 | 42 | 96 | 68 | 90 | 69 | 53 | 98 | 122 | 153 | 105 | 36 | 842 | 902 | 25 | 48 | 16 | 17 | 106 | 112 | 156 | 731 | 82 | 263 |
| | 47%de | 51%de | 48% | 41% | 39% | 47% | 46% | 49% | 51%e | 44% | 51%de | 54%de | 56%aDE | 47% | 47% | 51% | 47% | 36% | 62% | 48% | 46% | 46% | 47% | 46% | 48% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 60
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
My5
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 103 | 58 | 28 | 12 | 7 | 1 | 44 | 23 | 41 | 37 | 4 | 10 | 18 | 15 | 26 | 5 | 8 | 2 | 3 | 2 | 2 | 1 | 3 |
| | 5%B | 4% | 8%AB | 5% | 7% | 7%AB | 9%AB | 7%AB | 7%AB | 7%ab | 4% | 3% | 4% | 4% | 8%Almnp | 3% | 9%lnp | 3% | 8% | 7% | 7% | 7% | 10% |
| NET: Weekly | 358 | 210 | 88 | 51 | 26 | 2 | 146 | 62 | 133 | 131 | 12 | 51 | 73 | 66 | 63 | 21 | 19 | 10 | 5 | 6 | 7 | 3 | 7 |
| | 17%B | 14% | 24%AB | 23%AB | 20% | 14% | 23%AB | 24%AB | 23%AB | 24%AB | 11% | 17% | 18% | 16% | 19% | 12% | 23%kp | 16% | 13% | 23% | 26% | 20% | 21% |
| NET: Monthly | 673 | 429 | 136 | 84 | 44 | 6 | 238 | 92 | 213 | 210 | 20 | 102 | 134 | 125 | 113 | 56 | 30 | 17 | 11 | 9 | 13 | 4 | 12 |
| | 31%BK | 29% | 38%AB | 38%aB | 33% | 42% | 37%AB | 36%b | 37%AB | 38%AB | 18% | 34%K | 32%K | 30%k | 33%K | 33%k | 37%K | 27% | 30% | 33% | 45% | 26% | 38%k |
| NET: Ever | 1132 | 764 | 192 | 121 | 65 | 10 | 358 | 140 | 323 | 305 | 47 | 164 | 221 | 216 | 179 | 92 | 48 | 29 | 23 | 16 | 16 | 8 | 16 |
| | 53%k | 51% | 53% | 55% | 49% | 69% | 55% | 54% | 58% | 55% | 43% | 55%k | 53% | 52% | 53% | 54% | 58%k | 45% | 59% | 59% | 58% | 50% | 50% |
| Several times a day | 22 | 14 | 3 | 3 | 2 | - | 7 | 5 | 7 | 4 | - | 2 | 7 | 4 | 3 | 1 | 2 | - | - | - | - | - | 1 |
| | 1% | 1% | 1% | 1% | 2% | - | 1%j | 2% | 1%j | 1% | - | 1% | 2% | 1% | 1% | 1% | 3% | - | - | - | - | - | 5%akl |
| About once a day | 81 | 44 | 25 | 9 | 5 | 1 | 36 | 18 | 33 | 32 | 4 | 8 | 11 | 11 | 23 | 4 | 6 | 2 | 3 | 2 | 2 | 1 | 2 |
| | 4%B | 3% | 7%AB | 4% | 4% | 7% | 6%AB | 7%AB | 6%AB | 6%AB | 4% | 3% | 3% | 3% | 7%AlMNP | 2% | 7% | 3% | 8%mp | 7% | 7% | 7% | 5% |
| Several times a week | 123 | 71 | 34 | 22 | 9 | 1 | 52 | 17 | 50 | 49 | 6 | 23 | 19 | 31 | 16 | 7 | 3 | 2 | - | 2 | 3 | 2 | 1 |
| | 6%B | 5% | 9%AB | 10%aB | 7% | 7% | 8%AB | 7% | 9%AB | 9%ABg | 5% | 8% | 5% | 7% | 5% | 4% | 3% | 3% | - | 7% | 11% | 14% | 4% |
| About once a week | 132 | 81 | 26 | 18 | 10 | - | 51 | 21 | 43 | 45 | 2 | 18 | 36 | 20 | 21 | 9 | 9 | 6 | 2 | 2 | 2 | - | 2 |
| | 6%b | 5% | 7% | 8% | 7% | - | 8%ab | 8% | 7% | 8%ab | 2% | 6% | 9%akn | 5% | 6% | 5% | 10%k | 10%k | 5% | 8% | 8% | - | 7% |
| Several times a month | 161 | 104 | 30 | 19 | 10 | 2 | 54 | 20 | 50 | 45 | 3 | 25 | 29 | 35 | 20 | 25 | 5 | 2 | 4 | 2 | 3 | * | 2 |
| | 7% | 7% | 8% | 9% | 7% | 15% | 8% | 8% | 9% | 8% | 3% | 8% | 7% | 8% | 6% | 14%AKlMn | 6% | 3% | 11%k | 6% | 9% | 3% | 5% |
| About once a month | 154 | 115 | 19 | 14 | 8 | 2 | 37 | 11 | 30 | 34 | 5 | 25 | 32 | 24 | 29 | 10 | 7 | 5 | 2 | 1 | 3 | * | 4 |
| | 7%i | 8% | 5% | 6% | 6% | 13% | 6% | 4% | 5% | 6% | 4% | 8% | 8% | 6% | 9% | 6% | 8% | 8% | 6% | 5% | 10% | 3% | 11% |
| Less often | 459 | 335 | 56 | 37 | 21 | 4 | 119 | 47 | 109 | 95 | 27 | 62 | 88 | 92 | 66 | 37 | 18 | 12 | 11 | 7 | 4 | 4 | 4 |
| | 21%CgJ | 23%Cgj | 16% | 17% | 16% | 27% | 18%c | 18% | 19%C | 17% | 24% | 21% | 21% | 22% | 20% | 21% | 22% | 18% | 29% | 26% | 14% | 4 | 12% |
| Never | 1020 | 726 | 170 | 99 | 69 | 5 | 289 | 118 | 258 | 247 | 64 | 135 | 195 | 198 | 158 | 79 | 34 | 35 | 16 | 11 | 12 | 8 | 16 |
| | 47% | 49% | 47% | 45% | 51% | 31% | 45% | 46% | 44% | 45% | 57%alq | 45% | 47% | 48% | 47% | 46% | 42% | 55% | 41% | 41% | 42% | 50% | 50% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 61
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
My5
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 103 | 102 | 1 | 92 | 11 | 82 | 21 | 102 | 1 | 102 | 1 |
| | 5%CEG | 5%aC | 1% | 6%AE | 1% | 6%ag | 3% | 5% | 1% | 5% | 1% |
| NET: Weekly | 358 | 352 | 6 | 288 | 70 | 270 | 88 | 355 | 3 | 355 | 3 |
| | 17%CEG | 18%AC | 4% | 20%AE | 10% | 18%AG | 13% | 17%AI | 3% | 17%AK | 3% |
| NET: Monthly | 673 | 655 | 18 | 519 | 154 | 504 | 169 | 665 | 9 | 665 | 9 |
| | 31%CEG | 33%AC | 11% | 36%AE | 22% | 34%AG | 25% | 32%AI | 9% | 32%AK | 9% |
| NET: Ever | 1132 | 1105 | 27 | 849 | 284 | 844 | 289 | 1117 | 15 | 1117 | 15 |
| | 53%CEG | 56%AC | 16% | 59%AE | 40% | 57%AG | 42% | 54%AI | 15% | 54%AK | 15% |
| Several times a day | 22 | 22 | - | 21 | 1 | 16 | 5 | 22 | - | 22 | - |
| | 1%E | 1% | - | 1%AE | * | 1% | 1% | 1% | - | 1% | - |
| About once a day | 81 | 80 | 1 | 72 | 10 | 66 | 15 | 80 | 1 | 80 | 1 |
| | 4%cEg | 4%ac | 1% | 5%AE | 1% | 4%ag | 2% | 4% | 1% | 4% | 1% |
| Several times a week | 123 | 121 | 2 | 92 | 31 | 90 | 34 | 123 | - | 123 | - |
| | 6%Ck | 6%ac | 1% | 6% | 4% | 6% | 5% | 6%ai | - | 6%ak | - |
| About once a week | 132 | 129 | 3 | 104 | 29 | 98 | 34 | 130 | 2 | 130 | 2 |
| | 6%cE | 7%ac | 2% | 7%AE | 4% | 7% | 5% | 6% | 2% | 6% | 2% |
| Several times a month | 161 | 155 | 6 | 115 | 45 | 119 | 41 | 157 | 3 | 157 | 3 |
| | 7%c | 8%ac | 3% | 8% | 6% | 8% | 6% | 8% | 3% | 8% | 3% |
| About once a month | 154 | 148 | 7 | 116 | 38 | 115 | 40 | 152 | 2 | 152 | 2 |
| | 7%e | 7% | 4% | 8%ae | 5% | 8% | 6% | 7% | 2% | 7% | 2% |
| Less often | 459 | 450 | 9 | 329 | 130 | 339 | 119 | 453 | 6 | 453 | 6 |
| | 21%CeG | 23%AC | 5% | 23%ae | 18% | 23%AG | 17% | 22%AI | 6% | 22%AK | 6% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 61
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

My5
Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Never | 1020 | 880 | 140 | 592 | 428 | 624 | 396 | 936 | 84 | 934 | 85 |
| | 47%BDF | 44% | 84%AB | 41% | 60%AD | 43% | 58%AF | 46% | 85%AH | 46% | 85%AJ |
| | HJ | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 62
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 5
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | |
|-----------------------|--------------------|-------------|---------------|--------------|--------------|---------------|-----------------|--------------------|------------------------|--------------------------|----------------------|--------------|--------------|-----------------|--------------------|------------------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 327 | 169 | 159 | 11 | 21 | 54 | 59 | 53 | 62 | 38 | 31 | 31 | 22 | 76 | 112 | 130 | 12 | 89 | 72 | 85 | 80 | 161 | 165 |
| | 15%DeL MQSV | 16% | 15% | 7% | 10% | 16%deL mnq | 18%DEL MnQ | 15%dlm q | 20%aDE LMNQ | 15%dlm q | 14%dlq | 9% | 9% | 13%LMq | 17%DeL MQ | 17%DeLM nQ | 7% | 15% | 12% | 20%AS | 15% | 13% | 17%av |
| NET: Weekly | 1037 | 523 | 514 | 39 | 62 | 124 | 167 | 180 | 183 | 153 | 130 | 101 | 66 | 190 | 347 | 465 | 44 | 275 | 279 | 228 | 253 | 553 | 481 |
| | 48%DEF LMNQ | 49% | 48% | 28% | 29% m | 36%lmn | 52%DEF LMNQ | 52%DEF LMNQ | 59%ADE FLMNQ | 60%ADE FLMNQ | 60%ADE FLMNQ | 28% | 26% | 32%M | 52%aDE FLMNQ | 59%ADE FghLMN OQ | 28% | 47% | 46% | 53% s | 48% | 46% | 50% |
| NET: Monthly | 1406 | 707 | 697 | 55 | 102 | 185 | 219 | 246 | 235 | 202 | 163 | 157 | 112 | 297 | 465 | 600 | 62 | 376 | 396 | 299 | 332 | 772 | 632 |
| | 65%DEF LMNQ | 66% | 65% | 39% | 47% | 54%Dim nQ | 68%DEF LMNQ | 71%aDE FLMNQ | 75%ADE FgLMNQ | 79%ADE FghLMN OQ | 75%ADE FLMNQ | 44% | 45% | 50% dLm q | 70%ADE FLMNQ | 77%ADE FGLMNO Q | 40% | 64% | 65% | 69% | 64% | 65% | 66% |
| NET: Ever | 1730 | 859 | 867 | 87 | 145 | 242 | 259 | 287 | 279 | 239 | 191 | 232 | 166 | 409 | 547 | 709 | 98 | 470 | 486 | 357 | 414 | 956 | 771 |
| | 80%DEF LMNQ | 80% | 81% | 62% | 67% | 70% | 81%DEF LMNQ | 83%DEF LMNQ | 90%ADE FghLMN OQ | 94%ADE FghLMN NOpQ | 88%ADE FgLMN O | 65% | 67% | 69% | 82%DEF LMNQ | 90%ADE FghLMN OQ | 63% | 80% | 80% | 82% | 80% | 80% | 81% |
| Several times a day | 114 | 60 | 54 | 1 | 3 | 13 | 27 | 21 | 28 | 9 | 12 | 4 | 3 | 16 | 48 | 49 | 1 | 37 | 22 | 23 | 32 | 59 | 55 |
| | 5%DELM Ncs | 6% | 5% | 1% | 1% | 4%lq | 8%aDEF jLMNq | 6%DELM nQ | 9%ADEF jLMNpQ | 4%l | 5%deLm q | 1% | 1% | 3%lm | 7%aDEF jLMNq | 6%DEJL MNQ | 1% | 6% s | 4% | 5% | 6% s | 5% | 6% |
| About once a day | 213 | 109 | 105 | 10 | 18 | 41 | 32 | 34 | 34 | 29 | 20 | 27 | 19 | 59 | 64 | 82 | 11 | 52 | 50 | 62 | 48 | 102 | 110 |
| | 10%v | 10% | 10% | 7% | 8% | 12% | 10% | 9% | 11% | 11% | 9% | 8% | 8% | 10% | 10% | 10% | 7% | 9% | 8% | 14%ARSu | 9% | 9% | 12% av |
| Several times a week | 409 | 203 | 206 | 16 | 24 | 43 | 68 | 68 | 67 | 62 | 61 | 40 | 25 | 68 | 136 | 190 | 19 | 106 | 114 | 76 | 113 | 220 | 189 |
| | 19% dEF LMNq | 19% | 19% | 11% | 11% | 12% | 21%DEF LMNq | 20% dEf LMNq | 22%DEF LMNq | 24%aDE FLMNQ | 28%ADE FhLMN O | 11% | 10% | 11% | 20% dEF LMNq | 24%ADE FLMNQ | 12% | 18% | 19% | 18% | 22% | 18% | 20% |
| About once a week | 301 | 152 | 149 | 12 | 17 | 28 | 40 | 59 | 54 | 37 | 30 | 18 | 46 | 99 | 145 | 13 | 80 | 93 | 67 | 60 | 172 | 127 | |
| | 14% EFL MNq | 14% | 14% | 9% | 8% | 8% | 12% n | 17% dEF LMNq | 17% dEF LMNq | 21%ADE FGLMNo Q | 17% dEFL MNq | 8% | 7% | 8% | 15% eFL MNq | 18%ADEF gLMNQ | 9% | 14% | 15% | 15% | 11% | 14% | 13% |
| Several times a month | 207 | 106 | 101 | 4 | 19 | 35 | 35 | 41 | 29 | 28 | 17 | 22 | 20 | 55 | 75 | 74 | 5 | 61 | 61 | 39 | 47 | 122 | 85 |
| | 10% DIQ | 10% | 9% | 3% | 9% dlq | 10% DQ | 11% DIQ | 12% DIQ | 9% dq | 11% DIQ | 8% d | 6% dq | 8% dq | 9% DIQ | 11% DLQ | 9% DQ | 3% | 10% | 10% | 9% | 9% | 10% | 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 62
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 5
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | SEG | | | | | | | |
|--------------------|--------------------|------------|------------|-----------------------|-----------------------|------------------------|-------------------|--------------|-----------|-----------|------------|------------------------|-----------------------|------------------------|--------------------|------------|-----------------------|------------|------------|-----------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| About once a month | 162 8% | 78 7% | 82 8% | 13 9% | 21 10% | 25 7% | 17 5% | 25 7% | 23 8% | 17 8% | 17 8% | 34 9%g | 27 11%ago | 52 9% | 43 6% | 61 8% | 14 9% | 40 7% | 56 9% | 32 7% | 33 6% | 97 8% | 66 7% |
| Less often | 324 15%o | 152 14% | 171 16% | 32 23%AGH ijkOP | 43 20%agh kOp | 58 17% | 41 13% | 41 12% | 44 14% | 37 14% | 28 13% | 75 21%AGH ijkOP | 54 22%AGH ijkOP | 112 19%AgH Op | 82 12% | 109 14% | 36 23%AGH ijkOP | 95 16% | 90 15% | 58 13% | 82 16% | 184 15% | 139 15% |
| Never | 422 20%lJK P | 213 20% | 204 19% | 54 38%AGH lJKOP | 71 33%AGH lJKOP | 102 30%AGH lJKOP | 62 19%lJK P | 59 17%lJP | 32 10% | 17 6% | 26 12%j | 125 35%AGH lJKOP | 84 33%AGH lJKOP | 185 31%AGH lJKOP | 121 18%lJK P | 75 10%j | 58 37%AGH lJKOP | 116 20% | 122 20% | 77 18% | 107 20% | 238 20% | 184 19% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 63
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 5
Base: All respondents

Absolutes/col percents

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|-----------------------|---------------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|----------------------|-------------|----------------------|----------------|------------------------|-------------------|---------------------|-----------|-------------|-------------|---------------------|---------------------------------|-----------------------|--------------------------|-------------|-------------|-------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Minor-ity Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 327 15%O | 23 13% | 15 18% | 47 20%lm | 32 19%km | 25 13% | 24 16% | 14 13% | 27 14% | 51 18%lm | 40 13% | 22 12% | 7 10% | 284 16% | 269 14% | 7 15% | 26 26%AO | 12 26%ao | 4 16% | 50 22%AO | 40 16% | 58 17% | 229 15% | 27 15% | 89 16% |
| NET: Weekly | 1037 48%k | 73 43% | 46 54% | 124 52%k | 103 60%ABf ghKLMN | 90 47% | 69 46% | 51 47% | 101 52%k | 141 50% | 126 42% | 85 44% | 28 43% | 886 49%k | 921 48% | 23 48% | 44 43% | 25 55% | 11 40% | 103 46% | 119 49% | 186 55%Awy | 741 47% | 95 54% | 281 52% |
| NET: Monthly | 1406 65% | 102 59% | 61 71% | 153 65% | 129 75%ABd ghKLMn | 132 68% | 94 62% | 69 64% | 136 70%bl | 186 66% | 189 63% | 116 60% | 41 63% | 1195 66% | 1252 66% | 28 58% | 61 60% | 31 69% | 15 54% | 135 61% | 152 62% | 237 70%au | 1016 65% | 125 71%u | 364 67%u |
| NET: Ever | 1730 80%bt | 128 74% | 70 81% | 193 81% | 154 89%ABd GHJKLM N | 160 83% | 117 77% | 81 75% | 167 86%aBg hkl | 228 82% | 235 76% | 148 76% | 51 79% | 1471 81%ab | 1540 81%apq t | 34 69% | 74 73% | 39 86% | 20 74% | 167 75% | 185 76% | 294 87%AUW Y | 1251 80% | 147 84%u | 442 82%U |
| Several times a day | 114 5% | 8 5% | 2 3% | 19 8%lm | 7 4% | 6 3% | 12 8% | 5 5% | 10 5% | 20 7% | 14 5% | 9 4% | 2 3% | 99 5% | 96 5% | 3 6% | 10 9% | 4 9% | 1 4% | 18 8% | 21 9%aw | 25 7% | 76 5% | 14 8% | 37 7% |
| About once a day | 213 10%O | 15 8% | 13 15%l | 28 12% | 25 14%al | 19 10% | 12 8% | 8 8% | 17 9% | 31 11% | 26 9% | 14 7% | 5 8% | 185 10% | 173 9% | 4 9% | 17 16%ao | 8 17% | 3 12% | 32 14%ao | 19 8% | 33 10% | 152 10% | 13 7% | 52 10% |
| Several times a week | 409 19% | 33 19% | 19 22% | 41 17% | 40 23%g | 39 20% | 20 13% | 20 18% | 47 24%g | 53 19% | 54 18% | 32 17% | 12 19% | 344 19% | 368 19% | 12 24% | 13 13% | 9 20% | 4 16% | 38 17% | 48 20% | 79 23%aw | 290 19% | 39 22% | 115 21% |
| About once a week | 301 14%QT | 17 10% | 12 14% | 36 15% | 31 18%bk | 26 13% | 24 16% | 17 16% | 27 14% | 38 13% | 33 11% | 30 16% | 9 14% | 257 14% | 284 14% | 4 9% | 5 5% | 4 9% | 2 7% | 16 7% | 31 13% | 49 14% | 222 14% | 29 16% | 77 14% |
| Several times a month | 207 10% | 16 10% | 9 10% | 18 7% | 17 10% | 27 14%adkn | 11 8% | 12 11% | 18 9% | 27 10% | 24 8% | 19 10% | 8 13% | 170 9% | 186 10% | 4 8% | 11 10% | 3 8% | 2 7% | 20 9% | 21 8% | 27 8% | 157 10% | 17 10% | 46 8% |
| About once a month | 162 8% | 12 7% | 6 7% | 11 5% | 9 5% | 15 8% | 14 9% | 6 6% | 17 9% | 18 6% | 38 13%ADeh jin | 11 6% | 5 8% | 139 8% | 145 8% | 1 2% | 6 6% | 3 6% | 2 8% | 12 5% | 12 5% | 24 7% | 118 8% | 13 8% | 37 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 63
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 5
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|--------------------|-------------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------------|---------------------|----------------|-----------------|-----------------|----------------------|------------------|------------|----------------|----------------|-----------|-------------------|--------------------------------|----------------------|------------------------|-----------------|-----------|-----------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 324 15% | 26 15% | 9 10% | 40 17% | 25 14% | 28 14% | 23 15% | 12 12% | 31 16% | 43 15% | 46 15% | 32 17% | 10 15% | 276 15% | 288 15% | 5 11% | 13 13% | 7 17% | 5 19% | 31 14% | 33 14% | 58 17%y | 235 15% | 22 12% | 78 14% |
| Never | 422 20% EioV | 45 26% kaEn | 16 19% | 44 19% | 19 11% | 34 17% | 34 23% Ei | 26 25% Ei | 27 14% | 52 18% e | 67 22% Ei | 46 24% Ei | 14 21% E | 337 19% E | 359 19% | 15 31% o | 28 27% o | 6 14% | 7 26% | 56 25% ao | 60 24% VxY | 42 13% | 310 20% V | 29 16% | 100 18% V |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 64
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 5
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|--------------------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 327 | 216 | 63 | 41 | 20 | 3 | 108 | 43 | 100 | 94 | 15 | 55 | 64 | 54 | 56 | 24 | 15 | 6 | 6 | 6 | 5 | 1 | 5 |
| | 15% | 14% | 17% | 18% | 15% | 22% | 17% | 17% | 17% | 17% | 14% | 18% | 15% | 13% | 17% | 14% | 18% | 10% | 17% | 22% | 17% | 7% | 17% |
| NET: Weekly | 1037 | 718 | 171 | 117 | 68 | 7 | 312 | 110 | 275 | 274 | 41 | 147 | 219 | 191 | 163 | 81 | 47 | 30 | 18 | 14 | 15 | 7 | 12 |
| | 48%k | 48% | 47% | 53%hi | 51% | 49% | 48%h | 43% | 47% | 50%hi | 37% | 49%k | 53%aK | 46% | 48%k | 48% | 57%K | 48% | 46% | 52% | 53% | 48% | 37% |
| NET: Monthly | 1406 | 979 | 227 | 153 | 89 | 9 | 418 | 151 | 368 | 366 | 61 | 202 | 277 | 274 | 221 | 111 | 61 | 40 | 25 | 18 | 18 | 12 | 17 |
| | 65%hk | 66%h | 63% | 69%hi | 66% | 62% | 65%hi | 59% | 63%h | 66%cgHI | 55% | 67%k | 67%k | 66%k | 66%k | 65% | 74%Kw | 63% | 64% | 68% | 66% | 79% | 54% |
| NET: Ever | 1730 | 1224 | 275 | 173 | 101 | 12 | 494 | 185 | 439 | 427 | 76 | 249 | 336 | 337 | 286 | 137 | 73 | 49 | 33 | 21 | 24 | 14 | 22 |
| | 80%cGH | 82%ACG | 76% | 78% | 75% | 83% | 76%h | 72% | 76% | 77%h | 69% | 83%K | 81%K | 81%K | 79%k | 80%k | 88%Kw | 77% | 85%k | 80% | 86% | 94% | 71% |
| Several times a day | 114 | 82 | 21 | 12 | 5 | - | 32 | 17 | 31 | 27 | 6 | 17 | 27 | 21 | 19 | 8 | 4 | 1 | 1 | 3 | - | - | 1 |
| | 5% | 6% | 6% | 5% | 4% | - | 5% | 7% | 5% | 5% | 6% | 6% | 6% | 5% | 6% | 5% | 5% | 2% | 3% | 3% | 12% | - | 5% |
| About once a day | 213 | 133 | 42 | 28 | 15 | 3 | 77 | 26 | 70 | 67 | 9 | 37 | 37 | 33 | 37 | 15 | 10 | 5 | 5 | 3 | 5 | 1 | 4 |
| | 10%b | 9% | 12% | 13% | 11% | 22% | 12%b | 10% | 12%b | 12%ab | 8% | 13%n | 9% | 8% | 11% | 9% | 13% | 7% | 14% | 10% | 17% | 7% | 12% |
| Several times a week | 409 | 283 | 67 | 44 | 27 | 4 | 122 | 44 | 108 | 105 | 19 | 49 | 84 | 84 | 66 | 35 | 15 | 8 | 4 | 6 | 6 | 3 | 5 |
| | 19% | 19% | 18% | 20% | 20% | 27% | 19% | 17% | 19% | 19% | 17% | 16% | 20% | 20% | 20% | 21% | 18% | 13% | 9% | 23% | 20% | 17% | 16% |
| About once a week | 301 | 220 | 41 | 33 | 21 | - | 81 | 23 | 67 | 75 | 7 | 43 | 71 | 54 | 41 | 22 | 18 | 16 | 8 | 2 | 5 | 4 | 1 |
| | 14%hk | 15%h | 11% | 15%h | 16%h | - | 13%hi | 9% | 11% | 14%chl | 6% | 14%k | 17%aKw | 13% | 12% | 13% | 22%aKno | 25%AKIn | 20%kw | 7% | 16% | 25% | 4% |
| Several times a month | 207 | 141 | 33 | 26 | 12 | 1 | 65 | 25 | 59 | 55 | 8 | 32 | 35 | 44 | 36 | 22 | 6 | 6 | 5 | 2 | 3 | 1 | 2 |
| | 10% | 9% | 9% | 12% | 9% | 7% | 10% | 10% | 10% | 10% | 7% | 11% | 8% | 11% | 11% | 13% | 7% | 9% | 12% | 7% | 9% | 6% | 8% |
| About once a month | 162 | 120 | 23 | 10 | 8 | 1 | 42 | 16 | 35 | 36 | 11 | 23 | 23 | 39 | 23 | 8 | 8 | 4 | 2 | 2 | 1 | 4 | 3 |
| | 8% | 8% | 6% | 4% | 6% | 7% | 6% | 6% | 6% | 7% | 10% | 8% | 6% | 9% ^m | 7% | 5% | 10% | 6% | 5% | 8% | 4% | 25% | 10% |
| Less often | 324 | 245 | 47 | 21 | 12 | 3 | 75 | 33 | 71 | 61 | 15 | 47 | 59 | 62 | 45 | 25 | 12 | 9 | 8 | 3 | 6 | 2 | 5 |
| | 15% ^{dGI} | 16% ^{ADe} | 13% ^j | 9% | 9% | 21% | 12% | 13% | 12% | 11% | 14% | 16% | 14% | 15% | 13% | 15% | 15% | 14% | 21% | 12% | 20% | 15% | 17% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 64
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 5
Base: All respondents

| Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 422 | 266 | 88 | 47 | 33 | 2 | 153 | 73 | 142 | 125 | 35 | 50 | 80 | 77 | 71 | 34 | 10 | 15 | 6 | 5 | 4 | 1 | 9 |
| | 20%B | 18% | 24%aB | 22% | 25% | 17% | 24%AB | 28%ABg | 24%AB | 23%ab | 31%ALMN | 17% | 19% | 19% | 21% | 20% | 12% | 23% | 15% | 20% | 14% | 6% | 29%q |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 65
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 5
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 327 | 324 | 3 | 247 | 81 | 234 | 93 | 325 | 2 | 325 | 2 |
| | 15%CEI K | 16%AC | 2% | 17%AE | 11% | 16% | 14% | 16%AI | 2% | 16%AK | 2% |
| NET: Weekly | 1037 | 1017 | 20 | 767 | 270 | 730 | 307 | 1022 | 15 | 1022 | 15 |
| | 48%CEg IK | 51%AC | 12% | 53%AE | 38% | 50%ag | 45% | 50%AI | 15% | 50%AK | 15% |
| NET: Monthly | 1406 | 1374 | 33 | 1031 | 375 | 994 | 412 | 1387 | 19 | 1387 | 19 |
| | 65%CEG IK | 69%AC | 20% | 72%AE | 53% | 68%AG | 60% | 68%AI | 19% | 68%AK | 19% |
| NET: Ever | 1730 | 1689 | 41 | 1255 | 475 | 1232 | 498 | 1704 | 26 | 1704 | 26 |
| | 80%CEG IK | 85%AC | 25% | 87%AE | 67% | 84%AG | 73% | 83%AI | 26% | 83%AK | 26% |
| Several times a day | 114 | 114 | - | 88 | 26 | 83 | 31 | 114 | - | 114 | - |
| | 5%CeIk | 6%AC | - | 6%ae | 4% | 6% | 5% | 6%ai | - | 6%ak | - |
| About once a day | 213 | 210 | 3 | 158 | 55 | 151 | 62 | 211 | 2 | 211 | 2 |
| | 10%CeI K | 11%AC | 2% | 11%ae | 8% | 10% | 9% | 10%AI | 2% | 10%AK | 2% |
| Several times a week | 409 | 396 | 13 | 288 | 121 | 278 | 131 | 398 | 10 | 398 | 10 |
| | 19%Ck | 20%AC | 8% | 20% | 17% | 19% | 19% | 19%ai | 11% | 19%ak | 10% |
| About once a week | 301 | 297 | 4 | 232 | 69 | 218 | 83 | 299 | 2 | 299 | 2 |
| | 14%CEI K | 15%AC | 3% | 16%AE | 10% | 15% | 12% | 15%AI | 2% | 15%AK | 2% |
| Several times a month | 207 | 201 | 6 | 150 | 57 | 154 | 53 | 204 | 3 | 204 | 3 |
| | 10%Cgi k | 10%aC | 4% | 10% | 8% | 10% | 8% | 10%ai | 3% | 10%ak | 3% |
| About once a month | 162 | 156 | 6 | 114 | 48 | 110 | 52 | 161 | 1 | 161 | 1 |
| | 8%ik | 8% | 4% | 8% | 7% | 8% | 8% | 8%ai | 1% | 8%ak | 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
Overlap formulae used. * small base

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Absolutes/col percents

Table 65
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NET: Channel 5
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|-------------------------|------------------|--------------------|------------|------------------|------------------|--|------------------|--|------------------|-----------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 324 15% Cgi | 315 16% AC | 8 5% | 224 16% | 100 14% | 237 16% ag | 86 13% | 317 15% ai | 6 6% | 317 15% ak | 6 6% |
| Never | 422 20% BDF HJ | 296 15% | 126 75% AB | 185 13% | 237 33% AD | 236 16% | 186 27% AF | 349 17% | 73 74% AH | 347 17% | 75 74% AJ |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Absolutes/col percents

Table 66
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Britbox
Base: All respondents

| | Gender | | | Age | | | | | | | | | | SEG | | | | | | | | | |
|-----------------------|------------------------|--------------|------------|---------------------|-----------------------|-----------------------|---------------------|--------------|-----------|-----------|---------|----------------------|----------------------|------------------------|--------------------|---------------------------------|-----------------------|--------------|----------|--------------------------|----------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 48 2%Chlj Ps | 33 3%ac | 15 1% | 5 3%hijP | 7 3%hijP | 17 5%AHU koP | 15 5%AHU kOP | 2 1% | - | 1 * | 2 1% | 12 3%hijP | 7 3%hijP | 24 4%AHU kP | 16 2%HIP | 3 * | 6 4%Hijk P | 21 4%ASu | 7 1% | 12 3% | 7 1% | 29 2% | 19 2% |
| NET: Weekly | 101 5%CHIJ kPSu | 73 7%AC | 28 3% | 11 8%HUK oP | 19 9%AHJ JKOP | 39 11%AgHI JKOP | 20 6%HUK OP | 4 1% | 2 1% | 2 1% | 3 1% | 30 9%AHU KOP | 19 8%aHI JKOP | 59 10%AHU KOP | 24 4%HjJP | 7 1% | 14 9%AHU KOP | 49 8%ASU | 15 2% | 22 5% _s | 15 3% | 64 5% | 37 4% |
| NET: Monthly | 152 7%CHI JKPSU | 104 10%AC | 46 4% | 13 9%HJU KP | 33 15%AgH JKOP | 54 16%AGHI JKOP | 26 8%HUK OP | 11 3% | 4 1% | 5 2% | 4 2% | 46 13%AHJ JKOP | 34 14%AgH JKOP | 88 15%AGHI JKOP | 38 6%HjJK P | 13 2% | 17 11%adH LJKoP | 65 11%ASU | 28 5% | 38 9% _s U | 21 4% | 93 8% | 59 6% |
| NET: Ever | 246 11%Chl JKPSu | 167 16%AC | 78 7% | 23 16%aHI JKP | 51 24%AgH JKmOP | 74 21%AHJ JKOP | 50 16%aHI KOP | 27 8%lJKP | 9 3% | 7 3% | 5 2% | 74 21%AHJ JKOP | 53 21%AHJ JKOP | 126 21%AgH LJKOP | 77 12%HJJK P | 22 3% | 31 20%ADH LJKOP | 91 16%ASU | 54 9% | 57 13% _s U | 44 8% | 146 12% | 101 11% |
| Several times a day | 17 1%p | 11 1% | 6 1% | 1 1% | 2 1% | 6 2%aIP | 5 2%IP | 1 * | - | 1 * | 1 * | 3 1% | 2 1% | 8 1%ip | 6 1% | 2 * | 1 1% | 8 1% | 3 1% | 2 1% | 4 1% | 11 1% | 7 1% |
| About once a day | 31 1%chiP u | 21 2%ac | 9 1% | 4 3%hJLP | 5 2%hijP | 11 3%AHU kP | 9 3%aHI oP | 1 * | - | - | 1 1% | 9 2%hijP | 5 2%hijP | 16 3%AHU P | 10 2%HIP | 1 * | 5 3%HUK P | 14 2%asu | 4 1% | 10 2% _s U | 3 1% | 18 2% | 13 1% |
| Several times a week | 30 1%CoPs | 24 2%AC | 6 1% | 3 2%jp | 9 4%AgHI JKOP | 11 3%AHU KOP | 3 1% | 1 * | 2 1% | - | 1 * | 12 3%AgHI JKOP | 9 4%AgHI JKOP | 19 3%AgHI JKOP | 4 1% | 3 3% _s dHU kOP | 17 3%ASu | 3 1% | 6 1% | 4 1% | 20 2% | 10 1% | |
| About once a week | 23 1%P | 16 2% | 7 1% | 4 3%hiko P | 4 2%IP | 12 3%AgHI JKOP | 2 1% | 1 * | - | 1 * | - | 7 2%hiko P | 4 1%IP | 15 3%Ahj KOP | 4 1% | 1 * | 4 2%hiko P | 11 2% | 4 1% | 5 1% | 4 1% | 15 1% | 9 1% |
| Several times a month | 27 1%Pu | 17 2% | 10 1% | 2 1% | 7 3%aJk oP | 9 2%aKp | 3 1% | 4 1% | 2 1% | 1 * | - | 9 2%aKp | 8 3%Aijk oP | 16 3%Aijk oP | 7 1% | 3 * | 3 2%kp | 9 2% | 5 1% | 11 3% _s U | 2 * | 14 1% | 13 1% |
| About once a month | 23 1%p | 14 1% | 8 1% | - | 7 3%Adlo Pq | 6 2%ip | 3 1% | 4 1% | - | 2 1% | 1 1% | 7 2%ip | 3 3%adlo Pq | 13 2%AIP | 6 1% | 3 * | - | 8 1% | 8 1% | 4 1% | 4 1% | 15 1% | 8 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

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Absolutes/col percents

Table 66
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Britbox
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------|-----------------------|-------------|---------------|--------------|--------------|--------------|--------------|-----------------------|------------------------|------------------------|------------------------|--------------|--------------|--------------|----------------|------------------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 95 | 63 | 32 | 10 | 18 | 19 | 24 | 16 | 6 | 2 | 1 | 28 | 19 | 38 | 39 | 8 | 13 | 26 | 27 | 20 | 23 | 53 | 42 |
| | 4%CUK P | 6%AC | 3% | 7%UJKP | 8%ALJK P | 6%UJKP | 7%ALJK P | 5%JKP | 2% | 1% | * | 8%ALJK P | 8%aLJK P | 6%ALJK P | 6%aLJK P | 1% | 9%ALJK P | 4% | 4% | 4% | 4% | 4% | 4% |
| Never | 1906 | 905 | 994 | 118 | 164 | 271 | 271 | 319 | 302 | 248 | 212 | 282 | 197 | 468 | 590 | 763 | 126 | 495 | 554 | 377 | 477 | 1048 | 854 |
| | 89%BdE FgLMNQ R | 84% | 93%AB | 84%Q | 76% | 79% | 84%en | 92%aDE FGLMNO Q | 97%ADE FGHLMN OQ | 97%ADE FGHLMN OQ | 98%ADE FGHLMN OQ | 79% | 79%e | 79% | 88%EFG LMNQ | 97%ADE FGHLMN OQ | 80% | 84% | 31%aRt | 87% | 92%aRt | 88% | 89% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

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Absolutes/col percents

Table 67
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Britbox
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|---------------------|---------------|----------------|--------------------|-------------------------------|-------------------|-------------------|-----------|---------------------|-------------------------|----------------|----------------|------------------------|-------------------|------------|-------------|--------------------|-------------------|---------------------|---------------------------------|-----------------------|--------------------------|----------------|-----------|----------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condi-tion (u) | Physic-al condi-tion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 48 2%O | 2 1% | 2 3% | 9 4%k | 3 2% | 2 1% | 3 2% | 3 3% | 4 2% | 13 5%Afkl N | 3 3% | 2 1% | 1 1% | 42 2% | 33 2% | 2 4% | 10 10%AO | 1 2% | 2 7% | 15 7%AO | 6 2% | 4 1% | 41 3%a | 2 1% | 7 1% |
| NET: Weekly | 101 5%Ovy | 6 4% | 5 6% | 13 6% | 7 4% | 9 5% | 6 4% | 5 4% | 8 4% | 23 8%AkIN | 10 3% | 7 3% | 2 3% | 88 5% | 70 4% | 5 11%ao | 15 15%AO | 6 13%AO | 2 7% | 28 13%AO | 11 5%vy | 7 2% | 83 5%avy | 5 3% | 15 3% |
| NET: Monthly | 152 7%OVy | 7 4% | 6 7% | 22 9%kl | 9 5% | 19 10%kl | 8 5% | 8 7% | 11 6% | 37 13%ABEg IKLMN | 14 5% | 7 3% | 3 4% | 134 7%l | 109 6% | 7 15%ao | 19 19%AO | 9 20%AO | 3 10% | 38 17%AO | 18 7%Vy | 12 3% | 121 8%Vy | 8 5% | 25 5% |
| NET: Ever | 246 11%kOVx Y | 13 8% | 10 12% | 36 15%bik lm | 20 12% | 27 14%ik | 17 11% | 12 11% | 14 7% | 55 20%ABEg hIKLMN | 22 7% | 15 8% | 4 7% | 217 12%iK | 182 10% | 10 21%ao | 28 28%AO | 18 40%AOp t | 3 10% | 59 26%AO | 32 13%VXY | 20 6% | 197 13%AVXY | 10 6% | 41 8% |
| Several times a day | 17 1% | 1 1% | 1 1% | 2 1% | 1 1% | 1 1% | 2 1% | 1 1% | 1 1% | 4 1% | 1 1% | 2 1% | - | 16 1% | 13 1% | 2 4%ao | - | 1 2% | 1 4% | 4 2% | 1 1% | 1 1% | 16 1% | 1 1% | 2 1% |
| About once a day | 31 1%O | 1 1% | 1 1% | 7 3%aln | 2 1% | 1 1% | 1 1% | 3 3%l | 2 1% | 9 3%akln | 2 1% | - | 1 1%l | 26 1% | 20 1% | - | 10 10%AOpr T | - | 1 2% | 11 5%AO | 5 2%y | 3 1% | 26 2% | 1 1% | 5 1% |
| Several times a week | 30 1%O | 1 1% | 3 3%h | 2 1% | 2 1% | 5 3% | 2 1% | - | 2 1% | 7 2% | 2 1% | 3 2% | - | 29 2% | 19 1% | 2 4%o | 3 3% | 3 6%AO | - | 8 4%AO | 4 2%v | 1 1% | 23 1% | 2 1% | 5 1%v |
| About once a week | 23 1%o | 3 2% | - | 2 1% | 2 1% | 2 1% | 1 1% | 1 1% | 2 1% | 3 1% | 4 1% | 1 1% | 1 2% | 18 1% | 17 2% | 1 2% | 2 2% | 2 5%ao | - | 5 2%o | 1 1% | 2 1% | 18 1% | 1 1% | 3 1% |
| Several times a month | 27 1%vy | 1 1% | 1 1% | 4 2% | 1 1% | 6 3%aln | 1 1% | 1 1% | 2 1% | 6 2% | 2 1% | - | - | 25 1% | 22 1% | 1 2% | 2 4% | 2 - | - | 5 2% | 2 1% | - | 23 1%vy | - | 2 1% |
| About once a month | 23 1%o | - | - | 5 2% | 1 1% | 3 2% | 1 1% | 1 1% | 1 1% | 8 3%AbIN | 2 1% | - | 1 1%l | 21 1% | 17 1% | 1 2% | 2 2% | 1 2% | 1 4% | 5 2% | 5 2% | 4 1% | 15 1% | 3 2% | 8 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 67
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Britbox
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|-----------------------------------|--------------------------|----------------|------------------------|------------------------------|-------------------|-------------------------|------------------------|---------------------------|------------------------|---------------------------------|--------------------------|-------------------------|--------------------------|----------------------------------|------------------------|-----------------------|------------------------|-------------------|--------------------------------|-------------------------|---------------------------|------------------------|---------------------------|---------------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 95 4% ^{Ovxy} | 6 3% | 4 5% | 13 6% ^{ei} | 11 6% ^{ei} | 8 4% | 9 6% ^{ei} | 4 4% | 3 2% | 18 6% ^{kk} | 8 3% | 8 4% | 2 3% | 83 5% ^{ei} | 73 4% | 3 6% | 9 9% ^{ao} | 9 20% ^{AO} | 0 - | 21 9% ^{AO} | 14 6% ^{vxy} | 8 2% | 77 5% ^{vx} | 2 1% | 16 3% |
| Never | 1906 89% ^{JpQ} RTW | 159 92% ^{dJ} | 76 88% | 201 85% | 152 88% ^j | 167 86% | 133 89% ^j | 96 89% ^j | 179 93% ^{dfJ} | 225 80% | 279 93% ^{aDf} JN | 179 92% ^{dJ} | 60 93% ^{dJ} | 1591 88% ^J | 1718 90% ^{ApQ} RT | 39 79% ^r | 74 72% | 27 60% | 24 90% | 164 74% ^r | 213 87% | 317 94% ^{AUW} | 1364 87% | 166 94% ^{aUW} | 502 92% ^{AUW} |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 68
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Britbox
Base: All respondents

Absolutes/col percents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 48 | 18 | 20 | 13 | 4 | 2 | 28 | 17 | 28 | 23 | 3 | 3 | 9 | 9 | 9 | 2 | 4 | - | - | - | 3 | - | 3 |
| | 2%B | 1% | 5%AB | 6%AB | 3% | 14% | 4%AB | 7%ABg | 5%AB | 4%AB | 3% | 1% | 2% | 2% | 3% | 1% | 5%l | - | - | - | 11% | - | 8%aLmnpqr |
| NET: Weekly | 101 | 40 | 39 | 23 | 6 | 5 | 55 | 29 | 55 | 48 | 3 | 11 | 15 | 17 | 18 | 5 | 4 | 3 | 3 | 2 | 6 | 3 | 6 |
| | 5%B | 3% | 11%ABe | 10%ABe | 5% | 35% | 9%AB | 11%ABe | 10%ABeg | 9%AB | 3% | 4% | 3% | 4% | 5% | 3% | 5% | 5% | 7% | 7% | 22% | 20% | 18%AklMNOPqr |
| NET: Monthly | 152 | 73 | 47 | 26 | 8 | 6 | 72 | 41 | 70 | 58 | 5 | 16 | 26 | 34 | 22 | 7 | 7 | 5 | 3 | 2 | 7 | 3 | 10 |
| | 7%B | 5% | 13%ABe | 12%ABe | 6% | 42% | 11%ABe | 16%ABE | 12%ABe | 11%ABe | 4% | 5% | 6% | 8% | 6% | 4% | 8% | 7% | 7% | 7% | 26% | 3 | 30%AklMNOPQRS |
| NET: Ever | 246 | 122 | 70 | 47 | 15 | 6 | 118 | 60 | 115 | 97 | 7 | 32 | 43 | 52 | 39 | 12 | 13 | 7 | 5 | 5 | 8 | 3 | 10 |
| | 11%Bp | 8% | 19%ABe | 21%ABE | 11% | 42% | 18%ABe | 23%ABE | 20%ABE | 18%ABe | 6% | 11% | 10% | 13%p | 11% | 7% | 16%kp | 11% | 14% | 19% | 29% | 20% | 33%AklMNOPqR |
| Several times a day | 17 | 8 | 6 | 5 | 2 | 1 | 8 | 5 | 8 | 7 | - | - | 3 | 7 | 3 | - | 2 | - | - | - | - | - | 1 |
| | 1%B | 1% | 2%b | 2%aB | 2% | 7% | 1% | 2%ab | 1%b | 1% | - | - | 1% | 2%al | 1% | - | 2%l | - | - | - | - | - | 3%kLp |
| About once a day | 31 | 10 | 13 | 8 | 2 | 1 | 20 | 12 | 20 | 16 | 3 | 3 | 5 | 2 | 7 | 2 | 2 | - | - | - | 3 | - | 2 |
| | 1%B | 1% | 4%AB | 3%aB | 1% | 8% | 3%AB | 5%AB | 3%AB | 3%AB | 3%n | 1% | 1% | * | 2% | 1% | 3%n | - | - | - | 11% | - | 5%N |
| Several times a week | 30 | 14 | 10 | 6 | - | 1 | 15 | 6 | 15 | 13 | - | 3 | 4 | 6 | 5 | 1 | - | - | 1 | 1 | 3 | 2 | 2 |
| | 1%B | 1% | 3%aB | 3%b | - | 7% | 2%ab | 2%b | 3%aB | 2%b | - | 1% | 1% | 2% | 2% | 1% | - | - | 3% | 4% | 11% | 13% | 6%aKlMnpqr |
| About once a week | 23 | 8 | 9 | 4 | 2 | 2 | 13 | 6 | 13 | 12 | - | 5 | 2 | 2 | 3 | 1 | - | 3 | 2 | 1 | - | 1 | 1 |
| | 1%B | 1% | 2%aB | 2% | 2% | 14% | 2%aB | 2%B | 2%AB | 2%aB | - | 2% | * | * | 1% | 1% | - | 5%AkMNo | 4%kmn | 4% | - | 7% | 3%n |
| Several times a month | 27 | 12 | 5 | 2 | 2 | 1 | 14 | 9 | 12 | 8 | - | 3 | 4 | 11 | 2 | - | 2 | 1 | - | - | 1 | - | 3 |
| | 1%B | 1% | 1% | 1% | 1% | 7% | 2%abJ | 3%ABcJ | 2%b | 2% | - | 1% | 1% | 3%aop | 1% | - | 3%p | 2% | - | - | 4% | - | 9%AklMnOP |
| About once a month | 23 | 21 | 2 | 1 | - | - | 3 | 3 | 3 | 2 | 2 | 2 | 8 | 6 | 2 | 2 | * | - | - | - | - | - | 1 |
| | 1%g | 1% | 1% | 1% | - | - | * | 1% | * | * | 2% | 1% | 2% | 2% | 1% | 1% | * | - | - | - | - | - | 3% |
| Less often | 95 | 49 | 23 | 20 | 7 | - | 46 | 19 | 45 | 38 | 2 | 15 | 17 | 18 | 17 | 5 | 6 | 2 | 3 | 3 | 1 | - | 1 |
| | 4%B | 3% | 6%B | 9%AB | 5% | - | 7%AB | 7%aB | 8%AB | 7%AB | 2% | 5% | 4% | 4% | 5% | 3% | 8%k | 4% | 7% | 11% | 4% | - | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 68
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Britbox
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 1906 | 1368 | 292 | 174 | 120 | 9 | 529 | 197 | 466 | 455 | 104 | 267 | 373 | 362 | 298 | 159 | 69 | 56 | 33 | 21 | 20 | 12 | 21 |
| | 89%CDG | 92%ACD | 81% | 79% | 89%cDg | 58% | 82%hl | 77% | 80% | 82%hl | 94%qW | 89%W | 90%W | 87%W | 89%W | 93%anqW | 84%w | 89%W | 86% | 81% | 71% | 80% | 67% |
| | HUJW | GHU | | | Hj | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 69
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Britbox
Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 48 2%EG | 46 2% | 2 1% | 46 3%AE | 2 * | 43 3%AG | 5 1% | 48 2% | - | 48 2% | - |
| NET: Weekly | 101 5%EGK | 98 5% | 3 2% | 97 7%AE | 4 1% | 90 6%AG | 11 2% | 101 5%ai | - | 101 5%ak | - |
| NET: Monthly | 152 7%CEGI K | 148 7%AC | 3 2% | 143 10%AE | 8 1% | 135 9%AG | 17 2% | 152 7%AI | - | 152 7%AK | - |
| NET: Ever | 246 11%CEG IK | 242 12%AC | 4 2% | 225 16%AE | 21 3% | 214 15%AG | 32 5% | 246 12%AI | - | 246 12%AK | - |
| Several times a day | 17 1%E | 17 1% | - | 16 1%ae | 1 * | 14 1% | 3 * | 17 1% | - | 17 1% | - |
| About once a day | 31 1%EG | 29 1% | 2 1% | 30 2%AE | 1 * | 28 2%AG | 2 * | 31 1% | - | 31 1% | - |
| Several times a week | 30 1%E | 30 1% | - | 29 2%AE | 1 * | 24 2% | 5 1% | 30 1% | - | 30 1% | - |
| About once a week | 23 1%EG | 22 1% | 1 1% | 22 2%AE | 1 * | 22 2%AG | 1 * | 23 1% | - | 23 1% | - |
| Several times a month | 27 1%EG | 27 1% | - | 25 2%ae | 2 * | 26 2%AG | 1 * | 27 1% | - | 27 1% | - |
| About once a month | 23 1%e | 23 1% | - | 21 1%ae | 2 * | 19 1% | 4 1% | 23 1% | - | 23 1% | - |
| Less often | 95 4%cEGI k | 94 5%ac | 1 1% | 82 6%AE | 13 2% | 79 5%AG | 16 2% | 95 5%ai | - | 95 5%ak | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
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Table 69

Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

Britbox

Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|--------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Never | 1906 | 1742 | 163 | 1215 | 691 | 1254 | 652 | 1807 | 99 | 1805 | 100 |
| | 89%BDF | 88% | 98%AB | 84% | 97%AD | 85% | 95%AF | 88% | 100%AH | 88% | 100%AJ |
| | HJ | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 70
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

Netflix
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-----------------------|------------------------|------------|------------|-------------------------|------------------------|------------------------------|-----------------------|--------------------|---------------|------------|-----------|-------------------------|------------------------|------------------------------|----------------------|-------------|-------------------------|-------------|-------------|--------------|------------|--------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 606 28%bhl JKPUw | 281 26% | 322 30% | 56 40%aHI JKoP | 106 49%AGH IJKOP | 171 50%AdG HIJKOP q | 121 38%aHI JKOP | 80 23%LJK P | 42 14%jKP | 18 7% | 12 6% | 161 45%AGH IJKOP | 117 47%AGH IJKOP | 288 49%AdG HIJKOP q | 201 30%HIJK P | 72 9%k | 62 40%aHI JKoP | 178 30%U | 181 30%U | 137 32%U | 109 21% | 359 30%aw | 246 26% |
| NET: Weekly | 1160 54%lJK PU | 570 53% | 583 54% | 110 78%AGH IJKOP | 170 79%AGH IJKOP | 268 78%AGH IJKOP | 202 63%aHI JKoP | 185 54%LJK P | 116 37%JKP | 63 25% | 46 21% | 280 79%AGH IJKOP | 194 78%AGH IJKOP | 462 78%AGH IJKOP | 387 58%aHI JKP | 225 29%K | 122 78%AGH IJKOP | 334 57%U | 330 54%U | 258 59%aU | 237 45% | 664 56% | 495 52% |
| NET: Monthly | 1311 61%lJK PU | 640 60% | 663 62% | 117 83%AGH IJKOP | 188 87%AGH IJKOP | 293 85%AGH IJKOP | 225 70%aHI JKoP | 213 62%LJK P | 135 43%jKP | 84 33% | 55 25% | 306 86%AGH IJKOP | 215 86%AGH IJKOP | 509 86%AGH IJKOP | 439 66%aHI JKP | 273 35%K | 131 84%AGH IJKOP | 369 63%U | 380 63%U | 286 66%aU | 274 53% | 750 63%a | 560 59% |
| NET: Ever | 1419 66%lJK PUw | 697 65% | 714 67% | 122 87%AGH IJKOP | 195 91%AGH IJKOP | 306 89%AGH IJKOP | 246 77%aHI JKOP | 234 68%LJK P | 153 49%JKP | 96 38% | 65 30% | 317 89%AGH IJKOP | 226 90%AGH IJKOP | 532 90%AGH IJKOP | 480 72%aHI JKP | 315 40%K | 137 88%AGH IJKOP | 399 68%U | 417 69%U | 306 71%aU | 296 57% | 815 68%Aw | 602 63% |
| Several times a day | 273 13%hIJ KP | 131 12% | 141 13% | 25 18%HIJ KP | 50 23%aHI JKOP | 85 25%aHI JKOP | 59 18%aHIJ KOP | 32 9%LJK P | 17 6%jKP | 3 1% | 1 1% | 75 21%aHI JKOP | 54 22%aHI JKOP | 139 23%aHI JKOP | 91 14%HIJK P | 22 3%k | 28 18%aHI JKP | 73 12% | 83 14% | 60 14% | 56 11% | 156 13% | 117 12% |
| About once a day | 333 15%bIJ KPUw | 150 14% | 180 17% | 31 22%aHI JKOP | 56 26%aHI JKOP | 86 25%aHI JKOP | 62 19%aIJ KP | 48 14%LJK P | 25 8% | 15 6% | 11 5% | 86 24%aHI JKOP | 63 25%aHI JKOP | 149 25%aHI JKOP | 110 17%LJK P | 50 6% | 34 22%aHI JKP | 105 18%U | 98 16%U | 77 18%U | 52 10% | 203 17%aw | 129 14% |
| Several times a week | 427 20%lJKP | 227 21% | 198 18% | 36 26%jKP | 45 21%JKp | 80 23%JKP | 70 22%JKP | 85 25%aIJ KP | 55 18%kp | 31 12% | 24 11% | 81 23%JKP | 55 22%JKP | 135 23%aJK P | 155 23%aJK P | 110 14% | 40 26%LJK P | 116 20% | 112 18% | 95 22% | 103 20% | 228 19% | 199 21% |
| About once a week | 127 6%g | 62 6% | 64 6% | 18 13%AFGH IJKNOP | 19 9%aGo | 17 5% | 11 3% | 20 6% | 18 6% | 14 6% | 10 4% | 38 11%AFGH iJKNOP | 22 9%afGo p | 39 7%fg | 30 5% | 42 5% | 19 12%AFGH iJKNOP | 39 7% | 37 6% | 26 6% | 25 5% | 77 6% | 50 5% |
| Several times a month | 107 5%kp | 50 5% | 55 5% | 5 4% | 14 6%K | 18 5%k | 19 6%K | 22 6%kp | 11 4% | 15 6%kp | 3 1% | 19 5%k | 17 7%Kp | 35 6%K | 41 6%Kp | 29 4%k | 7 4% | 21 4% | 39 6%r | 21 5% | 26 5% | 60 5% | 47 5% |
| About once a month | 45 2% | 20 2% | 25 2% | 2 1% | 5 2% | 7 2% | 5 2% | 6 2% | 8 2% | 6 3% | 6 3% | 7 2% | 5 2% | 12 2% | 11 2% | 20 3% | 3 2% | 15 3% | 11 2% | 7 2% | 12 2% | 26 2% | 19 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 70
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Netflix
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------|------------------------|-------------|---------------|--------------|--------------|--------------|----------------|------------------|------------------------|-------------------------|-------------------------|--------------|--------------|--------------|-----------------|-------------------------|--------------|-----------|-----------|-----------|-------------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 107 | 57 | 50 | 5 | 7 | 13 | 21 | 21 | 18 | 12 | 10 | 12 | 10 | 23 | 42 | 41 | 6 | 29 | 36 | 21 | 21 | 65 | 42 |
| | 5% | 5% | 5% | 3% | 3% | 4% | 6% | 6% | 6% | 5% | 5% | 3% | 4% | 4% | 6% | 5% | 4% | 5% | 6% | 5% | 4% | 5% | 4% |
| Never | 733 | 375 | 358 | 19 | 20 | 38 | 75 | 112 | 159 | 159 | 152 | 39 | 24 | 62 | 187 | 469 | 19 | 187 | 191 | 128 | 225 | 378 | 353 |
| | 34%DEF GLMNOQ TV | 35% | 33% | 13% | 9% | 11% | 23%DEF LMNQ | 32%DEF gLMNoQ | 51%ADE FCHLMN OQ | 62%ADE FCHILM NOQ | 70%ADE FCHILM NOQ | 11% | 10% | 10% | 28%DEF GLMNQ | 60%ADE FCHILM NOQ | 12% | 32% | 31% | 29% | 43%ARS T | 32% | 37%av |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 71
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Netflix
Base: All respondents

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|-----------------------|---------------------|---------------------|----------------|-----------------------|-------------------------------|--------------------|--------------------|--------------------|----------------------|-------------------|----------------|----------------|-----------------------|-------------------|-------------|-------------|-------------------|-------------|---------------------|---------------------------------|-----------------------|--------------------------|--------------------|-------------|-------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 606 28%IOV xY | 50 29% | 26 30% | 80 34%ln | 49 28% | 60 31%i | 41 27% | 28 26% | 40 20% | 85 30%i | 79 26% | 49 25% | 20 31%i | 507 28%i | 496 26% | 18 38% | 50 49%AO | 17 37% | 11 40% | 96 43%AO | 82 34%VXY | 55 16% | 464 30%AVx Y | 36 20% | 125 23%V |
| NET: Weekly | 1160 54%IOV Y | 107 62%agl kn | 49 57%i | 136 57%i | 93 54%i | 113 58%i | 76 51% | 56 52% | 83 43% | 155 55%i | 153 51% | 104 54%i | 35 53% | 962 53%i | 993 52% | 36 74%AO | 66 64%ao | 29 64% | 17 64% | 149 67%AO | 142 58%VXY | 133 39% | 879 56%AVx Y | 84 48%v | 253 47%V |
| NET: Monthly | 1311 61%IOV Y | 117 68%i | 52 60% | 156 66%i | 99 58% | 128 66%i | 89 59% | 68 63%i | 94 49% | 177 63%i | 177 59%i | 113 58% | 42 65%i | 1085 60%i | 1117 59% | 41 85%AO | 80 78%AO | 32 72% | 20 74% | 173 78%AO | 160 65%VXY | 165 49% | 983 63%AVY | 98 56% | 295 54%V |
| NET: Ever | 1419 66%IOV Y | 126 73%ael ln | 58 67%i | 164 69%i | 106 62% | 140 72%ell n | 96 64% | 73 68%i | 105 54% | 193 69%i | 196 65%i | 119 61% | 43 66%i | 1177 65%i | 1202 63% | 43 89%AO | 88 86%AO | 40 88%AO | 21 78% | 192 86%AO | 179 73%aVX Y | 183 54% | 1055 68%AVY | 110 62%v | 329 61%V |
| Several times a day | 273 13%IOv | 19 11% | 16 19%ehk | 50 21%AbEH IKIN | 15 9% | 29 15%hl | 20 13%i | 8 8% | 12 6% | 42 15%hl | 29 10% | 23 12% | 8 13%i | 237 13%i | 214 11% | 10 20% | 25 24%AO | 12 27%AO | 9 32% | 55 25%AO | 40 16%VY | 30 9% | 202 13%v | 22 12% | 64 12%V |
| About once a day | 333 15%oVX Y | 31 18% | 10 11% | 30 13% | 33 19% | 31 16% | 21 14% | 20 19% | 28 14% | 43 15% | 50 16% | 26 13% | 12 18% | 271 15% | 282 15% | 9 18% | 25 25%aOr l | 5 10% | 2 9% | 41 18% | 43 17%VXY | 25 7% | 262 17%AVXY | 14 8% | 60 11%V |
| Several times a week | 427 20%q | 46 27%aiJ n | 18 21% | 44 19% | 40 23%j | 36 19% | 33 22% | 19 18% | 32 17% | 44 16% | 57 19% | 43 22% | 13 21% | 348 19% | 385 20%q | 12 25%q | 12 11% | 10 23% | 4 16% | 38 17%q | 48 20% | 61 18% | 323 21% | 36 20% | 97 18% |
| About once a week | 127 6%egM | 11 6%am | 5 6% | 11 5% | 4 3% | 17 9%egM | 3 2% | 8 7%egm | 11 6%am | 26 9%aEGM n | 17 6%am | 12 6%am | 1 1% | 108 6%egm | 111 6% | 5 11% | 4 4% | 2 4% | 2 8% | 14 6% | 11 5% | 17 5% | 92 6% | 13 7% | 31 6% |
| Several times a month | 107 5% | 6 4% | 2 3% | 16 7% | 4 2% | 9 4% | 11 7% | 10 9%abEi ln | 8 4% | 14 5% | 15 5% | 7 4% | 5 8%aEin | 85 5% | 90 5% | 2 4% | 8 8% | 3 7% | 2 6% | 15 7% | 12 5% | 19 6% | 77 5% | 8 4% | 26 5% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 71
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Netflix
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--------------------|-----------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|-----------------------------|------------|----------------|----------------|---------------------------|------------------|---------------------|-----------|-----------|-------------|-------------------|--------------------------------|----------------------|------------------------|------------|------------|---------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-eastern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (g) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| About once a month | 45 2%o | 3 2% | - | 5 2% | 2 1% | 6 3% | 2 1% | 3 3% | 3 2% | 8 3% | 9 3% | 2 1% | 2 3% | 37 2% | 35 2% | 3 6%ao | 5 5%ao | - | 1 4% | 9 4%ao | 6 2% | 13 4%aw | 27 2% | 6 3% | 16 3% |
| Less often | 107 5%O | 9 5% | 7 8% | 8 3% | 7 4% | 12 6% | 7 5% | 5 4% | 11 6% | 16 6% | 19 6% m | 6 3% | 1 2% | 92 5% | 85 4% | 2 4% | 8 8% | 7 17%AOt | 1 4% | 19 8%ao | 20 8%aw | 19 6% | 72 5% | 12 7% | 34 6% |
| Never | 733 34%bPQ RTuW | 47 27% | 28 33% | 72 31% | 66 38%bf | 54 28% | 54 36% | 35 32% | 89 46%ABc DFhJkm N | 87 31% | 105 35% | 75 39%bf | 22 34% | 630 35%bf | 697 37%APQ RT | 5 11% | 14 14% | 5 12% | 6 22% | 31 14% | 65 27% | 153 46%AUW xY | 506 32% | 66 38%U | 214 39%AUW |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 72
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Netflix

Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 606 | 338 | 170 | 78 | 44 | 5 | 264 | 133 | 247 | 224 | 31 | 68 | 91 | 117 | 107 | 51 | 35 | 25 | 17 | 6 | 12 | 6 | 13 |
| | 28%BIM | 23% | 47%ABD | 35%aB | 33%B | 31% | 41%ABe | 52%ABD | 42%ABD | 41%ABe | 28% | 23% | 22% | 28%lm | 32%IM | 30%km | 43%aKLM | 39%LM | 45%aLMn | 21% | 44% | 39% | 41%lm |
| NET: Weekly | 1160 | 689 | 273 | 152 | 84 | 6 | 465 | 200 | 425 | 393 | 52 | 130 | 185 | 225 | 191 | 112 | 55 | 44 | 35 | 17 | 23 | 12 | 25 |
| | 54%BIM | 46% | 75%ABd | 69%AB | 62%aB | 38% | 72%ABE | 78%ABd | 73%ABE | 71%ABe | 47% | 44% | 45% | 54%LM | 57%LM | 65%AKLM | 66%aKLM | 70%aKLM | 86%AKLM | 64% | 82% | 80% | 78%AKLMNo |
| NET: Monthly | 1311 | 792 | 292 | 172 | 96 | 10 | 510 | 216 | 464 | 429 | 61 | 147 | 218 | 250 | 213 | 126 | 60 | 48 | 35 | 17 | 23 | 13 | 29 |
| | 61%BIM | 53% | 81%ABe | 78%AB | 71%aB | 66% | 79%ABe | 84%ABE | 80%ABe | 78%AB | 55% | 49% | 52% | 60%LM | 63%LM | 74%AKLM | 72%aKLM | 75%aKLM | 91%AKLM | 64% | 82% | 86% | 91%AKLMNOpq |
| NET: Ever | 1419 | 871 | 303 | 181 | 102 | 12 | 536 | 222 | 486 | 450 | 66 | 159 | 248 | 270 | 230 | 134 | 65 | 48 | 36 | 19 | 24 | 14 | 29 |
| | 66%BIM | 58% | 84%AB | 82%AB | 76%aB | 80% | 83%ABe | 86%ABe | 84%ABe | 82%AB | 60% | 53% | 60% | 65%L | 68%LM | 78%AKLM | 79%aKLM | 75%LM | 93%AKLM | 73% | 86% | 95% | 91%AKLMNO |
| Several times a day | 273 | 128 | 96 | 44 | 21 | 1 | 143 | 80 | 137 | 119 | 7 | 36 | 44 | 58 | 47 | 24 | 18 | 5 | 5 | 1 | 4 | 5 | 7 |
| | 13%Bk | 9% | 27%ABd | 20%AB | 16%B | 7% | 22%AB | 31%ABD | 24%ABe | 21%AB | 6% | 12% | 11% | 14%k | 14%k | 14% | 22%aKIMr | 8% | 14% | 5% | 13% | 30% | 21%k |
| About once a day | 333 | 209 | 73 | 35 | 23 | 4 | 121 | 53 | 109 | 105 | 24 | 32 | 47 | 58 | 60 | 27 | 17 | 20 | 12 | 4 | 9 | 1 | 6 |
| | 15%BIM | 14% | 20%AB | 16% | 17% | 24% | 19%aB | 21%aB | 19%aB | 19%aB | 21%LM | 11% | 11% | 14% | 18%lm | 16% | 21%lm | 31%ALMN | 31%ALMN | 16% | 31% | 9% | 19% |
| Several times a week | 427 | 264 | 77 | 64 | 33 | 1 | 161 | 50 | 143 | 133 | 16 | 45 | 74 | 86 | 72 | 43 | 18 | 12 | 12 | 7 | 10 | 5 | 8 |
| | 20%BI | 18% | 21% | 29%ABc | 24% | 7% | 25%ABc | 19% | 25%ABc | 24%ABc | 14% | 15% | 18% | 21% | 21%l | 25%kLM | 22% | 18% | 32%kLM | 28% | 34% | 31% | 25% |
| About once a week | 127 | 87 | 27 | 10 | 7 | - | 40 | 17 | 35 | 36 | 5 | 18 | 20 | 22 | 12 | 17 | 1 | 8 | 4 | 1 | 1 | 1 | 4 |
| | 6%o | 6% | 7% | 5% | 5% | - | 6% | 7% | 6% | 7% | 5% | 6% | 5% | 5% | 4% | 10%amnO | 1% | 12%amO | 10%q | 4% | 4% | 9% | 13%oQ |
| Several times a month | 107 | 69 | 16 | 14 | 9 | 2 | 36 | 13 | 31 | 28 | 6 | 12 | 20 | 18 | 18 | 9 | 4 | 3 | 1 | - | - | 1 | 3 |
| | 5% | 5% | 4% | 6% | 7% | 15% | 6% | 5% | 5% | 5% | 5% | 4% | 5% | 4% | 5% | 5% | 5% | 5% | 3% | - | - | 6% | 10% |
| About once a month | 45 | 34 | 3 | 6 | 3 | 2 | 9 | 3 | 8 | 7 | 3 | 5 | 12 | 7 | 4 | 5 | 1 | - | 1 | - | - | - | 1 |
| | 2% | 2% | 1% | 2%c | 2% | 13% | 1% | 1% | 1% | 1% | 3% | 2% | 3% | 2% | 1% | 3% | 1% | - | 2% | - | - | - | 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 72
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Netflix
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|--------------------|------------------|-------------------|--------------------|--------------------------|------------------|-----------------|------------------|-------------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Less often | 107 | 79 | 11 | 9 | 7 | 2 | 26 | 7 | 22 | 21 | 6 | 12 | 31 | 20 | 17 | 8 | 6 | - | 1 | 2 | 1 | 1 | - |
| | 5% _c | 5% | 3% | 4% | 5% | 14% | 4% | 3% | 4% | 4% | 5% | 4% | 7% _{ar} | 5% | 5% | 5% | 7% _r | - | 2% | 8% | 4% | 10% | - |
| Never | 733 | 619 | 60 | 39 | 32 | 3 | 111 | 35 | 95 | 102 | 45 | 141 | 168 | 144 | 107 | 37 | 17 | 16 | 3 | 7 | 4 | 1 | 3 |
| | 34% _{CDe} | 42% _{ACD} | 16% | 18% | 24% _{ghi} | 20% | 17% _h | 14% | 16% | 18% _{hi} | 40% _{PQSW} | 47% _{ANOP} | 40% _{AcPQ} | 35% _{PqSW} | 32% _{pSW} | 22% _s | 21% | 25% _s | 7% | 27% | 14% | 5% | 9% |
| | GHUJ | EGHJ | | | | | | | | | | QRSW | rSW | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 73
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Netflix
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------------|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 606 | 532 | 75 | 398 | 208 | 424 | 183 | 562 | 44 | 562 | 44 |
| | 28%BHJ | 27% | 45%AB | 28% | 29% | 29% | 27% | 27% | 44%AH | 27% | 44%AJ |
| NET: Weekly | 1160 | 1055 | 105 | 775 | 385 | 822 | 338 | 1096 | 63 | 1096 | 63 |
| | 54%bGh | 53% | 62%ab | 54% | 54% | 56%AG | 49% | 53% | 64%ah | 53% | 63% |
| NET: Monthly | 1311 | 1195 | 117 | 871 | 440 | 921 | 391 | 1240 | 71 | 1240 | 71 |
| | 61%bgh | 60% | 70%ab | 60% | 62% | 63%ag | 57% | 60% | 72%ah | 60% | 71%aj |
| NET: Ever | 1419 | 1291 | 127 | 954 | 465 | 1001 | 417 | 1342 | 76 | 1342 | 76 |
| | 66%BGH | 65% | 76%AB | 66% | 65% | 68%AG | 61% | 65% | 77%ah | 65% | 76%aj |
| Several times a day | 273 | 236 | 37 | 168 | 105 | 183 | 89 | 249 | 24 | 249 | 24 |
| | 13%BdH | 12% | 22%AB | 12% | 15%d | 13% | 13% | 12% | 24%AH | 12% | 24%AJ |
| About once a day | 333 | 296 | 38 | 231 | 103 | 240 | 93 | 314 | 20 | 314 | 20 |
| | 15%B | 15% | 23%aB | 16% | 14% | 16% | 14% | 15% | 20% | 15% | 20% |
| Several times a week | 427 | 401 | 26 | 285 | 141 | 311 | 116 | 411 | 15 | 411 | 15 |
| | 20%g | 20% | 15% | 20% | 20% | 21%ag | 17% | 20% | 15% | 20% | 15% |
| About once a week | 127 | 123 | 4 | 91 | 36 | 88 | 39 | 123 | 4 | 123 | 4 |
| | 6% | 6% | 3% | 6% | 5% | 6% | 6% | 6% | 4% | 6% | 4% |
| Several times a month | 107 | 98 | 9 | 68 | 39 | 73 | 34 | 103 | 4 | 103 | 4 |
| | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 4% | 5% | 4% |
| About once a month | 45 | 42 | 3 | 28 | 17 | 26 | 19 | 42 | 3 | 42 | 3 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 3% |
| Less often | 107 | 96 | 11 | 83 | 24 | 81 | 27 | 102 | 5 | 102 | 5 |
| | 5%e | 5% | 6% | 6%ae | 3% | 5% | 4% | 5% | 5% | 5% | 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 73
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Netflix
Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------|--------------|-----------------------|------------|--------------------|------------|---|--------------|---|--------------|-----------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Never | 733 34%CFi | 694 35%AC | 40 24% | 486 34% | 247 35% | 466 32% | 267 39%AF | 711 35%ai | 23 23% | 709 35%ak | 24 24% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 74
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Amazon Prime Video
Base: All respondents

| | Gender | | | Age | | | | | | | | | SEG | | | | | | | | | | |
|-----------------------|-------------------|-----------|------------|-----------------|-----------------------------|----------------------------|----------------------|-----------------|------------|-----------|---------|----------------------|----------------------------|----------------------------|-------------------|----------|-----------------|-----------|----------|------------|--------|-----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 280 | 163 | 116 | 14 | 38 | 67 | 64 | 43 | 26 | 18 | 10 | 52 | 42 | 109 | 107 | 53 | 19 | 82 | 79 | 58 | 59 | 161 | 117 |
| | 13% CJU KP | 15% AC | 11% | 10% k | 18% adi JKP | 20% ADh LJKPq | 20% ADh LJKoPq | 13% jKP | 8% | 7% | 4% | 15% diJ KP | 17% dU KP | 18% ADh LJKIPq | 16% AHJ KP | 7% | 12% DKp | 14% | 13% | 13% | 11% | 14% | 12% |
| NET: Weekly | 734 | 407 | 325 | 44 | 101 | 164 | 130 | 125 | 90 | 50 | 30 | 145 | 112 | 276 | 255 | 170 | 50 | 223 | 201 | 168 | 141 | 424 | 309 |
| | 34% CJU KPU | 38% AC | 30% | 31% jKP | 47% ADh LJKLoP Q | 48% ADH LJKOPQ | 41% Adl JKP | 36% JKP | 29% jKP | 20% | 14% | 41% ADI JKPQ | 45% ADh LJKIPQ | 46% ADH LJKLOP Q | 38% AJJ KP | 22% K | 32% JKP | 38% aU | 33% u | 39% aU | 27% | 36% | 32% |
| NET: Monthly | 1026 | 531 | 489 | 66 | 136 | 229 | 175 | 170 | 132 | 72 | 45 | 203 | 150 | 380 | 345 | 249 | 74 | 297 | 292 | 225 | 210 | 590 | 435 |
| | 48% JJK PU | 50% | 46% | 47% JKP | 63% ADg HJJKLm OPQ | 67% ADG HJJKLO PQ | 55% AJJ KP | 49% JKP | 42% JKP | 28% | 21% | 57% ADh LJKPQ | 60% ADH LJKoPQ | 64% ADG HJJKLO PQ | 52% aJJ KP | 32% K | 48% JKP | 51% U | 48% u | 52% U | 40% | 49% | 46% |
| NET: Ever | 1210 | 615 | 589 | 84 | 161 | 266 | 210 | 197 | 143 | 92 | 58 | 245 | 183 | 449 | 407 | 293 | 95 | 352 | 351 | 258 | 249 | 702 | 507 |
| | 56% JJK PUw | 57% | 55% | 60% JJK P | 75% ADg HJJKLO PQ | 77% ADG HJJKIO PQ | 65% Ahl JKoP | 57% JJK P | 46% JKP | 36% k | 27% | 69% ADH LJKoPQ | 73% ADg HJJKLO PQ | 76% ADG HJJKLO PQ | 61% Ahl JKP | 37% K | 61% JJK P | 60% aU | 58% U | 59% U | 48% | 59% AW | 53% |
| Several times a day | 99 | 57 | 42 | 8 | 13 | 28 | 24 | 17 | 8 | 1 | 1 | 21 | 16 | 44 | 40 | 10 | 10 | 31 | 21 | 20 | 26 | 52 | 46 |
| | 5% JKP | 5% | 4% | 6% JKP | 6% JJKP | 8% AJJK P | 7% aJJ P | 5% JKP | 3% jP | * | * | 6% JKP | 6% JJKP | 7% AJJK P | 6% aJJ P | 1% | 6% JJKP | 5% | 3% | 5% | 5% | 4% | 5% |
| About once a day | 180 | 106 | 74 | 6 | 25 | 40 | 40 | 27 | 18 | 17 | 8 | 30 | 26 | 66 | 67 | 43 | 9 | 51 | 58 | 38 | 33 | 109 | 71 |
| | 8% cdk Pu | 10% ac | 7% | 4% | 11% diK IPq | 12% aDI KPq | 13% ADhl JKoPq | 8% | 6% | 7% | 4% | 9% Dk | 10% diK P | 11% ADI KPq | 10% dhK P | 6% | 6% D | 9% | 10% u | 9% | 6% | 9% | 7% |
| Several times a week | 294 | 161 | 132 | 24 | 34 | 69 | 42 | 58 | 37 | 18 | 11 | 58 | 38 | 107 | 100 | 67 | 24 | 89 | 75 | 77 | 53 | 164 | 130 |
| | 14% JKP U | 15% | 12% | 17% JKP | 16% JJKP | 20% Agl JKoP | 13% jKp | 17% JKP | 12% KKP | 7% | 5% | 16% JKP | 15% JKP | 18% AJJ KP | 15% JKP | 9% k | 15% JKP | 15% u | 12% | 18% asU | 10% | 14% | 14% |
| About once a week | 161 | 83 | 77 | 6 | 29 | 27 | 25 | 24 | 27 | 14 | 9 | 35 | 31 | 59 | 49 | 50 | 7 | 51 | 47 | 33 | 29 | 99 | 62 |
| | 7% | 8% | 7% | 4% | 13% ADfg hJKLnOP Q | 8% | 8% | 7% | 9% p | 5% | 4% | 10% Dkp Q | 13% ADg hJKLoP Q | 10% adjk pq | 7% | 6% | 5% | 9% u | 8% | 8% | 6% | 8% | 6% |
| Several times a month | 177 | 71 | 104 | 15 | 24 | 33 | 27 | 32 | 27 | 13 | 7 | 39 | 26 | 59 | 59 | 47 | 16 | 49 | 59 | 31 | 39 | 107 | 70 |
| | 8% BJK P | 7% | 10% ab | 11% JKp | 11% jKp | 9% jKp | 8% k | 9% K | 9% kP | 5% | 3% | 11% ajK P | 10% JKp | 10% JKP | 9% Kp | 6% k | 10% jKp | 8% | 10% | 7% | 7% | 9% | 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 74
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Amazon Prime Video
Base: All respondents

| | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | | |
|--------------------|----------------------------|------------|------------|------------------------|-----------------|-------------------------|------------------------|---------------------------|-----------------------------------|-----------------------------------|------------------------------------|------------------------|------------------------|-------------------------|--------------------------|------------------------------------|------------------------|------------|------------|------------|------------------------|------------|------------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| About once a month | 115 5% | 53 5% | 59 6% | 7 5% | 12 5% | 33 9% AHJ kmOP | 18 6% | 13 4% | 16 5% | 9 3% | 8 4% | 19 5% | 13 5% | 45 8% Ahjl moP | 31 5% | 32 4% | 8 5% | 26 4% | 32 5% | 25 6% | 31 6% | 59 5% | 56 6% |
| Less often | 184 9% IP | 84 8% | 100 9% | 18 13% kP | 24 11% kP | 37 11% kP | 35 11% kP | 27 8% i | 11 3% | 20 8% i | 12 6% | 42 12% alk P | 32 13% AhI KP | 69 12% Akp | 62 9% IP | 44 6% i | 21 13% alkP | 54 9% | 58 10% | 34 8% | 38 7% | 113 9% | 72 8% |
| Never | 942 44% EFG LMNqV | 457 43% | 483 45% | 57 40% EFL MN | 55 25% | 78 23% | 111 35% eFm N | 149 43% EFG LMNo | 169 54% ADE FGHLMN OQ | 163 64% ADE FGHIL NOQ | 160 73% ADE FGHJL MNOQ | 112 31% EIM N | 67 27% | 145 24% | 260 39% EFG IMN | 492 63% ADE FGHILM NOQ | 61 39% EFL MN | 234 40% | 257 42% | 176 41% | 272 52% ARS T | 491 41% | 448 47% aV |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 75
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Amazon Prime Video
Base: All respondents

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|-----------------------|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|-------------------|-----------|-----------|------------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental con-dition (u) | Physic-al con-dition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 280 | 30 | 13 | 33 | 25 | 22 | 14 | 16 | 13 | 46 | 35 | 26 | 7 | 227 | 229 | 9 | 23 | 13 | 2 | 47 | 42 | 32 | 200 | 24 | 70 |
| | 13%IOv | 17%gl | 15%l | 14%l | 15%l | 11% | 9% | 15%l | 7% | 16%gln | 12% | 14%l | 11% | 13%l | 12% | 19% | 22%AO | 28%AO | 8% | 21%AO | 17%aVy | 10% | 13% | 14% | 13%V |
| NET: Weekly | 734 | 76 | 34 | 82 | 60 | 68 | 45 | 37 | 48 | 98 | 108 | 60 | 19 | 602 | 634 | 19 | 43 | 22 | 8 | 92 | 98 | 99 | 538 | 68 | 178 |
| | 34%l | 44%AgI | 40%l | 35%l | 35%l | 30% | 34% | 34% | 25% | 35%l | 36%l | 31% | 30% | 33%l | 33% | 39% | 42% | 49%ao | 29% | 41%ao | 40%aVY | 30% | 34% | 39%Vy | 33%v |
| NET: Monthly | 1026 | 94 | 42 | 116 | 82 | 89 | 69 | 57 | 77 | 141 | 143 | 91 | 25 | 851 | 893 | 25 | 56 | 29 | 9 | 118 | 139 | 149 | 738 | 91 | 260 |
| | 48%im | 54%lM | 49% | 49% | 48% | 46% | 46% | 53%im | 40% | 50%im | 47% | 47% | 39% | 47%l | 47% | 52% | 54% | 63%ao | 33% | 53% | 57%AVW | 44% | 47% | 52%v | 48%v |
| NET: Ever | 1210 | 110 | 51 | 133 | 96 | 105 | 81 | 65 | 92 | 170 | 174 | 105 | 31 | 1005 | 1047 | 34 | 66 | 33 | 14 | 147 | 171 | 172 | 871 | 99 | 306 |
| | 56%imOv | 64%alMn | 59% | 56% | 56% | 54% | 53% | 61%im | 48% | 61%lm | 58%l | 54% | 48% | 56%l | 55% | 71%ao | 65% | 72%ao | 53% | 66%AO | 70%AVW | 51% | 56% | 56% | 56%V |
| Several times a day | 99 | 7 | 4 | 13 | 9 | 12 | 5 | 3 | 2 | 22 | 11 | 9 | 2 | 88 | 75 | 5 | 11 | 5 | 2 | 23 | 13 | 10 | 75 | 13 | 21 |
| | 5%IO | 4% | 5% | 5%l | 5%l | 6%l | 3% | 3% | 1% | 8%alkmn | 4% | 5% | 3% | 5%l | 4% | 11%o | 10%AO | 11%ao | 2 | 10%AO | 5% | 3% | 5% | 7%VY | 4% |
| About once a day | 180 | 23 | 9 | 20 | 16 | 9 | 9 | 12 | 11 | 24 | 24 | 18 | 5 | 139 | 154 | 4 | 12 | 7 | - | 24 | 29 | 22 | 125 | 11 | 49 |
| | 8%n | 14%aFgin | 10% | 8% | 9% | 5% | 6% | 11%fl | 6% | 9% | 8% | 9% | 8% | 8% | 8% | 9% | 12% | 17%o | - | 11% | 12%Vx | 6% | 8% | 6% | 9%V |
| Several times a week | 294 | 30 | 15 | 31 | 18 | 31 | 19 | 11 | 24 | 29 | 53 | 25 | 8 | 245 | 267 | 4 | 14 | 5 | 1 | 24 | 37 | 47 | 217 | 27 | 73 |
| | 14% | 17%j | 18% | 13% | 10% | 16% | 12% | 10% | 12% | 10% | 17%ejn | 13% | 12% | 14% | 14% | 8% | 14% | 12% | 4% | 11% | 15% | 14% | 14% | 16% | 13% |
| About once a week | 161 | 16 | 6 | 18 | 17 | 16 | 12 | 10 | 11 | 23 | 20 | 8 | 5 | 131 | 138 | 5 | 6 | 4 | 5 | 20 | 18 | 20 | 121 | 16 | 35 |
| | 7% | 9% | 8% | 7% | 10%l | 8% | 8% | 9% | 6% | 8% | 7% | 4% | 7% | 7% | 7% | 11% | 6% | 9% | 9% | 9% | 7% | 6% | 8% | 9% | 6% |
| Several times a month | 177 | 12 | 3 | 19 | 15 | 15 | 16 | 11 | 19 | 25 | 19 | 20 | 4 | 150 | 163 | 2 | 6 | 1 | 1 | 11 | 28 | 33 | 114 | 17 | 55 |
| | 8%tw | 7% | 4% | 8% | 8% | 8% | 11% | 10% | 10% | 9% | 6% | 10% | 6% | 8% | 9% | 4% | 6% | 3% | 4% | 5% | 11%w | 10% | 7% | 9% | 10%w |
| About once a month | 115 | 6 | 4 | 15 | 8 | 6 | 8 | 9 | 11 | 18 | 16 | 11 | 2 | 98 | 96 | 4 | 6 | 5 | - | 16 | 13 | 16 | 86 | 7 | 27 |
| | 5% | 4% | 5% | 6% | 4% | 3% | 6% | 8%fm | 6% | 6% | 5% | 6% | 2% | 5% | 5% | 9% | 6% | 12%o | - | 7% | 5% | 5% | 5% | 4% | 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 75
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Amazon Prime Video
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|---------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|----------------------|------------|----------------|----------------|------------------------|------------------|--------------------|------------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|-------------|------------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 184 9%ox | 16 9% | 9 10% | 17 7% | 14 8% | 16 8% | 11 7% | 8 8% | 15 8% | 29 10% | 31 10% | 14 7% | 6 9% | 154 9% | 154 8% | 9 19%ao | 10 10% | 4 9% | 5 20% | 29 13%ao | 32 13%aVwX Y | 23 7% | 134 9% | 8 5% | 46 9%x |
| Never | 942 44%bpr TU | 62 36% | 35 41% | 104 44% | 76 44% | 89 46% | 70 47% | 42 39% | 102 52%aBh Jkn | 110 39% | 128 42% | 89 46% | 34 52%aBh j | 803 44%b | 852 45%Apr T | 14 29% | 36 35% | 13 28% | 13 47% | 76 34% | 74 30% | 165 49%aUY | 690 44%U | 77 44%U | 237 44%U |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 76
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Amazon Prime Video
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 280 | 156 | 71 | 41 | 26 | 4 | 120 | 45 | 110 | 104 | 14 | 36 | 42 | 49 | 55 | 20 | 18 | 12 | 5 | 3 | 5 | 1 | 8 |
| | 13%Bm | 10% | 20%AB | 19%AB | 19%aB | 24% | 19%AB | 18%aB | 19%AB | 19%AB | 13% | 12% | 10% | 12% | 16%lm | 12% | 22%alMn | 19%lm | 12% | 13% | 18% | 9% | 25%alMn |
| NET: Weekly | 734 | 439 | 163 | 101 | 50 | 8 | 288 | 118 | 268 | 243 | 31 | 81 | 128 | 139 | 123 | 63 | 42 | 28 | 17 | 10 | 16 | 9 | 17 |
| | 34%BBL | 29% | 45%AB | 46%AB | 37% | 52% | 44%AB | 46%AB | 46%ABe | 44%AB | 28% | 27% | 31% | 34% | 36%li | 37%li | 50%AKLM | 44%klm | 44%li | 37% | 56% | 57% | 54%AKLMno |
| NET: Monthly | 1026 | 644 | 210 | 130 | 64 | 8 | 374 | 159 | 347 | 315 | 48 | 122 | 177 | 186 | 173 | 87 | 49 | 38 | 25 | 14 | 21 | 10 | 23 |
| | 48%BIm | 43% | 58%ABe | 59%ABe | 48% | 52% | 58%ABe | 62%ABE | 60%ABE | 57%ABe | 43% | 41% | 42% | 45% | 51%Lm | 51%li | 59%akLM | 59%KLmn | 64%akLM | 54% | 74% | 67% | 72%AKLMNo |
| NET: Ever | 1210 | 768 | 244 | 150 | 78 | 9 | 434 | 183 | 401 | 364 | 57 | 148 | 210 | 223 | 200 | 100 | 58 | 43 | 31 | 16 | 23 | 10 | 27 |
| | 56%BIm | 52% | 67%AB | 68%ABe | 58% | 59% | 67%ABe | 71%ABE | 69%ABe | 66%ABe | 52% | 49% | 50% | 54% | 59%lm | 59% | 70%akLM | 68%KLmn | 80%AKLM | 62% | 83% | 67% | 87%AKLMNOPT |
| Several times a day | 99 | 46 | 33 | 17 | 10 | 1 | 52 | 26 | 50 | 43 | 2 | 10 | 15 | 22 | 14 | 12 | 8 | 4 | 1 | 3 | - | 1 | 3 |
| | 5%B | 3% | 9%AB | 8%aB | 7%b | 7% | 8%AB | 10%AB | 9%AB | 8%AB | 2% | 3% | 4% | 5% | 4% | 7% | 10%aklmo | 6% | 3% | 12% | - | 6% | 11%klm |
| About once a day | 180 | 110 | 38 | 25 | 16 | 3 | 68 | 20 | 60 | 61 | 12 | 25 | 26 | 27 | 41 | 9 | 10 | 8 | 4 | * | 5 | * | 4 |
| | 8%b | 7% | 11%b | 11% | 12% | 17% | 11%abh | 8% | 10%b | 11%ABh | 11% | 8% | 6% | 7% | 12%aMnp | 5% | 12%p | 13%p | 10% | 2% | 18% | 3% | 14% |
| Several times a week | 294 | 179 | 64 | 34 | 16 | 3 | 112 | 54 | 105 | 93 | 8 | 24 | 56 | 62 | 41 | 33 | 17 | 10 | 5 | 6 | 5 | 5 | 5 |
| | 14%BKL | 12% | 18%aB | 16% | 12% | 22% | 17%AB | 21%ABe | 18%AB | 17%aB | 7% | 8% | 8% | 13%li | 15%kL | 12% | 19%aKLo | 20%KL | 26%aKLm | 20% | 23% | 30% | 15% |
| About once a week | 161 | 104 | 27 | 25 | 8 | 1 | 55 | 19 | 53 | 46 | 8 | 22 | 30 | 28 | 27 | 10 | 7 | 6 | 2 | 1 | 4 | 3 | 5 |
| | 7% | 7% | 7% | 11%abce | 6% | 7% | 9% | 7% | 9% | 8% | 7% | 7% | 7% | 7% | 8% | 6% | 8% | 9% | 6% | 4% | 16% | 18% | 15% |
| Several times a month | 177 | 126 | 28 | 18 | 10 | - | 51 | 23 | 46 | 44 | 11 | 27 | 23 | 29 | 31 | 19 | 5 | 4 | 3 | 2 | 4 | * | 5 |
| | 8%lm | 8% | 8% | 8% | 8% | - | 8% | 9% | 8% | 8% | 10% | 9% | 5% | 7% | 9% | 11%lm | 6% | 6% | 9% | 8% | 14% | 3% | 16%mn |
| About once a month | 115 | 79 | 20 | 11 | 5 | - | 35 | 17 | 34 | 27 | 6 | 14 | 26 | 19 | 20 | 5 | 2 | 6 | 4 | 2 | 1 | 1 | * |
| | 5% | 5% | 5% | 5% | 3% | - | 5% | 7% | 6% | 5% | 5% | 5% | 6% | 5% | 6% | 3% | 3% | 10%p | 11%p | 8% | 3% | 7% | 1% |
| Less often | 184 | 123 | 34 | 19 | 14 | 1 | 60 | 25 | 53 | 50 | 10 | 25 | 33 | 36 | 27 | 13 | 9 | 5 | 6 | 2 | 3 | - | 5 |
| | 9% | 8% | 9% | 9% | 10% | 7% | 9% | 10% | 9% | 9% | 9% | 8% | 8% | 9% | 8% | 8% | 11% | 8% | 16% | 8% | 9% | - | 15% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 76
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Amazon Prime Video
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 942 | 722 | 119 | 71 | 56 | 6 | 213 | 74 | 180 | 187 | 54 | 152 | 206 | 191 | 137 | 71 | 25 | 20 | 8 | 10 | 5 | 5 | 4 |
| | 44%CDG | 48%ACD | 33% | 32% | 42%gdh | 41% | 33%l | 29% | 31% | 34%l | 48%qrSW | 51%aoQR | 50%aoQR | 46%QrSW | 41%sw | 41%sw | 30% | 32%w | 20% | 38% | 17% | 33% | 13% |
| | HUqSW | GHUJ | | | ij | | | | | | | SW | SW | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 77
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Amazon Prime Video
Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------------|-------------|-----------------------|--------------|--------------------|--------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 280 13%Be | 244 12% | 36 21%AB | 204 14%ae | 76 11% | 203 14% | 77 11% | 262 13% | 17 18% | 261 13% | 18 18% |
| NET: Weekly | 734 34%EG | 672 34% | 62 37% | 521 36%AE | 213 30% | 551 38%AG | 183 27% | 697 34% | 37 37% | 696 34% | 38 38% |
| NET: Monthly | 1026 48%G | 945 48% | 81 48% | 704 49% | 322 45% | 753 51%AG | 273 40% | 979 48% | 47 48% | 978 48% | 48 48% |
| NET: Ever | 1210 56%eG | 1118 56% | 92 55% | 832 58%ae | 378 53% | 890 61%AG | 320 47% | 1158 56% | 53 53% | 1157 56% | 54 53% |
| Several times a day | 99 5%b | 85 4% | 14 9%ab | 71 5% | 29 4% | 72 5% | 28 4% | 91 4% | 8 8% | 91 4% | 8 8% |
| About once a day | 180 8%be | 159 8% | 21 13%ab | 133 9%ae | 47 7% | 131 9% | 49 7% | 171 8% | 9 9% | 170 8% | 10 10% |
| Several times a week | 294 14%G | 272 14% | 22 13% | 206 14% | 88 12% | 223 15%AG | 71 10% | 278 14% | 16 16% | 278 14% | 16 16% |
| About once a week | 161 7%cG | 156 8%ac | 5 3% | 112 8% | 48 7% | 125 9%AG | 35 5% | 157 8% | 4 4% | 157 8% | 4 4% |
| Several times a month | 177 8% | 161 8% | 16 10% | 109 8% | 68 10% | 116 8% | 61 9% | 168 8% | 10 10% | 168 8% | 10 10% |
| About once a month | 115 5%ck | 112 6%ac | 3 2% | 74 5% | 41 6% | 86 6% | 29 4% | 114 6%ai | 1 1% | 114 6%ak | 1 1% |
| Less often | 184 9% | 173 9% | 12 7% | 128 9% | 57 8% | 137 9% | 47 7% | 179 9% | 5 5% | 179 9% | 5 5% |
| Never | 942 44%df | 867 44% | 75 45% | 608 42% | 333 47%ad | 577 39% | 364 53%AF | 895 44% | 46 47% | 895 44% | 47 47% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 78
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Disney+
Base: All respondents

| | Gender | | | Age | | | | | | | | | | SEG | | | | | | | | | |
|-----------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 145 | 72 | 71 | 16 | 27 | 49 | 39 | 13 | - | 1 | - | 42 | 28 | 76 | 53 | 1 | 18 | 51 | 36 | 34 | 24 | 87 | 58 |
| | 7%hJK | 7% | 7% | 11%aHI | 12%aHI | 14%aHI | 12%aHI | 4%JKP | - | * | - | 12%aHI | 11%aHI | 13%aHI | 8%hJK | * | 12%aHI | 9%aU | 6% | 8%u | 5% | 7% | 6% |
| | Pu | | | JKP | JKP | JKOP | KOP | | | | | JKoP | JKP | KOP | P | JKP | | | | | | | |
| NET: Weekly | 407 | 219 | 185 | 49 | 75 | 130 | 77 | 55 | 13 | 7 | 1 | 124 | 83 | 213 | 132 | 21 | 54 | 129 | 110 | 90 | 78 | 240 | 168 |
| | 19%LJK | 20% | 17% | 35%AgH | 35%AGH | 38%AGH | 24%ahl | 16%LJKP | 4%Kp | 3% | * | 35%AGH | 33%AgH | 36%AGH | 20%hLJK | 3%k | 35%AgH | 22%aU | 18% | 21%u | 15% | 20% | 18% |
| | PU | | | LJKOP | LJKOP | LJKOP | JKOP | | | | | LJKOP | LJKOP | LJKOP | P | LJKOP | | | | | | | |
| NET: Monthly | 555 | 288 | 263 | 63 | 106 | 168 | 103 | 73 | 25 | 16 | 2 | 169 | 116 | 284 | 176 | 43 | 71 | 171 | 161 | 121 | 102 | 332 | 224 |
| | 26%hLJK | 27% | 25% | 45%AGH | 49%AGH | 49%AGH | 32%aHI | 21%LJKP | 8%Kp | 6%K | 1% | 47%AGH | 47%AGH | 48%AGH | 26%hLJK | 5%K | 45%AGH | 29%aU | 26%U | 28%U | 20% | 28%aw | 23% |
| | KPUw | | | LJKOP | LJKOP | LJKOP | JKOP | | | | | LJKOP | LJKOP | LJKOP | P | LJKOP | | | | | | | |
| NET: Ever | 684 | 353 | 324 | 76 | 125 | 196 | 132 | 90 | 41 | 19 | 4 | 201 | 142 | 338 | 223 | 64 | 88 | 202 | 196 | 148 | 137 | 399 | 286 |
| | 32%hLJK | 33% | 30% | 54%AgH | 58%AGH | 57%AGH | 41%aHI | 26%LJK | 13%jKP | 7%K | 2% | 56%AGH | 57%AGH | 57%AGH | 33%hLJK | 8%K | 56%AGH | 35%U | 32%u | 34%u | 26% | 33% | 30% |
| | KPU | | | LJKOP | LJKOP | LJKOP | JKOP | P | | | | LJKOP | LJKOP | LJKOP | P | LJKOP | | | | | | | |
| Several times a day | 59 | 30 | 28 | 5 | 7 | 24 | 15 | 8 | - | - | - | 12 | 8 | 32 | 23 | - | 5 | 20 | 12 | 16 | 11 | 32 | 27 |
| | 3%LJKP | 3% | 3% | 3%LJKP | 3%LJKP | 7%aHI | 5%aLJK | 2%jKP | - | - | - | 3%LJKP | 3%LJKP | 5%aLJK | 3%LJKP | - | 3%LJKP | 3% | 2% | 4% | 2% | 3% | 3% |
| | | | | KloP | | P | | | | | | | | KimP | | | | | | | | | |
| About once a day | 86 | 41 | 43 | 11 | 19 | 25 | 25 | 5 | - | 1 | - | 30 | 19 | 44 | 30 | 1 | 14 | 31 | 24 | 18 | 13 | 55 | 31 |
| | 4%HIJK | 4% | 4% | 8%aHI | 9%aHI | 7%aHI | 8%aHI | 1%ip | - | * | - | 8%aHI | 8%aHI | 7%aHI | 4%HIJK | * | 9%aHI | 5%u | 4% | 4% | 2% | 5% | 3% |
| | Pu | | | KP | KoP | KP | KOP | | | | | KoP | KP | KoP | P | KoP | | | | | | | |
| Several times a week | 160 | 97 | 62 | 20 | 30 | 50 | 26 | 21 | 9 | 4 | - | 50 | 35 | 85 | 47 | 13 | 22 | 46 | 38 | 40 | 36 | 84 | 76 |
| | 7%CIJK | 9%AC | 6% | 14%AgH | 14%AgH | 14%AgHI | 8%LJKP | 6%JKP | 3%k | 2% | - | 14%AgH | 14%AgH | 14%AGHI | 7%LJKP | 2% | 14%AgHI | 8% | 6% | 9% | 7% | 7% | 8% |
| | P | | | LJKOP | LJKOP | JKOP | | | | | | LJKOP | LJKOP | JKOP | | LJKOP | | | | | | | |
| About once a week | 102 | 51 | 52 | 13 | 18 | 32 | 12 | 20 | 4 | 1 | 1 | 32 | 20 | 52 | 32 | 6 | 13 | 32 | 36 | 16 | 18 | 68 | 34 |
| | 5%LJKP | 5% | 5% | 10%AgU | 9%AgU | 9%AgU | 4%LJKP | 6%LJKP | 1% | * | * | 9%AGU | 8%AgU | 9%AGU | 5%LJKP | 1% | 9%agU | 6% | 6% | 4% | 3% | 6%aw | 4% |
| | w | | | KoP | KoP | KOP | | | | | | KoP | KP | KOP | | KP | | | | | | | |
| Several times a month | 85 | 44 | 39 | 8 | 16 | 19 | 18 | 12 | 8 | 4 | - | 24 | 16 | 36 | 30 | 12 | 10 | 27 | 28 | 16 | 14 | 55 | 31 |
| | 4%jKP | 4% | 4% | 5%jKP | 7%aHI | 6%jKP | 6%jKP | 3%K | 3%k | 2% | - | 7%LJK | 7%LJK | 6%LJK | 4%jKP | 2% | 6%jKP | 5% | 5% | 4% | 3% | 5% | 3% |
| | | | | KP | KP | KOP | | | | | | P | P | P | | | | | | | | | |
| About once a month | 63 | 24 | 38 | 6 | 15 | 18 | 8 | 6 | 4 | 5 | 1 | 21 | 17 | 35 | 14 | 10 | 7 | 15 | 22 | 15 | 10 | 37 | 25 |
| | 3%K | 2% | 4% | 4%K | 7%AgHI | 5%ahj | 2% | 2% | 1% | 2% | * | 6%AgHI | 7%AgHI | 6%AgHI | 2% | 1% | 5%K | 3% | 4% | 4% | 2% | 3% | 3% |
| | | | | KOP | JKOP | KOP | | | | | | jKOP | JKOP | JKOP | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 78
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Disney+
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------|-------------------------|-------------|---------------|--------------|--------------|--------------|------------------------|------------------------------|-------------------------------|--------------------------------|-----------------------------------|-------------------|--------------------|-------------------|------------------------|--------------------------------|----------------------|------------|------------|------------|--------------------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 129 6%JKP | 66 6% | 61 6% | 13 9%JKP | 20 9%aJKP | 29 8%JKP | 29 9%aJKo P | 18 5%jK | 16 5%jKP | 4 1% | 2 1% | 32 9%AhJ KP | 25 10%AhJ KP | 54 9%AhJ KP | 47 7%JKP | 21 3%k | 17 11%Adhi JKP | 31 5% | 36 6% | 27 6% | 35 7% | 67 6% | 62 6% |
| Never | 1468 68%DEF GLMNQ | 718 67% | 747 70% | 65 46% | 90 42% | 148 43% | 189 59%aDEF LMNQ | 256 74%aDE FGLMNO Q | 270 87%ADE FGHLMN OQ | 236 93%ADE FGHILM NOQ | 213 98%ADE FGHIJL MNO PQ | 155 44% | 108 43% | 256 43% | 445 67%DEF GLMNQ | 720 92%ADE FGHILM NOQ | 69 44% | 384 65% | 411 68% | 286 66% | 384 74%ARs t | 795 67% | 670 70% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 79
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Disney+
Base: All respondents

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|---------------------|---------------|--------------------|--------------------|-------------------------------|-------------------|-------------------|--------------|---------------------|--------------|--------------------|----------------|------------------------|-------------------|------------|--------------|-------------|-------------|---------------------|---------------------------------|-----------------------|--------------------------|--------------------|-----------|-------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 145 7%IO | 6 4% | 6 7% | 20 9%l | 15 9%l | 10 5% | 7 5% | 10 9%bl | 4 2% | 26 9%bl | 18 6% | 19 10%bl | 2 4% | 126 7%l | 104 5% | 6 12%o | 21 21%AO | 6 14%ao | 3 11% | 37 16%AO | 23 10%VY | 16 5% | 107 7% | 10 5% | 33 6% |
| NET: Weekly | 407 19%flO Vx | 34 20%i | 23 27%Fgl m | 49 21%fl | 36 21%i | 25 13% | 23 15% | 21 19%i | 21 11% | 62 22%fl | 64 21%fl | 40 21%i | 9 14% | 343 19%fl | 329 17% | 17 34%AO | 34 33%AO | 17 37%AO | 3 11% | 70 31%AO | 56 23%VXY | 43 13% | 308 20%Vx | 23 13% | 89 16%V |
| NET: Monthly | 555 26%FIO Vx | 48 28%FI | 27 31%Fgl mn | 74 31%Fgl mn | 50 29%Fgl | 30 16% | 29 19% | 33 31%Fgl | 31 16% | 79 28%Fgl | 86 28%Fgl | 55 28%FI | 14 22% | 461 25%FI | 457 24% | 25 51%AO | 37 36%aO | 20 44%AO | 6 23% | 88 39%AO | 79 32%aVX Y | 63 19% | 418 27%Vx | 33 19% | 123 23%V |
| NET: Ever | 684 32%gIO Vy | 56 33%i | 33 38%gl | 80 34%gl | 61 35%gl | 52 27% | 35 23% | 40 37%fGl | 41 21% | 98 35%gl | 104 35%gl | 63 33%i | 21 32%i | 567 31%gl | 561 30% | 27 55%AO | 51 50%AO | 25 56%AO | 8 31% | 112 50%AO | 92 38%aVX Y | 78 23% | 520 33%aVx y | 45 25% | 150 28%V |
| Several times a day | 59 3%IO | 2 1% | 3 4%l | 11 5%l | 4 2%i | 4 2%i | 3 2% | 5 5%bl | - | 9 3%i | 8 3%i | 7 3%i | 2 3%i | 50 3%i | 46 2% | 2 4% | 8 8%AO | - | 2 7% | 12 5%ao | 12 5%aw | 10 3% | 38 2% | 8 5% | 18 3% |
| About once a day | 86 4%Ovx | 4 2% | 2 2% | 9 4% | 11 6%l | 6 3% | 4 3% | 5 4% | 4 2% | 17 6%l | 10 3% | 12 6%l | 1 1% | 76 4% | 59 3% | 4 8% | 13 13%AO | 6 14%AO | 1 5% | 25 11%AO | 11 5%Vxy | 5 2% | 68 4%vx | 2 1% | 15 3%vx |
| Several times a week | 160 7%v | 17 10% | 10 12%fgl | 20 8% | 11 6% | 9 5% | 6 4% | 6 5% | 10 5% | 23 8% | 33 11%afgl n | 12 6% | 4 6% | 134 7% | 137 7% | 7 15% | 6 6% | 6 13% | - | 19 9% | 20 8%v | 14 4% | 123 8%v | 9 5% | 33 6%v |
| About once a week | 102 5% | 11 6% | 7 8%f | 9 4% | 10 6% | 5 3% | 9 6% | 5 5% | 7 3% | 13 5% | 13 4% | 10 5% | 3 5% | 83 5% | 88 5% | 3 7% | 6 6% | 4 9% | - | 14 6% | 13 5% | 13 4% | 78 5% | 4 2% | 23 4% |
| Several times a month | 85 4%fq | 8 5%f | 3 4% | 14 6%fg | 9 5%f | 2 1% | 2 1% | 7 7%Fg | 5 3% | 9 3% | 15 5%f | 7 3% | 3 5%Fg | 66 4%f | 72 4% | 7 15%AOQT | - | 3 7%q | 1 4% | 11 5%q | 11 5% | 12 4% | 64 4% | 9 5% | 19 4% |
| About once a month | 63 3% | 5 3% | - | 11 5% | 6 3% | 3 2% | 4 3% | 5 5%c | 5 3% | 7 3% | 7 2% | 8 4% | 1 2% | 51 3% | 56 3% | 1 2% | 3 3% | - | 2 8% | 6 3% | 11 5%X | 8 2% | 46 3% | 1 1% | 16 3%x |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 79
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Disney+
Base: All respondents

| | GOR | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | |
|---------------|---------------------------|--------------|----------------|----------------|------------------------------|---------------------------|----------------------------|--------------|-----------------------------------|---------------|----------------|----------------|------------------------|------------------|--------------------------|-----------|-----------------|------------|-------------------|--------------------------------|----------------------|------------------------|-------------|------------------|-------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 129 6% dO | 9 5% | 6 7% d | 6 2% | 10 6% | 22 11% AbDg ikIN | 6 4% | 7 7% d | 9 5% | 20 7% d | 18 6% | 9 5% | 7 10% aDgi In | 107 6% d | 104 5% | 2 4% | 15 14% AO | 5 12% | 2 7% | 24 11% AO | 14 6% | 15 5% | 102 7% | 12 7% | 26 5% |
| Never | 1468 68% PQR Tuw | 116 67% | 53 62% | 157 66% | 111 65% | 141 73% h | 116 77% acd eHjkn | 67 63% | 153 79% AbC DEHJKI mN | 181 65% | 197 65% | 130 67% | 44 68% | 1240 69% | 1339 70% APQ RT | 22 45% | 51 50% | 20 44% | 19 69% | 112 50% | 152 62% | 259 77% AUW Y | 1041 67% | 131 75% Uw | 393 72% aUw |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 80
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Disney+
Base: All respondents

Absolutes/col percents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 26** | 28** | 15** | 32* | |
| NET: Daily | 145 | 51 | 61 | 26 | 6 | 2 | 91 | 53 | 90 | 74 | 9 | 17 | 21 | 27 | 25 | 11 | 5 | 4 | 3 | 3 | 9 | 2 | 4 |
| | 7%B | 3% | 17%ABd | 12%ABE | 4% | 14% | 14%ABE | 21%ABD | 15%ABd | 13%ABE | 8% | 6% | 5% | 7% | 8% | 6% | 6% | 8% | 12% | 33% | 12% | 12% | |
| NET: Weekly | 407 | 176 | 135 | 72 | 27 | 7 | 224 | 117 | 214 | 184 | 20 | 40 | 61 | 85 | 67 | 30 | 22 | 16 | 11 | 13 | 14 | 4 | 10 |
| | 19%Bim | 12% | 37%ABE | 33%ABE | 20%B | 45% | 35%ABE | 45%ABC | 37%ABE | 33%ABE | 18% | 13% | 15% | 20%im | 20%il | 17% | 26%Lm | 25%lm | 28%lm | 47% | 48% | 26% | 32%aLMp |
| NET: Monthly | 555 | 265 | 168 | 90 | 39 | 9 | 282 | 138 | 267 | 231 | 24 | 63 | 83 | 110 | 100 | 42 | 26 | 23 | 12 | 13 | 15 | 6 | 15 |
| | 26%BIM | 18% | 46%ABE | 41%ABE | 29%B | 58% | 44%ABE | 53%ABC | 46%ABE | 42%ABE | 22% | 21% | 20% | 27%im | 30%im | 24% | 31%im | 36%kim | 31% | 47% | 53% | 42% | 46%AKLMNoP |
| NET: Ever | 684 | 346 | 199 | 107 | 50 | 10 | 329 | 155 | 312 | 273 | 30 | 84 | 96 | 125 | 124 | 52 | 30 | 29 | 18 | 16 | 15 | 8 | 18 |
| | 32%BIM | 23% | 55%ABE | 49%ABE | 37%B | 65% | 51%ABE | 60%ABD | 54%ABE | 49%ABE | 27% | 28% | 23% | 30%im | 37%alM | 30% | 36%im | 45%akLM | 46%kiMn | 60% | 55% | 56% | 56%AKLMNoP |
| Several times a day | 59 | 21 | 26 | 12 | 1 | - | 38 | 27 | 38 | 28 | 3 | 5 | 7 | 15 | 8 | 8 | 2 | 1 | 2 | 2 | 2 | 1 | 2 |
| | 3%B | 1% | 7%ABEJ | 6%ABE | 1% | - | 6%ABE | 10%ABcd | 6%ABEg | 5%ABE | 2% | 2% | 2% | 4% | 2% | 5%im | 2% | 2% | 6%im | 8% | 7% | 6% | 6% |
| About once a day | 86 | 30 | 35 | 13 | 5 | 2 | 54 | 26 | 52 | 46 | 6 | 12 | 14 | 13 | 17 | 3 | 3 | 1 | 1 | 7 | 1 | 2 | 5 |
| | 4%B | 2% | 10%ABe | 6%B | 3% | 14% | 8%ABe | 10%ABe | 9%ABe | 8%ABe | 5% | 4% | 3% | 3% | 5% | 2% | 4% | 4% | 2% | 4% | 26% | 6% | 2 |
| Several times a week | 160 | 74 | 48 | 30 | 14 | 4 | 83 | 42 | 76 | 72 | 6 | 15 | 25 | 39 | 21 | 11 | 9 | 7 | 6 | 6 | 2 | 1 | 3 |
| | 7%B | 5% | 13%AB | 14%AB | 10%B | 28% | 13%AB | 16%ABg | 13%AB | 13%AB | 6% | 5% | 6% | 9%l | 6% | 6% | 11% | 10% | 15%lmo | 22% | 8% | 8% | 10% |
| About once a week | 102 | 51 | 26 | 16 | 7 | * | 51 | 22 | 48 | 38 | 5 | 9 | 14 | 18 | 21 | 8 | 7 | 6 | 2 | 4 | 2 | 1 | 3 |
| | 5%B | 3% | 7%ab | 7%B | 6% | 3% | 8%ABj | 9%AB | 8%ABj | 7%AB | 5% | 3% | 3% | 4% | 6% | 5% | 9%lm | 9%l | 5% | 13% | 7% | 7% | 10%lm |
| Several times a month | 85 | 51 | 19 | 12 | 6 | - | 34 | 12 | 30 | 26 | 4 | 14 | 14 | 14 | 20 | 5 | 2 | 3 | - | - | 1 | 1 | 1 |
| | 4% | 3% | 5% | 5% | 5% | - | 5% | 5% | 5% | 5% | 4% | 5% | 3% | 3% | 6%a | 3% | 2% | 5% | - | - | 5% | 9% | 4% |
| About once a month | 63 | 37 | 14 | 7 | 6 | 2 | 23 | 8 | 23 | 20 | - | 8 | 8 | 11 | 12 | 7 | 3 | 4 | 1 | - | - | 1 | 3 |
| | 3% | 2% | 4% | 3% | 4% | 13% | 4% | 3% | 4% | 4% | - | 3% | 2% | 3% | 4%k | 4%k | 3% | 6%k | 3% | - | - | 7% | 9%akMn |
| Less often | 129 | 81 | 30 | 17 | 11 | 1 | 47 | 17 | 45 | 42 | 6 | 22 | 13 | 15 | 24 | 10 | 4 | 6 | 6 | 3 | * | 2 | 3 |
| | 6%Mn | 5% | 8%ab | 8% | 8% | 7% | 7% | 7% | 8%a | 8% | 5% | 7%mn | 3% | 4% | 7%mn | 6% | 5% | 9%mn | 15%aMN | 13% | 2% | 14% | 9% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 80
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Disney+
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 1468 | 1144 | 164 | 114 | 84 | 5 | 318 | 103 | 269 | 279 | 81 | 215 | 320 | 289 | 213 | 119 | 53 | 35 | 21 | 11 | 13 | 7 | 14 |
| | 68%CDG | 77%ACD | 45% | 51%H | 63%CDG | 35% | 49%cHI | 40% | 46%H | 51%CHI | 73%rsW | 72%oRsW | 77%AnOq | 70%rsW | 63%w | 70%rW | 64% | 55% | 54% | 40% | 45% | 44% | 44% |
| | HUorW | EGHIJ | | | HIJ | | | | | | | | RSW | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 81
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
Disney+
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------------|---------------|-------------|--------------------|-------------|-----------------|--------------|--|-------------|--|-------------|-----------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 145 7%e | 129 7% | 16 9% | 110 8%ae | 35 5% | 108 7% | 37 5% | 136 7% | 9 9% | 136 7% | 9 9% |
| NET: Weekly | 407 19%g | 368 19% | 39 24% | 286 20% | 122 17% | 298 20%ag | 109 16% | 381 19% | 26 26% | 381 19% | 26 26% |
| NET: Monthly | 555 26%G | 510 26% | 46 27% | 387 27% | 168 24% | 410 28%AG | 145 21% | 525 26% | 30 30% | 525 26% | 30 30% |
| NET: Ever | 684 32%G | 633 32% | 51 30% | 476 33% | 208 29% | 510 35%AG | 174 25% | 651 32% | 33 34% | 651 32% | 33 33% |
| Several times a day | 59 3% | 52 3% | 7 4% | 43 3% | 16 2% | 41 3% | 18 3% | 55 3% | 4 4% | 55 3% | 4 4% |
| About once a day | 86 4%eg | 77 4% | 8 5% | 67 5%ae | 19 3% | 67 5%ag | 18 3% | 81 4% | 4 4% | 81 4% | 4 4% |
| Several times a week | 160 7% | 149 7% | 11 7% | 109 8% | 51 7% | 110 7% | 50 7% | 151 7% | 10 10% | 151 7% | 10 9% |
| About once a week | 102 5%g | 90 5% | 12 7% | 66 5% | 36 5% | 80 5%ag | 22 3% | 95 5% | 8 8% | 95 5% | 8 8% |
| Several times a month | 85 4% | 81 4% | 4 2% | 60 4% | 25 4% | 65 4% | 20 3% | 82 4% | 3 3% | 82 4% | 3 3% |
| About once a month | 63 3% | 60 3% | 2 1% | 41 3% | 21 3% | 47 3% | 16 2% | 62 3% | 1 1% | 62 3% | 1 1% |
| Less often | 129 6%g | 124 6% | 5 3% | 89 6% | 40 6% | 100 7%ag | 29 4% | 126 6% | 3 3% | 126 6% | 3 3% |
| Never | 1468 68%F | 1351 68% | 116 70% | 964 67% | 504 71% | 957 65% | 510 75%AF | 1402 68% | 65 66% | 1401 68% | 67 67% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Absolutes/col percents

Table 82
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NOW TV
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-----------------------|---------------------|--------------|------------|------------------|------------------------|-------------------------------|-----------------------|--------------|-------------|-----------|----------|-----------------------|----------------------|-------------------------|---------------------|------------|------------------|---------------|------------|------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 112 5%ChJK P | 72 7%AC | 39 4% | 7 5%k | 15 7%hJK P | 39 11%AdHI JKImnOP q | 26 8%aHIJ KOP | 9 3% | 11 3%kp | 4 2% | 1 1% | 22 6%hJKP | 15 6%hJKP | 54 9%AHUJ KimOP | 16 5%HJKP | 2% | 8 5%jKp | 32 6% | 27 4% | 30 7% | 22 4% | 59 5% | 53 6% |
| NET: Weekly | 261 12%CIJ KP | 163 15%AC | 97 9% | 21 15%JK P | 36 17%ahl JKmP | 74 21%AHUJ JKmnoP | 58 18%AHUJ JKOP | 36 11%JKP | 23 7%KP | 11 4%k | 2 1% | 57 16%ahl JKP | 36 14%JK P | 110 18%AHUJ JKmoP | 94 14%HUK P | 37 5%K | 24 15%JK P | 72 12% | 65 11% | 64 15% | 60 11% | 138 12% | 124 13% |
| NET: Monthly | 338 16%CIJ KP | 198 18%AC | 137 13% | 29 21%JK P | 52 24%AHUJ JKmoP | 91 27%AHUJ JKOP | 68 21%Ahl JKoP | 48 14%JKP | 28 9%Kp | 15 6% | 5 3% | 81 23%AHUJ JKoP | 55 22%AHUJ JKP | 146 25%AHUJ JKOP | 117 17%hJK P | 49 6%K | 32 21%JK P | 99 17% | 87 14% | 76 17% | 76 15% | 186 16% | 152 16% |
| NET: Ever | 507 24%CIJ KP | 294 27%AC | 210 20% | 41 29%JK P | 72 33%AHUJ JKoP | 125 36%AHUJ JKOP | 97 30%Ahl JKoP | 78 22%JKP | 51 16%KP | 29 11% | 14 6% | 113 32%AHUJ JKP | 80 32%AHUJ JKP | 204 34%AHUJ JKOP | 175 26%hUJ KP | 94 12%K | 46 30%JK P | 158 27%asu | 131 21% | 109 25% | 109 21% | 289 24% | 218 23% |
| Several times a day | 46 2%cjP | 31 3%ac | 15 1% | - | 7 3%dhjk P | 17 5%ADHI JKIoPq | 14 4%AdHI JKoPq | 3 1% | 3 1% | 1 * | 1 * | 7 2% | 7 3%djP | 24 4%AdHI JKIoPq | 16 2%HJP | 5 1% | 1 1% | 13 2% | 12 2% | 11 2% | 10 2% | 25 2% | 21 2% |
| About once a day | 66 3%cjKP | 41 4%ac | 25 2% | 7 5%jKP | 8 4%Kp | 22 6%AHUJ KOP | 13 4%jKP | 6 2% | 7 2%k | 3 1% | * | 15 4%jKP | 8 3%k | 30 5%AHJK oP | 18 3%k | 11 1% | 7 5%jKP | 19 3% | 15 2% | 19 4% | 12 2% | 34 3% | 32 3% |
| Several times a week | 90 4%KP | 54 5% | 36 3% | 6 5%K | 11 5%Kp | 17 5%KP | 22 7%ajK P | 19 5%KP | 8 3% | 6 2% | 1 * | 17 5%KP | 11 4%Kp | 28 5%KP | 41 6%AJK P | 15 2%k | 8 5%Kp | 21 4% | 21 3% | 21 5% | 27 5% | 42 4% | 48 5% |
| About once a week | 59 3%cjKP | 37 3% | 22 2% | 8 5%JKP | 10 5%JKP | 18 5%AJK P | 10 3%jKP | 9 2%kp | 4 1% | 1 * | - | 18 5%AJK P | 10 4%JKP | 28 5%AJK P | 19 3%jKP | 5 1% | 8 5%JKP | 19 3% | 18 3% | 13 3% | 10 2% | 37 3% | 23 2% |
| Several times a month | 37 2%jp | 19 2% | 18 2% | 4 3%jp | 9 4%AhJK oP | 9 3%jp | 5 2%j | 4 1% | 4 1% | - | 2 1% | 13 4%AhJK oP | 11 4%AhUJ kOP | 19 3%AhJo P | 9 1% | 7 1% | 4 3%jp | 12 2% | 10 2% | 8 2% | 6 1% | 22 2% | 15 2% |
| About once a month | 39 2%ip | 16 1% | 22 2% | 4 3%ip | 7 3%kP | 9 3%ip | 5 2% | 8 2%ip | 1 * | 4 1% | 1 * | 11 3%aikP | 8 3%kP | 17 3%aikP | 13 2%ip | 6 1% | 4 3%ip | 14 2% | 12 2% | 3 1% | 10 2% | 26 2% | 13 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

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Absolutes/col percents

Table 82
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NOW TV
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | |
|---------------|-----------------|-------------|---------------|--------------|--------------|--------------|--------------|----------------|-----------------------|------------------------|--------------------------|--------------|--------------|--------------|--------------|-------------------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 169 | 97 | 72 | 12 | 20 | 33 | 29 | 30 | 23 | 14 | 9 | 32 | 25 | 58 | 58 | 46 | 14 | 59 | 44 | 33 | 33 | 103 | 66 |
| | 8%kP | 9%a | 7% | 9% | 9%k | 10%kp | 9%k | 9%k | 7% | 6% | 4% | 9%k | 10%kp | 10%jKP | 9%kp | 6% | 9%k | 10%au | 7% | 8% | 6% | 9% | 7% |
| Never | 1645 | 778 | 862 | 100 | 144 | 220 | 224 | 268 | 260 | 226 | 203 | 244 | 170 | 390 | 492 | 690 | 110 | 428 | 477 | 325 | 412 | 905 | 737 |
| | 76%BEF GLMnr | 73% | 80%AB | 71% | 67% | 64% | 70% | 78%EFg LnNo | 84%ADE FGLMNO Q | 89%ADE FCHLMN OQ | 84%ADE FCHILM NOPQ | 68% | 68% | 66% | 74%eFg N | 88%ADE FGHILM NOQ | 70% | 73% | 79%r | 75% | 79%r | 76% | 77% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
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Absolutes/col percents

Table 83
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NOW TV
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|---------------|--------------|----------------|-------------------|------------------------------|-------------------|-------------------|------------------|---------------------|---------------------|----------------|----------------|------------------------|-------------------|------------|-------------|-------------|-------------|-------------------|--------------------------------|----------------------|------------------------|-------------|-----------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 112 5%O | 6 3% | 4 5% | 18 7% <i>i</i> | 12 7% | 12 6% | 8 5% | 3 3% | 6 3% | 19 7% | 12 4% | 9 5% | 3 5% | 99 5% | 88 5% | 3 6% | 13 12%AO | 2 4% | 2 9% | 20 9%AO | 13 5% | 13 4% | 84 5% | 5 3% | 24 4% |
| NET: Weekly | 261 12%Ov | 18 11% | 11 13% | 34 14% | 19 11% | 25 13% | 13 9% | 10 10% | 22 11% | 48 17%AghKmn | 27 9% | 26 14% | 6 10% | 227 13%k | 209 11% | 11 22%ao | 22 22%AO | 10 22%ao | 4 16% | 47 21%AO | 30 12%v | 27 8% | 200 13%v | 16 9% | 54 10% |
| NET: Monthly | 338 16%gOV | 21 12% | 13 16% | 48 20%bGK | 26 15% | 32 17%g | 13 9% | 15 14% | 29 15% | 63 23%AbeGhKl mN | 39 13% | 29 15% | 8 13% | 293 16%g | 272 14% | 12 24% | 30 30%AO | 12 26%o | 5 19% | 59 26%AO | 44 18%Vy | 33 10% | 256 16%V | 24 14% | 75 14%V |
| NET: Ever | 507 24%Ov | 36 21% | 21 25% | 69 29%agi | 38 22% | 45 23% | 27 18% | 23 21% | 38 20% | 89 32%AbeGhKl mN | 65 22% | 42 22% | 14 21% | 434 24% | 416 22% | 14 30% | 39 38%AO | 22 48%AO | 7 26% | 82 37%AO | 67 27%VY | 61 18% | 378 24%v | 36 21% | 117 22%v |
| Several times a day | 46 2% | 1 1% | 1 1% | 10 4%abh | 5 3% | 4 2% | 3 2% | - - | 4 2% | 7 3% | 7 2% | 3 2% | * 1% | 44 2%a | 36 2% | 2 4% | 6 6%AO | - - | 1 4% | 10 4%ao | 6 2% | 5 2% | 36 2% | 3 2% | 9 2% |
| About once a day | 66 3%io | 5 3% | 3 3% | 8 3% | 7 4% <i>i</i> | 8 4% <i>i</i> | 5 3% | 3 3% | 1 1% | 12 4% <i>i</i> | 5 2% | 6 3% | 3 4% <i>i</i> | 55 3% <i>i</i> | 52 3% | 1 2% | 6 6%o | 2 4% | 1 5% | 11 5% | 7 3% | 8 2% | 48 3% | 2 1% | 15 3% |
| Several times a week | 90 4%gO | 8 5%g | 5 6%g | 12 5%g | 4 2% | 7 4% | 1 1% | 4 4% | 7 3% | 20 7%aeGn | 11 4% | 8 4% | 2 4%g | 75 4%g | 70 4% | 6 11%aO | 6 6% | 6 14%AO | 1 4% | 19 8%AO | 10 4% | 8 2% | 68 4% | 5 3% | 19 3% |
| About once a week | 59 3% | 4 2% | 2 2% | 4 2% | 3 2% | 6 3% | 4 3% | 3 3% | 10 5%km | 9 3% | 4 1% | 9 5%k | * 1% | 52 3% | 50 3% | 2 4% | 3 3% | 2 4% | 1 4% | 8 4% | 7 3% | 7 2% | 48 3% | 5 3% | 12 2% |
| Several times a month | 37 2% | 2 1% | 1 1% | 7 3%gl | 2 1% | 4 2% | - - | 2 2% <i>i</i> | 3 2% | 9 3%agin | 5 2% | - - | 1 2%gl | 32 2% | 31 2% | 1 2% | 3 3% | 1 2% | 1 3% | 6 3% | 8 3% | 6 2% | 26 2% | 5 3% | 10 2% |
| About once a month | 39 2%v | 1 1% | 1 1% | 7 3%g | 4 2% | 3 2% | - - | 3 3%g | 4 2% | 6 2% | 6 2% | 2 1% | 1 1% | 34 2% | 32 2% | - - | 5 5%ao | 1 1% | - - | 6 3% | 7 3%V | - - | 29 2%v | 3 2%v | 10 2%v |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 83
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NOW TV
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|--------------------------|------------------|----------------|----------------|------------------------------|-------------------|-------------------|----------------|---------------------|------------|-----------------|-----------------|------------------------|------------------|-------------------------|-----------|-----------|-------------|-------------------|--------------------------------|----------------------|------------------------|-------------|------------|-----------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 169 8% | 14 8% | 8 9% | 21 9% | 12 7% | 12 6% | 14 9% | 8 7% | 9 5% | 26 9% | 26 9% | 13 7% | 5 8% | 141 8% | 145 8% | 3 6% | 8 8% | 10 22%AO | 2 8% | 23 10% | 23 9% | 29 8% | 122 8% | 12 7% | 42 8% |
| Never | 1645 76% dJQ RT | 136 79% kj | 65 75% | 168 71% | 134 78% j | 149 77% j | 124 82% dJ | 85 79% j | 155 80% dJ | 191 68% | 236 78% J | 152 78% j | 51 79% j | 1373 76% J | 1483 78% AQR T | 34 70% | 63 62% | 24 52% | 20 74% | 141 63% | 178 73% | 275 82% aUw y | 1183 76% | 140 79% | 426 78% U |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 84
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NOW TV
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|-----------------|---------------------|------------------|------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|--------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 112 | 57 | 36 | 23 | 6 | 2 | 52 | 24 | 51 | 46 | 3 | 11 | 23 | 24 | 16 | 10 | 7 | 1 | 3 | 1 | 4 | 2 | 3 |
| | 5%B | 4% | 10%ABe | 10%ABe | 4% | 15% | 8%AB | 9%AB | 9%AB | 8%ABe | 3% | 4% | 6% | 6% | 5% | 6% | 8% | 2% | 8% | 4% | 15% | 14% | 8% |
| NET: Weekly | 261 | 133 | 72 | 47 | 15 | 4 | 124 | 58 | 118 | 103 | 13 | 32 | 42 | 51 | 39 | 25 | 10 | 8 | 5 | 6 | 8 | 4 | 6 |
| | 12%B | 9% | 20%ABe | 21%ABE | 11% | 29% | 19%ABE | 23%ABE | 20%ABE | 19%ABE | 12% | 11% | 10% | 12% | 12% | 15% | 12% | 12% | 14% | 22% | 29% | 28% | 20% |
| NET: Monthly | 338 | 183 | 82 | 51 | 19 | 4 | 150 | 71 | 141 | 122 | 15 | 46 | 57 | 65 | 53 | 30 | 13 | 10 | 9 | 6 | 8 | 4 | 9 |
| | 16%B | 12% | 23%ABe | 23%ABe | 14% | 29% | 23%ABE | 28%ABE | 24%ABE | 22%ABe | 13% | 15% | 14% | 16% | 16% | 17% | 15% | 16% | 24% | 22% | 29% | 28% | 27% ^m |
| NET: Ever | 507 | 292 | 108 | 72 | 34 | 4 | 210 | 98 | 195 | 169 | 21 | 72 | 86 | 94 | 80 | 45 | 17 | 15 | 14 | 8 | 9 | 5 | 14 |
| | 24%B | 20% | 30%AB | 33%AB | 25% | 29% | 32%ABe | 38%ABC | 34%ABc | 31%AB | 19% | 24% | 21% | 23% | 24% | 27% | 20% | 23% | 37% ^k | 31% | 33% | 35% | 46% ^{AKLMNOpQr} |
| Several times a day | 46 | 23 | 15 | 11 | 3 | 1 | 22 | 10 | 21 | 20 | - | 4 | 10 | 10 | 9 | 2 | 4 | - | - | 1 | 2 | 1 | 1 |
| | 2%B | 2% | 4%AB | 5%AB | 2% | 8% | 3%aB | 4%b | 4%AB | 4%AB | - | 1% | 2% | 2% | 3% | 1% | 5% ^{kl} | - | - | 4% | 8% | 8% | 3% ^k |
| About once a day | 66 | 34 | 20 | 12 | 3 | 1 | 30 | 14 | 30 | 26 | 3 | 6 | 13 | 14 | 7 | 8 | 2 | 1 | 3 | - | 2 | 1 | 2 |
| | 3%B | 2% | 6%AB | 5%ab | 2% | 7% | 5%AB | 6%aB | 5%AB | 5%aB | 3% | 2% | 3% | 3% | 2% | 4% | 3% | 2% | 8% ^{lo} | - | 7% | 6% | 5% |
| Several times a week | 90 | 42 | 22 | 16 | 6 | 2 | 47 | 25 | 44 | 36 | 7 | 14 | 9 | 18 | 17 | 6 | - | 4 | 1 | 3 | 4 | 1 | 2 |
| | 4%B ^m | 3% | 6%B | 7%aB | 5% | 13% | 7%AB | 10%ABc ^j | 8%AB | 7%AB | 6% ^m | 5% ^q | 2% | 4% | 5% ^m | 4% | - | 7% ^m | 3% | 10% | 15% | 8% | 7% ^q |
| About once a week | 59 | 34 | 14 | 8 | 3 | - | 26 | 9 | 24 | 21 | 3 | 7 | 10 | 9 | 7 | 9 | 3 | 2 | 1 | 2 | - | 1 | 2 |
| | 3%B | 2% | 4% | 4% | 2% | - | 4%ab | 4% | 4%ab | 4% | 3% | 2% | 2% | 2% | 2% | 5% ^{ano} | 4% | 4% | 3% | 8% | - | 7% | 5% |
| Several times a month | 37 | 24 | 6 | 2 | 2 | - | 13 | 7 | 12 | 10 | 1 | 9 | 11 | 7 | 3 | 2 | 1 | 1 | 1 | - | - | - | 1 |
| | 2% | 2% | 2% | 1% | 2% | - | 2% | 3% | 2% | 2% | 1% | 3% | 3% | 2% | 1% | 1% | 2% | 2% | 2% | - | - | - | 4% |
| About once a month | 39 | 27 | 4 | 2 | 2 | - | 12 | 6 | 10 | 8 | 1 | 5 | 4 | 6 | 10 | 2 | 2 | 1 | 3 | - | - | - | 1 |
| | 2% | 2% | 1% | 1% | 2% | - | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 3% ^m | 1% | 2% | 2% | 8% ^{AklMn} | - | - | - | 3% |
| Less often | 169 | 109 | 26 | 21 | 15 | - | 60 | 27 | 54 | 47 | 6 | 26 | 29 | 29 | 27 | 16 | 4 | 5 | 5 | 2 | 1 | 1 | 6 |
| | 8% | 7% | 7% | 9% | 11% | - | 9% ^c | 10% | 9% ^c | 9% | 6% | 9% | 7% | 7% | 8% | 9% | 5% | 8% | 12% | 9% | 4% | 7% | 18% ^{akmnop} |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 84
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NOW TV
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 1645 | 1198 | 254 | 149 | 100 | 11 | 437 | 160 | 386 | 383 | 90 | 228 | 330 | 320 | 257 | 126 | 66 | 49 | 24 | 18 | 19 | 10 | 17 |
| | 76%CDG | 80%ACD | 70%HI | 67% | 75%ghi | 71% | 68%h | 62% | 66% | 69%gHI | 81%eW | 76%W | 79%eW | 77%eW | 76%W | 73%w | 80%W | 77%w | 63% | 69% | 67% | 65% | 54% |
| | HIJW | GHU | | | | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 85
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
NOW TV
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------------|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 112 | 102 | 10 | 92 | 20 | 90 | 22 | 105 | 7 | 105 | 7 |
| | | 5%EG | 5% | 6%AE | 3% | 6%AG | 3% | 5% | 7% | 5% | 7% |
| NET: Weekly | 261 | 245 | 16 | 202 | 60 | 202 | 60 | 253 | 8 | 253 | 8 |
| | | 12%EG | 12% | 10%AE | 8% | 14%AG | 9% | 12% | 8% | 12% | 8% |
| NET: Monthly | 338 | 317 | 20 | 257 | 81 | 259 | 79 | 329 | 9 | 328 | 10 |
| | | 16%EG | 16% | 12%AE | 11% | 18%AG | 12% | 16% | 9% | 16% | 10% |
| NET: Ever | 507 | 482 | 25 | 397 | 110 | 399 | 108 | 496 | 10 | 495 | 11 |
| | | 24%CEG | 24%AC | 15%AE | 15% | 27%AG | 16% | 24%AI | 10% | 24%AK | 11% |
| Several times a day | 46 | 43 | 3 | 39 | 7 | 36 | 10 | 44 | 2 | 44 | 2 |
| | | 2%E | 2% | 3%aE | 1% | 2% | 1% | 2% | 2% | 2% | 2% |
| About once a day | 66 | 59 | 6 | 53 | 13 | 54 | 12 | 61 | 5 | 61 | 5 |
| | | 3%eg | 3% | 4%ae | 2% | 4%ag | 2% | 3% | 5% | 3% | 5% |
| Several times a week | 90 | 87 | 4 | 68 | 22 | 62 | 28 | 89 | 1 | 89 | 1 |
| | | 4% | 4% | 5% | 3% | 4% | 4% | 4% | 1% | 4% | 1% |
| About once a week | 59 | 56 | 3 | 42 | 18 | 50 | 10 | 59 | - | 59 | - |
| | | 3%G | 3% | 2%AE | 3% | 3%aG | 1% | 3% | - | 3% | - |
| Several times a month | 37 | 34 | 3 | 26 | 11 | 31 | 6 | 36 | 1 | 36 | 1 |
| | | 2%g | 2% | 2% | 2% | 2%ag | 1% | 2% | 1% | 2% | 1% |
| About once a month | 39 | 38 | 1 | 28 | 11 | 26 | 13 | 39 | - | 38 | 1 |
| | | 2% | 2% | 1%AE | 1% | 2% | 2% | 2% | - | 2% | 1% |
| Less often | 169 | 164 | 5 | 140 | 29 | 140 | 29 | 168 | 1 | 168 | 1 |
| | | 8%cEGI | 8%ac | 3%AE | 4% | 10%AG | 4% | 8%ai | 1% | 8%ak | 1% |
| | | k | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 85
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

NOW TV
Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Never | 1645 | 1503 | 142 | 1043 | 602 | 1069 | 577 | 1557 | 89 | 1556 | 89 |
| | 76%BDF | 76% | 85%AB | 72% | 85%AD | 73% | 84%AF | 76% | 90%AH | 76% | 89%AJ |
| | HJ | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 86
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
YouTube
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | SEG | | | | | | | |
|-----------------------|------------------------|--------------|--------------|--------------------------------|------------------------------|-----------------------|-----------------------|---------------------|---------------------|--------------------|--------------------|-------------------------------|------------------------------|-------------------------|----------------------|----------------------|--------------------------------|---------------|------------|------------|------------|---------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 801 37%CUJ KP | 492 46%AC | 309 29% | 110 78%AEF GHJKL MNOP | 128 60%AGH JKOP | 190 55%AGH JKOP | 141 44%AHI JKOP | 112 32%IJK P | 67 22%JKP | 34 13% | 19 9% | 238 67%AEF GHJKM NOP | 155 62%AeG HJKOP | 345 58%AGH JKOP | 253 38%HIJ KP | 121 15%K | 121 77%AEF GHJKL MNOP | 240 41%as | 207 34% | 158 36% | 193 37% | 448 37% | 351 37% |
| NET: Weekly | 1335 62%CUJ KPuw | 744 69%AC | 585 55% | 129 92%AFG HIJKNO P | 187 87%AFG HIJKOP | 275 80%AGH JKOP | 226 70%Ahl JKoP | 216 62%IJK P | 149 48%JKP | 95 37%k | 58 27% | 316 89%AFG HIJKNO P | 219 88%AFG HIJKNO P | 494 83%AFG HIJKOP | 442 66%Ahl JKP | 302 39%K | 142 91%AFG HIJKNO P | 385 66%aU | 381 63% | 267 61% | 300 58% | 766 64%aw | 566 59% |
| NET: Monthly | 1630 76%CUJ KPUW | 865 81%AC | 758 71% | 134 95%AFG HIJKOP | 205 95%AFG HIJKoO P | 307 89%AgH JKOP | 268 83%AU KP | 269 78%IJK P | 205 66%JKP | 145 57%K | 97 45% | 339 95%AFG HIJKNO P | 238 95%AFG HIJKNO P | 545 92%AFG HIJKOP | 537 80%AU KP | 447 57%K | 148 95%AFG HIJKOP | 465 79%atU | 468 77% | 318 73% | 377 72% | 932 78%AW | 695 73% |
| NET: Ever | 1857 86%CUJ KPW | 950 89%AC | 899 84% | 138 98%AgH JKOP | 209 97%AgH JKOP | 325 94%Ahl JKP | 298 93%AU KP | 311 90%aUJ KP | 249 80%JKP | 184 72% | 143 66% | 347 97%AGH JKOP | 243 97%AgH JKOP | 568 96%AHI JKOP | 609 91%AU KP | 577 74%K | 153 98%AgH JKOP | 521 89%atu | 532 88% | 365 84% | 437 84% | 1053 88%AW | 802 84% |
| Several times a day | 542 25%CUJ KPS | 346 32%AC | 196 18% | 74 52%AFG HIJKNO P | 102 47%AFG HIJKoO P | 131 38%AgH JKOP | 98 30%AHI JKOP | 74 21%IJK P | 38 12%KP | 20 8%k | 6 3% | 176 49%AFG HIJKNO P | 119 47%AFG HIJKoO P | 249 42%AFG HIJKOP | 171 26%hIJK P | 64 8%K | 82 52%AFG HIJKNO P | 164 28%S | 129 21% | 115 26% | 132 25% | 294 25% | 246 26% |
| About once a day | 259 12%cJK P | 145 14%ac | 113 11% | 36 25%AEF GHJKL MNOP | 26 12%jkp | 59 17%Ahl JKoP | 43 13%JKP | 38 11%jkp | 29 9% | 15 6% | 13 6% | 62 17%AEh JKoP | 37 15%EUJ KP | 96 16%Aeh JKoP | 81 12%JKP | 57 7% | 39 25%AEF GHJKL MNOP | 76 13% | 78 13% | 43 10% | 62 12% | 154 13% | 105 11% |
| Several times a week | 348 16%dKP q | 179 17% | 164 15% | 13 9% | 42 20%DKI pQ | 58 17%dkq | 64 20%aDJ KPO | 67 19%DJK PQ | 50 16%k | 33 13% | 20 9% | 55 15%DkQ | 45 18%DKI Q | 103 17%dKp KPO | 132 20%ADJ KPO | 103 13%k | 15 10% | 95 16% | 110 18% | 67 16% | 75 14% | 206 17% | 142 15% |
| About once a week | 186 9%Bqu 7 | 73 7% | 113 11%AB | 6 4% | 17 8% | 27 8% | 21 7% | 36 11%dq | 32 10%dq | 28 11%dq | 19 9% | 23 7% | 19 8% | 46 8% | 58 9%q | 78 10%dq | 6 4% | 49 8% | 64 11%U | 41 9% | 32 6% | 113 9% | 73 8% |
| Several times a month | 190 9%DLmN Q | 85 8% | 103 10% | 3 2% | 12 5% | 25 7%dq | 29 9%DLQ mnQ | 35 10%DeL mnQ | 32 10%DeL mnQ | 29 11%DeL nQ | 25 11%DeL nQ | 14 4%q | 12 5% | 37 6%dlq nQ | 65 10%DLm MNQ | 86 11%ADeL MNQ | 3 2% | 50 8% | 54 9% | 32 7% | 55 11% | 103 9% | 87 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
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Absolutes/col percents

Table 86
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
YouTube
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | |
|--------------------|---------------------------------|-------------|---------------|--------------|--------------|--------------|--------------------|----------------------|------------------------------|-------------------------------|--------------------------------|--------------|--------------|--------------|----------------------|--------------------------------|--------------|-----------|-----------|------------|------------|-------------|--------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| About once a month | 105 5%BdFL N | 35 3% | 69 6%AB | 2 2% | 6 3% | 7 2% | 13 4% | 18 5%fn | 24 8%adeF LmNq | 21 8%ADeF gLMNoQ | 14 6%dfIN q | 8 2% | 7 3% | 14 2% | 30 5%n | 59 8%ADeF gLMNoq | 3 2% | 30 5% | 33 5% | 20 5% | 22 4% | 63 5% | 42 4% |
| Less often | 228 11%BDEF LMNQ | 85 8% | 142 13%AB | 4 3% | 4 2% | 18 5%lm | 30 9%dEL MNq | 43 12%DEF LMNQ | 44 14%aDE FLMNQ | 39 15%ADE FgLMNQ | 46 21%ADEF GHLMNO pQ | 8 2% | 5 2% | 23 4%elm | 72 11%DEF LMNQ | 130 17%ADEF GLMNOQ | 5 3% | 56 10% | 65 11% | 47 11% | 60 11% | 121 10% | 107 11% |
| Never | 295 14%BDE FGhLMN OQrV | 121 11% | 172 16%AB | 3 2% | 6 3% | 19 6% | 24 7%deL mq | 34 10%DEF LMNQ | 62 20%ADE FGhLMN OQ | 71 28%ADE FGhILM NOQ | 74 34%ADEF GHILMNO PQ | 10 3% | 6 3% | 26 4% | 58 9%DEL MNQ | 207 26%ADEF GHILMNO Q | 3 2% | 65 11% | 75 12% | 69 16%r | 84 16%r | 141 12% | 153 16%AV |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 87
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
YouTube
Base: All respondents

| | GOR | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | |
|----------------------|--------------------------|----------------|----------------------|------------------|------------------------------|-------------------|-----------------------|----------------|---------------------|------------------------------------|----------------|----------------------------|------------------------|-------------------|------------------|-----------------------|------------------|------------------|-------------------|--------------------------------|-------------------------|------------------------|-------------------|-----------------|-----------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 801 37% mO VY | 60 35% | 36 42% l | 99 42% lM | 56 32% | 71 37% | 56 37% | 38 35% | 59 31% | 143 51% ABd EFGHIK LMN | 107 36% | 56 29% | 19 30% | 684 38% ilm | 628 33% | 20 41% | 85 83% AOP | 32 72% AOP | 19 70% | 157 70% AOP | 112 46% AVw XY | 80 24% | 599 38% VY | 58 33% V | 173 32% V |
| NET: Weekly | 1335 62% OV | 107 62% | 61 71% eh k | 148 62% | 97 56% | 122 63% | 93 61% | 60 56% | 109 56% | 206 74% AbD EfgHIK IMN | 174 58% | 121 63% | 38 59% | 1130 63% | 1111 58% | 38 78% aO | 95 93% AOP | 43 95% AOP | 23 86% | 200 89% AOP | 177 72% AVW XY | 176 52% | 978 63% V | 105 60% v | 321 59% V |
| NET: Monthly | 1630 76% OV y | 133 77% | 69 80% | 180 76% | 120 70% | 149 77% | 115 77% | 78 73% | 131 68% | 237 85% Ade fgHIK LN | 221 74% | 146 75% | 51 79% i | 1367 76% l | 1389 73% | 45 93% AO | 100 97% AO | 44 97% AO | 24 90% | 213 95% AO | 203 83% AVw xY | 226 67% | 1199 77% Vy | 132 75% v | 392 72% V |
| NET: Ever | 1857 86% OV | 150 87% | 77 90% | 206 87% | 143 83% | 167 86% | 124 83% | 91 84% | 162 84% | 256 91% AEG hIN | 263 87% | 162 84% | 56 86% | 1561 86% | 1608 85% | 47 98% ao | 100 98% AO | 45 100% AO | 27 100% | 220 99% AO | 232 95% AVW XY | 272 81% | 1351 87% V | 151 86% | 461 85% V |
| Several times a day | 542 25% elm OVy | 38 22% | 27 31% elm | 66 28% elm | 32 19% | 49 25% | 30 20% | 24 22% | 40 21% | 111 40% ABD EFGHIK LMN | 77 26% | 36 18% | 11 18% | 469 26% elm | 411 22% | 12 25% | 66 65% AOP | 27 59% AOP | 17 63% | 122 55% AOP | 80 33% AVw xY | 47 14% | 406 26% Vy | 43 24% V | 115 21% V |
| About once a day | 259 12% o | 22 13% | 10 11% | 33 14% | 23 14% | 22 11% | 26 17% aik n | 14 13% | 19 10% | 32 11% | 30 10% | 20 11% | 8 12% | 215 12% | 217 11% | 8 16% | 19 18% o | 6 13% | 2 7% | 34 15% | 32 13% | 33 10% | 193 12% | 15 9% | 58 11% |
| Several times a week | 348 16% h | 28 16% | 13 15% | 37 16% | 27 16% | 36 18% h | 22 15% | 11 10% | 26 13% | 46 16% | 43 14% | 47 24% Ade ghIJKN | 13 20% h | 296 16% | 306 16% | 16 32% AOQ T | 10 10% | 7 16% | 3 11% | 36 16% q | 45 19% | 63 19% | 247 16% | 30 17% | 97 18% |
| About once a week | 186 9% dQT | 19 11% d | 12 14% DJ | 12 5% | 14 8% | 15 8% | 15 10% | 11 10% d | 23 12% dj | 17 6% | 23 8% | 18 9% | 6 10% | 149 8% | 178 9% AQT | 2 4% q | - | 3 7% Q | 1 4% | 7 3% | 20 8% | 33 10% | 132 8% | 17 10% | 51 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 87
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
YouTube
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Several times a month | 190 | 17 | 6 | 17 | 13 | 21 | 13 | 13 | 17 | 20 | 31 | 11 | 10 | 150 | 179 | 6 | 1 | 1 | - | 8 | 20 | 32 | 143 | 14 | 44 |
| | 9%QT | 10% | 6% | 7% | 8% | 11% | 9% | 12%l | 9% | 7% | 10% | 6% | 15%AcdeJLN | 8% | 9%aQT | 13%QT | 1% | 3% | - | 4%q | 8% | 10% | 9% | 8% | 8% |
| About once a month | 105 | 9 | 2 | 15 | 9 | 5 | 9 | 5 | 6 | 11 | 17 | 13 | 3 | 88 | 100 | 1 | 3 | - | 1 | 5 | 6 | 18 | 78 | 13 | 27 |
| | 5% | 5% | 3% | 6% | 5% | 3% | 6% | 5% | 3% | 4% | 6% | 7% | 5% | 5% | 5%a | 2% | 3% | - | 4% | 2% | 2% | 5%u | 5% | 7%U | 5%U |
| Less often | 228 | 18 | 9 | 27 | 23 | 18 | 9 | 12 | 31 | 18 | 42 | 16 | 5 | 193 | 219 | 2 | 1 | 1 | 3 | 7 | 29 | 46 | 152 | 18 | 69 |
| | 11% QT | 10% | 10% | 11% | 13%g | 9% | 6% | 11% | 16%aGJl | 7% | 14%egJm | 8% | 7% | 11%g | 12%AQT | 5% | 1% | 3% | 10% | 3%q | 12% | 14%w | 10% | 11% | 13% |
| Never | 295 | 22 | 9 | 30 | 29 | 27 | 26 | 17 | 32 | 24 | 38 | 32 | 9 | 247 | 291 | 1 | 2 | - | - | 3 | 13 | 65 | 210 | 25 | 82 |
| | 14% pQ | 13% | 10% | 13% | 17%J | 14% | 17%J | 16%j | 16%j | 9% | 13% | 16%j | 14% | 14%J | 15%ApQR | 2% | 2% | - | - | 1% | 5% | 19%AUW | 13%U | 14%U | 15%U |
| | RTU | | | | | | | | | | | | | T | | | | | | | Y | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 88
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
YouTube
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|------------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 801 | 456 | 204 | 104 | 59 | 10 | 335 | 149 | 315 | 284 | 56 | 99 | 126 | 143 | 127 | 62 | 39 | 24 | 27 | 14 | 17 | 8 | 21 |
| | 37%BM | 31% | 56%ABD egJ | 47%AB | 44%B | 65% | 52%AB | 58%ABd egJ | 54%ABD eGj | 52%AB | 50%ALMN op | 33% | 30% | 35% | 38% m | 36% | 47%Mn | 38% | 69%AkLM NOPqR | 52% | 60% | 51% | 66%ALMNOPR |
| NET: Weekly | 1335 | 836 | 284 | 159 | 92 | 13 | 486 | 198 | 448 | 417 | 79 | 175 | 225 | 248 | 221 | 113 | 54 | 42 | 31 | 19 | 23 | 12 | 27 |
| | 62%BM | 56% | 78%ABD egJ | 72%AB | 69%B | 87% | 75%AB | 77%AB | 77%ABD eG | 76%ABe | 71%aLMn | 59% | 54% | 60% | 65%M | 66% m | 66% | 66% | 81%aLMn | 71% | 81% | 77% | 86%ALMNopqr |
| NET: Monthly | 1630 | 1072 | 317 | 177 | 103 | 15 | 543 | 223 | 498 | 464 | 90 | 211 | 285 | 314 | 268 | 137 | 68 | 49 | 32 | 23 | 25 | 14 | 30 |
| | 76%BIM | 72% | 88%ABD EGJ | 80%b | 77% | 100% | 84%ABe | 87%ABd e | 86%ABD EG | 84%ABde | 81%im | 71% | 68% | 76% m | 79%IM | 80%IM | 82%im | 78% | 84% m | 86% | 90% | 94% | 93%aLMn |
| NET: Ever | 1857 | 1245 | 341 | 201 | 116 | 15 | 598 | 241 | 544 | 511 | 102 | 246 | 331 | 355 | 301 | 156 | 77 | 59 | 35 | 24 | 28 | 15 | 30 |
| | 86%BIM | 84% | 94%ABE j | 91%aB | 87% | 100% | 92%ABe | 94%ABe G | 94%ABE G | 93%ABE | 92%IM | 82% | 80% | 86% m | 89%IM | 91%LM | 94%IM | 92%im | 92% | 90% | 98% | 97% | 96%im |
| Several times a day | 542 | 301 | 143 | 75 | 36 | 8 | 234 | 112 | 223 | 196 | 36 | 73 | 81 | 98 | 83 | 42 | 24 | 16 | 18 | 8 | 15 | 8 | 14 |
| | 25%BM | 20% | 39%ABE J | 34%AB | 27% | 51% | 36%ABe | 43%ABd EGJ | 38%ABE GJ | 36%ABe | 32%M | 25% | 19% | 24% | 25% | 25% | 29% | 25% | 47%ALMN OPqr | 31% | 54% | 51% | 45%AIMNop |
| About once a day | 259 | 155 | 61 | 28 | 23 | 2 | 102 | 37 | 91 | 88 | 20 | 26 | 45 | 45 | 44 | 19 | 15 | 8 | 8 | 6 | 2 | - | 7 |
| | 12%B | 10% | 17%AB | 13% | 17%b | 14% | 16%AB | 14% | 16%AB | 16%AB | 18%im | 9% | 11% | 11% | 13% | 11% | 18%l | 13% | 22%Lmn | 22% | 6% | - | 21%l |
| Several times a week | 348 | 242 | 62 | 40 | 20 | 2 | 104 | 39 | 94 | 93 | 19 | 49 | 67 | 64 | 63 | 31 | 7 | 11 | 2 | 3 | 4 | 3 | 3 |
| | 16% | 16% | 17% | 18% | 15% | 15% | 16% | 15% | 16% | 17% | 17% | 16% | 16% | 15% | 19%qs | 18%qs | 8% | 17% | 5% | 11% | 15% | 21% | 11% |
| About once a week | 186 | 138 | 19 | 15 | 12 | 1 | 47 | 10 | 39 | 39 | 4 | 27 | 32 | 42 | 31 | 20 | 8 | 7 | 2 | 2 | 2 | 1 | 3 |
| | 9%CH | 9%cH | 5% | 7% | 9%h | 7% | 7%cH | 4% | 7%ch | 7%Ch | 4% | 9% | 8% | 10%k | 9% | 12%k | 10% | 12%k | 6% | 8% | 6% | 5% | 9% |
| Several times a month | 190 | 143 | 30 | 13 | 10 | 2 | 45 | 19 | 39 | 38 | 7 | 25 | 45 | 39 | 28 | 15 | 12 | 4 | - | 3 | 1 | 1 | 1 |
| | 9%gi | 10%gi | 8% | 6% | 7% | 13% | 7% | 8% | 7% | 7% | 6% | 8% | 11% | 9% | 8% | 9% | 14%es | 7% | 1% | 10% | 5% | 5% | |
| About once a month | 105 | 92 | 3 | 5 | 1 | - | 13 | 6 | 11 | 9 | 4 | 11 | 15 | 27 | 19 | 9 | 2 | 3 | 1 | 1 | 1 | 2 | 1 |
| | 5%CeGh IJ | 6%ACde GhJ | 1% | 2% | 1% | - | 2%c | 2% | 2%C | 2%c | 4% | 4% | 4% | 7% | 6% | 5% | 2% | 5% | 2% | 5% | 4% | 12% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 88
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
YouTube
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|--------------------------|------------------|-------------------|-----------------------|--------------------------|-----------------|-----------------|------------------|-----------------|-----------------------------|-------------------------|--------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Less often | 228 | 173 | 24 | 24 | 13 | - | 55 | 18 | 46 | 47 | 12 | 34 | 46 | 40 | 33 | 19 | 9 | 9 | 3 | 1 | 2 | * | 1 |
| | 11% _i Cgh | 12% _a Cgh | 7% | 11% _c | 10% | - | 8% _c | 7% | 8% | 8% _c | 11% | 11% | 11% | 10% | 10% | 11% | 11% | 15% | 8% | 4% | 9% | 3% | 2% |
| Never | 295 | 245 | 21 | 20 | 18 | - | 49 | 16 | 37 | 41 | 9 | 54 | 85 | 59 | 36 | 15 | 5 | 5 | 3 | 3 | * | * | 1 |
| | 14% _{CdG} HIJ | 16% _{ACDGH} HIJ | 6% | 9% | 13% _{Cghl} J | - | 8% _l | 6% | 6% | 7% _c | 8% | 18% _{akoP} qrw | 20% _{AKnO} PQrW | 14% | 11% | 9% | 6% | 8% | 8% | 10% | 2% | 3% | 4% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 89
Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?
YouTube
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------------|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 801 | 724 | 77 | 544 | 257 | 585 | 216 | 755 | 46 | 753 | 48 |
| | | 37%bGh | 36% | 46%ab | 38% | 40%AG | 32% | 37% | 47%ah | 37% | 48%aj |
| NET: Weekly | 1335 | 1223 | 112 | 909 | 426 | 978 | 358 | 1269 | 66 | 1267 | 68 |
| | | 62%G | 62% | 63% | 60% | 67%AG | 52% | 62% | 67% | 62% | 68% |
| NET: Monthly | 1630 | 1498 | 131 | 1130 | 499 | 1192 | 437 | 1552 | 77 | 1551 | 79 |
| | | 76%EG | 75% | 79% | 78%AE | 70% | 81%AG | 64% | 76% | 78% | 79% |
| NET: Ever | 1857 | 1720 | 137 | 1284 | 573 | 1344 | 513 | 1777 | 80 | 1776 | 82 |
| | | 86%EG | 87% | 82% | 89%AE | 81% | 92%AG | 75% | 87% | 81% | 87% |
| Several times a day | 542 | 484 | 58 | 365 | 177 | 399 | 144 | 506 | 36 | 504 | 38 |
| | | 25%BGH | 24% | 35%AB | 25% | 27%AG | 21% | 25% | 37%AH | 25% | 38%AJ |
| About once a day | 259 | 240 | 19 | 179 | 80 | 186 | 73 | 249 | 10 | 249 | 10 |
| | | 12% | 12% | 11% | 12% | 11% | 13% | 11% | 12% | 10% | 10% |
| Several times a week | 348 | 328 | 20 | 233 | 115 | 266 | 81 | 336 | 12 | 336 | 12 |
| | | 16%G | 17% | 12% | 16% | 18%AG | 12% | 16% | 12% | 16% | 12% |
| About once a week | 186 | 172 | 14 | 133 | 54 | 127 | 60 | 178 | 8 | 178 | 8 |
| | | 9% | 9% | 9% | 9% | 8% | 9% | 9% | 9% | 9% | 8% |
| Several times a month | 190 | 176 | 14 | 140 | 49 | 136 | 54 | 182 | 7 | 182 | 7 |
| | | 9%e | 9% | 8% | 10%ae | 7% | 9% | 8% | 9% | 7% | 7% |
| About once a month | 105 | 99 | 6 | 80 | 24 | 79 | 26 | 101 | 4 | 101 | 4 |
| | | 5%e | 5% | 3% | 6%ae | 3% | 5% | 4% | 5% | 4% | 3% |
| Less often | 228 | 222 | 6 | 154 | 74 | 152 | 76 | 225 | 3 | 225 | 3 |
| | | 11%CIK | 11%AC | 3% | 11% | 10% | 10% | 11%ai | 3% | 11%aK | 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 89

Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

YouTube

Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Never | 295 | 264 | 30 | 156 | 138 | 123 | 171 | 276 | 19 | 276 | 19 |
| | 14%DF | 13% | 18% | 11% | 19%AD | 8% | 25%AF | 13% | 19% | 13% | 19% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 90
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

Summary
Base: All respondents who ever watch each

| | Channels | | | | | | | | | | | | | | | | | |
|------------------------------------|-----------------|-------------|-------------|--------------|---------------------|-------------|--------------------|-------------|----------------|--------------------|------------|----------------|------------|------------|--------------------|------------|------------|------------|
| | BBC TV channels | BBC iPlayer | NET: BBC | ITV channels | ITV Hub/ STV Player | NET: ITV | Channel 4 channels | All 4 | NET: Channel 4 | Channel 5 channels | Mv5 | NET: Channel 5 | Britbox | Netflix | Amazon Prime Video | Disney+ | NOW TV | YouTube |
| Unweighted base | 1918 | 1721 | 1983 | 1884 | 1475 | 1952 | 1872 | 1529 | 1934 | 1680 | 1121 | 1722 | 248 | 1420 | 1205 | 692 | 507 | 1859 |
| Weighted base | 1918 | 1721 | 1985 | 1884 | 1474 | 1954 | 1878 | 1530 | 1940 | 1687 | 1132 | 1730 | 246 | 1419 | 1210 | 684 | 507 | 1857 |
| I've watched more | 547 29% | 515 30% | 742 37% | 386 20% | 281 19% | 479 25% | 348 19% | 277 18% | 439 23% | 260 15% | 154 14% | 301 17% | 53 21% | 855 60% | 566 47% | 338 49% | 150 30% | 799 43% |
| I've watched about the same amount | 1174 61% | 1013 59% | 1403 71% | 1293 69% | 968 66% | 1481 76% | 1322 70% | 1009 66% | 1473 76% | 1224 73% | 765 68% | 1315 76% | 133 54% | 490 35% | 542 45% | 263 38% | 261 52% | 923 50% |
| I've watched less | 170 9% | 140 8% | 254 13% | 168 9% | 155 11% | 254 13% | 173 9% | 173 11% | 258 13% | 152 9% | 146 13% | 225 13% | 48 20% | 58 4% | 83 7% | 63 9% | 64 13% | 99 5% |
| NET: Changed | 717 37% | 656 38% | 959 48% | 554 29% | 436 30% | 715 37% | 521 28% | 450 29% | 679 35% | 412 24% | 300 27% | 514 30% | 101 41% | 913 64% | 648 54% | 401 59% | 215 42% | 898 48% |
| Don't know | 28 1% | 53 3% | 24 1% | 37 2% | 70 5% | 35 2% | 35 2% | 71 5% | 34 2% | 51 3% | 67 6% | 55 3% | 12 5% | 16 1% | 20 2% | 20 3% | 31 6% | 36 2% |

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 91
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
BBC TV channels
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-----------------------|------------|--------------|---------------------|-------------------|---------------------|----------------------|------------------------|----------------------|----------------------|----------------------|---------------------|------------------------|-----------------------|------------------------|-----------------------|---------------------|------------|------------|------------|-------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1918 | 1000 | 911 | 129 | 187 | 265 | 286 | 289 | 298 | 248 | 216 | 316 | 218 | 483 | 575 | 762 | 146 | 573 | 523 | 357 | 462 | 1096 | 819 |
| Weighted base | 1918 | 969 | 943 | 118 | 179 | 276 | 279 | 313 | 296 | 241 | 216 | 297 | 209 | 485 | 592 | 754 | 133 | 534 | 531 | 394 | 456 | 1065 | 890 |
| I've watched more | 547 29%b | 254 26% | 291 31%ab | 34 29% | 61 34%ho | 90 33%h | 80 29% | 76 24% | 85 29% | 62 26% | 59 27% | 95 32%h | 74 35%aHj op | 164 34%AHj Op | 156 26% | 206 27% | 41 31% | 165 31% | 150 28% | 104 26% | 128 28% | 315 30% | 231 27% |
| I've watched about the same amount | 1174 61%eFL MNQ | 613 63% | 557 59% | 65 55%Q | 94 52% | 147 53% | 176 63%eff MNq | 208 66%dfEF LMNQ | 187 63%eff MNq | 157 65%efL MNQ | 140 65%efL MNQ | 159 53% | 105 50% | 252 52% | 384 65%adE FLMNQ | 484 64%aEF LMNQ | 68 51% | 322 60% | 327 62% | 254 64% | 269 59% | 649 61% | 523 61% |
| I've watched less | 170 9% | 87 9% | 82 9% | 13 11% | 18 10% | 29 10% | 19 7% | 28 9% | 24 8% | 22 9% | 17 8% | 31 10% | 23 11% | 52 11% | 47 8% | 63 8% | 17 13%g | 39 7% | 48 9% | 31 8% | 51 11%ar | 88 8% | 82 10% |
| NET: Changed | 717 37% | 341 35% | 373 40% | 47 40% | 79 44%aho p | 119 43%aho p | 99 35% | 104 33% | 109 37% | 85 35% | 76 35% | 126 42%aho p | 97 46%AgH ijkIOP | 216 45%AgH jkOP | 203 34% | 269 36% | 58 44%Dho | 204 38% | 198 37% | 135 34% | 179 39% | 402 38% | 313 37% |
| Don't know | 28 1%P | 15 2% | 12 1% | 6 5%AgHI JKOP | 6 3%hJUK oP | 10 4%AHJU KOP | 4 1%P | 1 * | 1 * | - - | - - | 12 4%AHJU KOP | 7 3%ahJU KoP | 17 3%AHJU KOP | 5 1%p | 1 * | 7 5%AgHI JKOP | 8 2% | 6 1% | 6 2% | 8 2% | 14 1% | 14 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 92
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
BBC TV channels
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | | |
|------------------------------------|----------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-------------|---------------------|--------------------|----------------|----------------|------------------------|------------------|----------------|-----------|------------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1918 | 133 | 70 | 196 | 155 | 164 | 122 | 128 | 167 | 242 | 245 | 152 | 144 | 1513 | 1706 | 40 | 86 | 42 | 21 | 189 | 203 | 305 | 1396 | 161 | 480 |
| Weighted base | 1918 | 142 | 76* | 218 | 161 | 174 | 127 | 90 | 180 | 250 | 269 | 172 | 60 | 1627 | 1700 | 41* | 89* | 43* | 22** | 196 | 210 | 305 | 1395 | 159 | 481 |
| I've watched more | 547 29%gl | 41 29% | 24 32%gi | 68 31%gi | 44 27% | 49 28% | 24 19% | 28 31%gi | 36 20% | 79 32%gl | 82 31%gi | 54 32%gi | 18 29%gi | 461 28%gl | 473 28% | 13 32% | 28 32% | 18 41% | 9 40% | 68 35%ao | 65 31% | 93 30% | 391 28% | 45 28% | 143 30% |
| I've watched about the same amount | 1174 61%jQT | 90 63% | 45 59% | 127 58% | 93 58% | 110 63% | 91 71%ade | 55 61% | 126 70%ade | 134 54% | 164 61% | 101 58% | 38 64%j | 991 61%j | 1063 63%AqT | 22 53% | 45 50% | 23 54% | 9 41% | 99 51% | 116 55% | 181 59% | 864 62% | 96 60% | 285 59% |
| I've watched less | 170 9% | 11 8% | 6 9% | 23 11% | 22 14%afhk mn | 12 7% | 13 10% | 5 6% | 15 8% | 27 11% | 18 7% | 14 8% | 4 6% | 149 9% | 143 8% | 5 12% | 13 14%r | 1 3% | 3 14% | 22 11%r | 23 11% | 29 9% | 120 9% | 14 9% | 45 9% |
| NET: Changed | 717 37%glO | 52 37% | 31 41% | 91 42%gl | 66 41%gi | 61 35% | 37 29% | 33 37% | 50 28% | 106 42%gl | 100 37% | 68 39%i | 21 36% | 610 37%gl | 616 36% | 18 44% | 41 46% | 19 44% | 12 54% | 90 46%AO | 88 42% | 121 40% | 511 37% | 59 37% | 188 39% |
| Don't know | 28 1%o | - | - | - | 2 1% | 3 2% | - | 2 2%bd | 3 2% | 10 4%AbDg mN | 4 2% | 4 2%d | - | 26 2% | 21 1% | 1 3% | 3 4% | 1 2% | 1 5% | 6 3%ao | 6 3%v | 3 1% | 20 1% | 4 3% | 8 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 93
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
BBC TV channels
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|------------|--------------------------|------------------------|-------------------|--------------------------|--------------------------|-----------------------|-------------------------|-------------------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1918 | 1351 | 312 | 192 | 115 | 10 | 557 | 223 | 501 | 479 | 88 | 250 | 367 | 361 | 296 | 163 | 79 | 56 | 39 | 29 | 30 | 20 | 37 |
| Weighted base | 1918 | 1346 | 309 | 195 | 114 | 10** | 562 | 225 | 505 | 480 | 90* | 255 | 378 | 369 | 303 | 155 | 77* | 56* | 35* | 26** | 27** | 15** | 31* |
| I've watched more | 547 29% | 386 29% | 78 25% | 49 25% | 33 29% | 3 29% | 158 28% ^{ij} | 67 30% | 140 28% | 126 26% | 21 24% | 71 28% | 109 29% | 94 25% | 94 31% | 42 27% | 29 38% ⁿ | 12 22% | 10 30% | 8 29% | 11 41% | 4 27% | 9 28% |
| I've watched about the same amount | 1174 61% | 827 61% | 197 64% | 122 62% | 69 60% | 7 71% | 340 61% | 133 59% | 306 61% | 299 62% ^g | 55 62% | 149 58% | 233 62% | 241 65% | 179 59% | 98 63% | 44 58% | 39 70% | 22 61% | 14 55% | 13 48% | 11 73% | 17 56% |
| I've watched less | 170 9% | 122 9% | 21 7% | 23 12% ^c | 12 10% | - | 48 8% | 16 7% | 44 9% ^c | 40 8% | 12 13% | 31 12% | 28 8% | 31 8% | 29 10% | 10 6% | 4 5% | 3 6% | 3 9% | 2 6% | 2 8% | - | 5 15% |
| NET: Changed | 717 37% ^c | 508 38% | 99 32% | 71 36% | 45 39% | 3 29% | 206 37% ^{cj} | 84 37% | 184 36% ^C | 167 35% | 33 37% | 102 40% | 137 36% | 125 34% | 123 41% | 52 34% | 33 42% | 16 28% | 14 39% | 9 35% | 13 48% | 4 27% | 13 44% |
| Don't know | 28 1%B | 12 1% | 14 4% ^{ABdg} | 2 1% | 1 1% | - | 16 3% ^{AB} | 8 4% ^{AB} | 15 3% ^{ABd} | 15 3% ^{ABd} | 1 1% | 4 2% | 7 2% | 3 1% | 1 * | 5 3% ^{nO} | - | 1 2% | - | 3 10% | 1 3% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 94
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
BBC TV channels
Base: All respondents who ever watch each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|------------------------------------|---------------|-------------|--------------------|--------------|-----------------|--------------|--|-------------|--|-------------|----|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1918 | 1918 | - | 1376 | 542 | 1390 | 528 | 1918 | - | 1918 | - |
| Weighted base | 1918 | 1918 | ** | 1368 | 551 | 1376 | 543 | 1918 | ** | 1918 | ** |
| I've watched more | 547 29%EG | 547 29% | - | 426 31%AE | 121 22% | 432 31%AG | 115 21% | 547 29% | - | 547 29% | - |
| I've watched about the same amount | 1174 61% | 1174 61% | - | 832 61% | 342 62% | 824 60% | 350 64% | 1174 61% | - | 1174 61% | - |
| I've watched less | 170 9%Df | 170 9% | - | 100 7% | 70 13%AD | 108 8% | 62 11%af | 170 9% | - | 170 9% | - |
| NET: Changed | 717 37%G | 717 37% | - | 525 38% | 191 35% | 540 39%AG | 177 33% | 717 37% | - | 717 37% | - |
| Don't know | 28 1%DF | 28 1% | - | 10 1% | 18 3%AD | 12 1% | 16 3%AF | 28 1% | - | 28 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 95
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
BBC iPlayer
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1721 | 885 | 828 | 115 | 183 | 254 | 263 | 261 | 251 | 220 | 174 | 298 | 213 | 467 | 524 | 645 | 128 | 538 | 492 | 309 | 379 | 1030 | 688 |
| Weighted base | 1721 | 856 | 858 | 106 | 175 | 264 | 255 | 282 | 250 | 216 | 173 | 282 | 204 | 468 | 537 | 639 | 118 | 503 | 500 | 341 | 374 | 1004 | 715 |
| I've watched more | 515 | 230 | 285 | 30 | 56 | 90 | 86 | 79 | 82 | 63 | 30 | 86 | 65 | 155 | 165 | 175 | 36 | 150 | 149 | 111 | 103 | 299 | 214 |
| | 30%BK | 27% | 33%AB | 28%k | 32%K | 34%K | 34%K | 28%k | 33%Kp | 29%K | 17% | 30%K | 32%K | 33%Kp | 31%K | 27%K | 31%K | 30% | 30% | 33% | 28% | 30% | 30% |
| I've watched about the same amount | 1013 | 537 | 471 | 60 | 90 | 146 | 141 | 177 | 147 | 131 | 121 | 150 | 104 | 250 | 318 | 399 | 66 | 292 | 304 | 192 | 225 | 596 | 417 |
| | 59%Cel | 63%AC | 55% | 57% | 51% | 56% | 55% | 63%elm | 59% | 61%lm | 70%AdE | 53% | 51% | 53% | 59%lm | 62%aEg | 56% | 58% | 61% | 56% | 60% | 59% | 58% |
| | mN | | | | | | | n | | | FGILMN | | | | | LMN | | | | | | | |
| I've watched less | 140 | 62 | 76 | 7 | 22 | 21 | 21 | 23 | 12 | 18 | 16 | 29 | 26 | 47 | 44 | 47 | 7 | 39 | 42 | 25 | 33 | 81 | 58 |
| | 8%i | 7% | 9% | 6% | 13%alpq | 8% | 8% | 8% | 5% | 8% | 9% | 10%iq | 13%Adl | 10%i | 8% | 7% | 6% | 8% | 8% | 7% | 9% | 8% | 8% |
| | | | | | | | | | | | | | lpq | | | | | | | | | | |
| NET: Changed | 656 | 292 | 360 | 37 | 78 | 110 | 107 | 102 | 95 | 81 | 46 | 115 | 92 | 202 | 209 | 221 | 43 | 189 | 191 | 137 | 136 | 380 | 273 |
| | 38%BKp | 34% | 42%AB | 34% | 45%Kp | 42%K | 42%Kp | 36%k | 38%k | 37%k | 27% | 41%K | 45%adK | 43%AKP | 39%K | 35%K | 36% | 38% | 38% | 40% | 36% | 38% | 38% |
| | | | | | | | | | | | | | IP | | | | | | | | | | |
| Don't know | 53 | 26 | 26 | 10 | 7 | 7 | 7 | 3 | 8 | 4 | 6 | 17 | 9 | 16 | 10 | 18 | 10 | 22 | 6 | 12 | 13 | 27 | 25 |
| | 3%hS | 3% | 3% | 9%AFGH | 4%h | 3% | 3% | 1% | 3% | 2% | 3% | 6%AHjm | 4%h | 3% | 2% | 3% | 8%AfgH | 4%S | 1% | 4%S | 3%S | 3% | 4% |
| | | | | ijkNOP | | | | | | | | NOp | | | | | iJnOP | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 96
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
BBC iPlayer
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | | |
|------------------------------------|---------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|--------------|----------------|----------------|---------------------|-------------------|--------------------|------------|-------------|------------|---------------------|---------------------------------|-----------------------|--------------------------|------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northem Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1721 | 124 | 65 | 169 | 126 | 144 | 113 | 121 | 150 | 219 | 231 | 132 | 127 | 1349 | 1532 | 36 | 75 | 40 | 18 | 169 | 182 | 258 | 1269 | 138 | 417 |
| Weighted base | 1721 | 132 | 70* | 189 | 131 | 152 | 118 | 85 | 162 | 226 | 253 | 150 | 53 | 1451 | 1525 | 38* | 78* | 41* | 19** | 176 | 188 | 260 | 1264 | 139 | 422 |
| I've watched more | 515 30% | 43 32% | 21 30% | 64 34%g | 41 31% | 49 32% | 27 23% | 26 30% | 43 26% | 69 31% | 68 27% | 47 31% | 17 33% | 429 30% | 450 29% | 11 30% | 24 31% | 12 29% | 10 52% | 58 33% | 59 31% | 77 30% | 375 30% | 44 32% | 127 30% |
| I've watched about the same amount | 1013 59%Jpq T | 82 62%j | 39 56% | 106 56% | 77 59% | 93 61% | 78 66%J | 52 61% | 101 63%j | 114 51% | 150 59% | 88 59% | 32 60% | 847 58%j | 921 60%Apq T | 16 42% | 38 48% | 22 54% | 8 42% | 84 47% | 104 56% | 150 58% | 751 59% | 81 59% | 245 58% |
| I've watched less | 140 8%O | 6 5% | 9 12% | 14 7% | 10 7% | 7 5% | 7 6% | 5 6% | 13 8% | 27 12%abf | 28 11%f | 11 8% | 3 2% | 126 9% | 109 7% | 8 22%AO | 12 16%aO | 7 18%ao | 1 5% | 29 16%AO | 19 10% | 22 9% | 100 8% | 10 7% | 37 9% |
| NET: Changed | 656 38%gO | 49 37% | 30 43% | 78 41%g | 50 39% | 56 37% | 34 29% | 31 36% | 55 34% | 97 43%g | 96 38% | 58 39% | 20 38% | 555 38%g | 558 37% | 20 52% | 37 47% | 19 46% | 11 58% | 86 49%AO | 77 41% | 99 38% | 475 38% | 54 39% | 163 39% |
| Don't know | 53 3% | 1 1% | 1 1% | 4 2% | 3 2% | 3 2% | 6 5%b | 2 3% | 5 3% | 15 7%Abdf | 7 3% | 4 2% | 1 2% | 48 3% | 46 3% | 2 6% | 4 5% | - | - | 6 3% | 6 3% | 10 4% | 38 3% | 4 3% | 13 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 97
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
BBC iPlayer
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|------------|------------------|-------------------|-------------------|--------------------------|------------|-----------------|-------------------------|--------------|-----------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1721 | 1206 | 277 | 165 | 103 | 11 | 504 | 198 | 449 | 429 | 68 | 211 | 321 | 328 | 274 | 147 | 73 | 55 | 38 | 29 | 31 | 20 | 34 |
| Weighted base | 1721 | 1203 | 274 | 167 | 102* | 11** | 506 | 199 | 451 | 428 | 68* | 217 | 331 | 334 | 282 | 141 | 70* | 54* | 34* | 26** | 28** | 15** | 28* |
| I've watched more | 515 30% | 361 30% | 74 27% | 53 32% | 30 30% | 3 27% | 151 30% | 58 29% | 135 30% | 123 29% | 17 25% | 59 27% | 102 31% | 90 27% | 89 32% | 43 30% | 24 34% | 16 29% | 14 40% | 9 34% | 11 39% | 6 38% | 10 37% |
| I've watched about the same amount | 1013 59% | 708 59% | 167 61% | 96 58% | 62 60% | 6 55% | 299 59% | 122 61% | 263 60% | 257 60% | 37 54% | 121 56% | 191 58% | 216 65% ^a | 169 60% | 84 59% | 44 63% | 35 65% | 18 53% | 14 54% | 15 54% | 9 62% | 13 46% |
| I've watched less | 140 8% ^q | 99 8% | 20 7% | 12 7% | 8 8% | 2 18% | 39 8% | 11 6% | 35 8% | 31 7% | 8 12% ^q | 32 15% ^a | 28 9% ^q | 23 7% | 18 7% | 7 5% | 1 2% | 2 4% | 2 6% | * 1% | 1 4% | - - | 5 17% ^{op} |
| NET: Changed | 656 38% | 460 38% | 94 34% | 65 39% | 39 38% | 5 45% | 190 38% | 69 35% | 171 38% ^c | 155 36% | 25 37% | 90 42% | 130 39% | 113 34% | 108 38% | 50 36% | 25 36% | 18 33% | 16 47% | 9 36% | 12 43% | 6 38% | 15 54% ⁿ |
| Don't know | 53 3% ⁿ | 35 3% | 14 5% | 6 4% | 2 2% | - - | 17 3% | 9 4% | 17 4% | 16 4% | 6 9% ^a | 6 3% ^m | 10 3% | 5 1% | 6 2% | 7 5% ⁿ | 1 1% | 1 2% | - - | 3 10% | 1 3% | - - | - - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 98
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

BBC iPlayer

Base: All respondents who ever watch each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|---------------|-------------|--------------------|------------|-----------------|------------|--|--------|--|--------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1721 | - | 1286 | 435 | 1321 | 400 | 1721 | - | 1721 | - |
| Weighted base | 1721 | ** | 1279 | 442 | 1308 | 413 | 1721 | ** | 1721 | ** |
| I've watched more | 515 30%EG | 515 30% | 408 32%AE | 108 24% | 424 32%AG | 91 22% | 515 30% | - | 515 30% | - |
| I've watched about the same amount | 1013 59% | 1013 59% | 745 58% | 268 61% | 758 58% | 255 62% | 1013 59% | - | 1013 59% | - |
| I've watched less | 140 8% | 140 8% | 96 7% | 44 10% | 97 7% | 43 10% | 140 8% | - | 140 8% | - |
| NET: Changed | 656 38%G | 656 38% | 504 39% | 152 34% | 521 40%AG | 134 32% | 656 38% | - | 656 38% | - |
| Don't know | 53 3%DF | 53 3% | 30 2% | 22 5%AD | 29 2% | 24 6%AF | 53 3% | - | 53 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 99
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NET: BBC
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-------------------------------------|---------------------------|--------------|-----------------------------------|-----------------------------------|----------------------------|--------------------------|-----------------------------------|-----------------------------------|--------------------------------------|--------------------------------------|---------------------------------|--------------------------------------|-----------------------------------|----------------------------------|--------------------------------------|-----------------------------------|------------|------------|------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1983 | 1028 | 947 | 135 | 199 | 287 | 295 | 299 | 302 | 249 | 217 | 334 | 233 | 520 | 594 | 768 | 152 | 591 | 548 | 363 | 478 | 1139 | 841 |
| Weighted base | 1985 | 996 | 981 | 124 | 191 | 299 | 288 | 323 | 300 | 243 | 216 | 315 | 224 | 523 | 612 | 759 | 139 | 552 | 557 | 401 | 472 | 1109 | 873 |
| I've watched more | 742 37%Bh | 341 34% | 398 41%AB | 45 36% | 82 43%hko | 119 40% | 111 38% | 103 32% | 120 40%h | 92 38% | 70 32% | 127 40%h | 97 43%hko | 215 41%ahk o | 214 35% | 282 37% | 53 38% | 223 40% | 204 37% | 138 34% | 175 37% | 427 39% | 313 36% |
| I've watched about the same amount | 1403 71% ^c Ef LMNq | 728 73% ^a c | 669 68% | 81 65% ^q | 119 62% | 193 65% | 198 69% | 237 73% ^E IL MNq | 220 73% ^E IL MNq | 187 77% ^a dE FgLMNQ | 168 78% ^a dE FgLMNQ | 200 63% | 136 61% | 329 63% | 436 71% ^e lM Nq | 575 76% ^a dE FgLMNQ | 87 62% | 400 73% | 397 71% | 280 70% | 325 69% | 797 72% | 605 69% |
| I've watched less | 254 13% | 125 13% | 126 13% | 17 14% | 32 17% ^{io} | 43 14% | 31 11% | 37 11% | 31 10% | 35 14% | 27 13% | 49 16% | 41 18% ^a gh iOp | 84 16% ^a gi o | 68 11% | 93 12% | 21 15% | 66 13% | 74 13% | 47 12% | 65 14% | 140 13% | 112 13% |
| NET: Changed | 959 48%Bho | 447 45% | 507 52%AB | 59 47% | 108 57% ^a gH KOp | 158 53% ^H ko | 134 46% | 136 42% | 148 49% | 125 52% ^{ho} | 92 43% | 167 53% ^H kO | 130 58% ^a dG HIKLOP | 289 55% ^a gH KOp | 269 44% | 365 48% | 70 50% ^d | 280 51% | 266 48% | 181 45% | 230 49% | 545 49% | 411 47% |
| Don't know | 24 1% ^P | 13 1% | 11 1% | 7 5% ^a fGh JKnOP | 5 2% ^H jkP | 5 2% ^h jP | 5 2% ^h joP | - | 2 1% | - | - | 11 4% ^a HJ KOP | 6 3% ^a Hjk oP | 11 2% ^a hjk P | 5 1% | 2 | 7 5% ^a fGh JKnOP | 9 2% | 3 1% | 5 1% | 6 1% | 13 1% | 11 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 100
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NET: BBC
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | | |
|------------------------------------|---------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|---------------|----------------|----------------|------------------------|------------------|----------------|-----------|-------------|-----------|-------------------|--------------------------------|----------------------|------------------------|-------------|------------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1983 | 143 | 72 | 199 | 156 | 168 | 129 | 135 | 173 | 252 | 254 | 157 | 145 | 1560 | 1763 | 41 | 91 | 42 | 22 | 196 | 211 | 310 | 1446 | 165 | 495 |
| Weighted base | 1985 | 153 | 78* | 222 | 162 | 178 | 135 | 95 | 186 | 261 | 279 | 178 | 60 | 1677 | 1758 | 43* | 94* | 43* | 23** | 203 | 218 | 309 | 1446 | 164 | 497 |
| I've watched more | 742 37%g | 58 38% | 30 38% | 86 39% | 56 35% | 68 38% | 39 29% | 35 37% | 59 32% | 104 40%g | 110 39%g | 74 41%g | 23 38% | 626 37%g | 647 37% | 18 41% | 35 37% | 20 47% | 12 52% | 84 42% | 88 40% | 124 40% | 529 37% | 63 38% | 193 39% |
| I've watched about the same amount | 1403 71%qT | 112 73% | 52 67% | 150 68% | 104 64% | 130 73% | 103 76%e | 68 72% | 145 78%adE | 173 66% | 201 72% | 121 68% | 43 72% | 1179 70% | 1267 72%AqT | 27 64% | 56 60% | 29 67% | 10 44% | 122 60% | 144 66% | 222 72% | 1028 71% | 112 69% | 347 70% |
| I've watched less | 254 13%O | 15 10% | 12 15% | 29 13% | 25 15% | 16 9% | 18 13% | 8 8% | 22 12% | 45 17%abf | 38 14% | 22 12% | 5 9% | 226 13% | 207 12% | 8 19% | 21 22%AO | 7 17% | 4 18% | 40 20%AO | 33 15% | 43 14% | 179 12% | 20 12% | 68 14% |
| NET: Changed | 959 48%gO | 72 47% | 39 51% | 113 51%g | 77 48% | 83 47% | 52 39% | 43 45% | 80 43% | 142 54%aGI | 140 50%g | 92 52%g | 27 46% | 818 49%g | 826 47% | 25 58% | 52 56% | 24 57% | 15 66% | 117 57%AO | 117 54% | 161 52% | 682 47% | 79 49% | 253 51% |
| Don't know | 24 1% | - | - | - | 2 1% | 4 2%d | - | 2 2%d | 2 1% | 9 3%AbDg | 3 1% | 2 1% | - | 22 1% | 19 1% | 1 2% | 2 2% | 1 2% | 1 5% | 5 2% | 4 2% | 3 1% | 19 1% | 2 1% | 5 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 101
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NET: BBC
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|-------------------------|--------------------------|-------------------|-------------------|--------------------------|--------------------------|-----------------------|-------------------------|-------------------------|-----------------------------|---------------------------|------------------------|---------------------------|------------------------|------------------------|------------------------|---------------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1983 | 1399 | 321 | 194 | 120 | 11 | 573 | 227 | 514 | 492 | 92 | 259 | 378 | 376 | 304 | 168 | 81 | 59 | 41 | 29 | 31 | 20 | 37 |
| Weighted base | 1985 | 1396 | 319 | 197 | 119 | 11** | 577 | 229 | 518 | 493 | 93* | 264 | 389 | 384 | 312 | 159 | 79* | 59* | 37* | 26** | 28** | 15** | 31* |
| I've watched more | 742 37% ^c | 529 38% | 102 32% | 71 36% | 47 39% | 3 27% | 210 36% ^{cj} | 82 36% | 186 36% ^c | 171 35% | 30 33% | 96 36% | 148 38% | 129 34% | 124 40% | 57 35% | 35 44% | 22 38% | 17 46% | 9 36% | 14 50% | 7 49% | 11 35% |
| I've watched about the same amount | 1403 71% | 992 71% | 225 71% | 138 70% | 87 73% | 7 64% | 404 70% | 157 69% | 358 69% | 351 71% | 66 70% | 177 67% | 274 70% | 290 75% ^{alw} | 223 72% | 112 71% | 54 69% | 49 83% ^{almW} | 27 72% | 16 60% | 18 64% | 13 85% | 18 58% |
| I've watched less | 254 13% | 181 13% | 34 11% | 28 14% | 15 12% | 2 18% | 70 12% | 25 11% | 66 13% | 57 12% | 15 16% ^q | 48 18% ^{Amnp} | 46 12% | 45 12% | 41 13% | 16 10% | 5 6% | 5 8% | 4 11% | 2 6% | 3 11% | - | 6 19% ^q |
| NET: Changed | 959 48% ^C | 687 49% ^C | 130 41% | 93 47% | 57 48% | 5 45% | 267 46% ^{Cj} | 100 44% | 239 46% ^C | 219 45% ^c | 43 47% | 137 52% | 189 49% | 169 44% | 159 51% | 69 44% | 39 49% | 26 44% | 20 54% | 11 41% | 16 57% | 7 49% | 17 54% |
| Don't know | 24 1% ^B | 11 1% | 12 4% ^{ABdg} | 2 1% | 2 2% | - | 13 2% ^{aB} | 7 3% ^{aB} | 12 2% ^{aB} | 13 3% ^{AB} | 2 2% | 2 1% | 5 1% | 4 1% | 1 * | 3 2% | - | 1 2% | - | 3 10% | 1 3% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 102

Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

NET: BBC

Base: All respondents who ever watch each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|---------------|-------------|--------------------|-------------|-----------------|-------------|--|--------|--|--------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1983 | - | 1408 | 575 | 1430 | 553 | 1983 | - | 1983 | - |
| Weighted base | 1985 | ** | 1400 | 584 | 1417 | 568 | 1985 | ** | 1985 | ** |
| I've watched more | 742 37%EG | 742 37% | 570 41%AE | 172 29% | 591 42%AG | 151 27% | 742 37% | - | 742 37% | - |
| I've watched about the same amount | 1403 71% | 1403 71% | 1000 71% | 403 69% | 1000 71% | 403 71% | 1403 71% | - | 1403 71% | - |
| I've watched less | 254 13%Df | 254 13% | 156 11% | 98 17%AD | 166 12% | 88 15%af | 254 13% | - | 254 13% | - |
| NET: Changed | 959 48%EG | 959 48% | 704 50%AE | 255 44% | 733 52%AG | 227 40% | 959 48% | - | 959 48% | - |
| Don't know | 24 1%DF | 24 1% | 9 1% | 14 2%AD | 10 1% | 14 2%AF | 24 1% | - | 24 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 103
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
ITV channels
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|------------|----------|------------|-------------|---------------|------------|-----------|------------|-------------|-----------------|---------------|---------------|---------------|------------|------------|-----------------|-------------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1884 | 971 | 906 | 127 | 177 | 255 | 286 | 285 | 298 | 247 | 209 | 304 | 208 | 463 | 571 | 754 | 143 | 558 | 518 | 352 | 453 | 1076 | 805 |
| Weighted base | 1884 | 940 | 937 | 118 | 170 | 264 | 279 | 308 | 297 | 240 | 208 | 287 | 200 | 464 | 587 | 745 | 132 | 521 | 525 | 387 | 447 | 1046 | 835 |
| I've watched more | 386 | 158 | 226 | 26 | 43 | 67 | 58 | 55 | 60 | 39 | 37 | 69 | 52 | 119 | 113 | 136 | 31 | 111 | 103 | 84 | 88 | 214 | 172 |
| | 20%B | 17% | 24%AB | 22% | 25%ijp | 25%ahj p | 21% | 18% | 20% | 16% | 18% | 24%jp | 26%hjp | 26%AhJ koP | 19% | 18% | 24% | 21% | 20% | 22% | 20% | 20% | 21% |
| I've watched about the same amount | 1293 | 664 | 626 | 74 | 93 | 160 | 185 | 222 | 218 | 184 | 157 | 166 | 107 | 267 | 407 | 559 | 79 | 355 | 358 | 262 | 315 | 714 | 576 |
| | 69%EFL MNq | 71% | 67% | 63% | 55% | 61% | 66%elM n | 72%EFL MNq | 73%dEF LMNQ | 77%ADE FgLMNo Q | 75%adE FgLMNQ | 58%m | 54% | 58% | 69%EIL MNq | 75%ADE FGLMNo Q | 60% | 68% | 68% | 67% | 70% | 68% | 69% |
| I've watched less | 168 | 99 | 67 | 11 | 23 | 34 | 31 | 27 | 17 | 13 | 12 | 34 | 28 | 62 | 59 | 42 | 15 | 44 | 53 | 35 | 36 | 97 | 71 |
| | 9%CIj P | 11%aC | 7% | 10% | 13%aJ KP | 13%aJ KP | 11%jKP | 9% | 6% | 5% | 6% | 12%ljk P | 14%aJ KP | 13%AJ KP | 10%ijP | 6% | 11%jp | 8% | 10% | 9% | 8% | 9% | 9% |
| NET: Changed | 554 | 258 | 293 | 38 | 66 | 101 | 89 | 82 | 77 | 52 | 49 | 103 | 79 | 180 | 172 | 178 | 46 | 155 | 156 | 119 | 125 | 311 | 243 |
| | 29%JP | 27% | 31% | 32%j | 39%AHJ KoP | 38%AHJ KoP | 32%jKP | 27% | 26% | 22% | 24% | 36%AhJ KoP | 40%AHJ KoP | 39%AHJ KoP | 29%jp | 24% | 35%jKP | 30% | 31% | 28% | 30% | 30% | 29% |
| Don't know | 37 | 18 | 19 | 6 | 12 | 3 | 4 | 4 | 2 | 4 | 2 | 18 | 14 | 17 | 8 | 8 | 7 | 11 | 10 | 7 | 8 | 21 | 15 |
| | 2%p | 2% | 2% | 5%Afgh IkOP | 7%AFGH IjKnOP | 1% | 1% | 1% | 1% | 2% | 1% | 6%AFGH IjKnOP | 7%AFGH IjKnOP | 4%AFHl oP | 1% | 1% | 5%Afgh IkOP | 2% | 2% | 2% | 2% | 2% | 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 104
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
ITV channels
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | | |
|------------------------------------|-----------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|-----------------|----------------|----------------|------------------------|------------------|------------------|-----------|-------------|--------------|-------------------|--------------------------------|----------------------|------------------------|-------------|------------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1884 | 133 | 74 | 189 | 150 | 155 | 124 | 128 | 164 | 232 | 242 | 150 | 143 | 1480 | 1679 | 40 | 82 | 41 | 19 | 182 | 200 | 306 | 1370 | 155 | 476 |
| Weighted base | 1884 | 142 | 80* | 210 | 155 | 165 | 130 | 90 | 176 | 240 | 266 | 170 | 59 | 1592 | 1672 | 41* | 85* | 42* | 20** | 189 | 207 | 306 | 1368 | 153 | 477 |
| I've watched more | 386 20% | 30 21% | 21 26% | 48 23% | 36 23% | 34 21% | 19 15% | 17 19% | 31 17% | 53 22% | 55 21% | 28 17% | 14 23% | 325 20% | 343 20% | 11 28% | 14 17% | 8 20% | 4 22% | 38 20% | 51 25% | 69 22% | 269 20% | 41 27%w | 107 22% |
| I've watched about the same amount | 1293 69%JqRT | 103 72%j | 53 66% | 144 68% | 104 67% | 113 68% | 97 75%J | 67 74%J | 130 74%J | 143 59% | 180 68% | 118 69% | 43 72%kj | 1081 68%J | 1178 70%ApQRT | 23 55% | 48 57% | 20 48% | 10 51% | 102 54% | 133 64% | 214 70% | 938 69% | 100 65% | 330 69% |
| I've watched less | 168 9%bO | 5 4% | 6 8% | 19 9% | 14 9% | 15 9% | 11 9% | 4 5% | 11 6% | 36 15%ABHIMN | 27 10%b | 18 10%b | 3 5% | 156 10%Ab | 121 7% | 5 12% | 18 21%AO | 14 32%AOp | 5 27% | 42 22%AO | 19 9% | 22 7% | 128 9% | 12 8% | 36 8% |
| NET: Changed | 554 29%O | 36 25% | 27 34% | 67 32% | 50 32% | 49 30% | 30 23% | 22 24% | 41 23% | 89 37%AbGhin | 82 31% | 46 27% | 17 28% | 481 30%i | 464 28% | 16 40% | 32 38% | 22 52%AO | 10 49% | 80 42%AO | 71 34% | 90 30% | 397 29% | 53 35% | 143 30% |
| Don't know | 37 2%y | 4 3%d | - | - | 2 1% | 3 2% | 2 2% | 2 2%d | 5 3%d | 9 4%aDmn | 3 1% | 6 3%d | - | 30 2% | 30 2% | 2 5% | 5 6%ao | - | - | 7 4% | 3 2% | 2 1% | 33 2%avy | - | 4 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 105
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
ITV channels
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1884 | 1329 | 309 | 192 | 111 | 11 | 544 | 211 | 491 | 471 | 90 | 244 | 358 | 351 | 299 | 158 | 76 | 58 | 39 | 25 | 30 | 19 | 36 |
| Weighted base | 1884 | 1324 | 307 | 196 | 111 | 12** | 549 | 214 | 495 | 472 | 92* | 249 | 368 | 358 | 306 | 150 | 75* | 58* | 35* | 23** | 27** | 14** | 30* |
| I've watched more | 386 | 270 | 63 | 35 | 26 | 3 | 113 | 44 | 99 | 95 | 14 | 50 | 81 | 56 | 74 | 31 | 18 | 9 | 10 | 6 | 7 | 3 | 5 |
| | 20%n | 20% | 20% | 18% | 23% | 27% | 21% | 20% | 20% | 20% | 16% | 20% | 22%n | 16% | 24%N | 21% | 24% | 15% | 28% | 28% | 27% | 21% | 15% |
| I've watched about the same amount | 1293 | 915 | 208 | 137 | 68 | 7 | 371 | 147 | 337 | 321 | 62 | 167 | 259 | 265 | 199 | 101 | 53 | 43 | 21 | 14 | 16 | 10 | 21 |
| | 69% | 69% | 68% | 70% | 62% | 64% | 68% | 69% | 68% | 68% | 68% | 67% | 70% | 74%ao | 65% | 67% | 70% | 75% | 60% | 63% | 58% | 68% | 69% |
| I've watched less | 168 | 116 | 26 | 19 | 15 | - | 52 | 19 | 45 | 44 | 11 | 28 | 21 | 32 | 30 | 14 | 2 | 5 | 4 | 2 | 4 | 2 | 4 |
| | 9% <i>m</i> | 9% | 8% | 10% | 13% | - | 9% | 9% | 9% | 9% | 12% <i>mq</i> | 11% <i>mq</i> | 6% | 9% | 10% | 9% | 3% | 8% | 11% | 9% | 15% | 11% | 13% |
| NET: Changed | 554 | 387 | 89 | 54 | 40 | 3 | 165 | 63 | 144 | 139 | 26 | 78 | 102 | 88 | 104 | 45 | 20 | 14 | 14 | 8 | 11 | 4 | 8 |
| | 29% <i>n</i> | 29% | 29% | 28% | 37% | 27% | 30% | 29% | 29% | 30% | 28% | 31% | 28% | 25% | 34%N | 30% | 27% | 23% | 38% | 37% | 42% | 32% | 28% |
| Don't know | 37 | 22 | 10 | 4 | 2 | 1 | 13 | 4 | 13 | 11 | 4 | 4 | 7 | 5 | 3 | 4 | 2 | 1 | 1 | - | - | - | 1 |
| | 2% | 2% | 3% | 2% | 2% | 9% | 2% | 2% | 3% | 2% | 4% <i>o</i> | 2% | 2% | 1% | 1% | 2% | 3% | 2% | 2% | - | - | - | 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 106
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all? ITV channels
Base: All respondents who ever watch each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|------------------------------------|---------------|-------------|--------------------|------------|-----------------|--------------|--|-------------|--|-------------|-----------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1884 | 1843 | 41 | 1347 | 537 | 1351 | 533 | 1860 | 24 | 1860 | 24 |
| Weighted base | 1884 | 1841 | 43* | 1337 | 546 | 1335 | 549 | 1858 | 26** | 1858 | 26** |
| I've watched more | 386 20% | 382 21% | 4 10% | 279 21% | 107 20% | 288 22% | 98 18% | 384 21% | 2 9% | 384 21% | 2 9% |
| I've watched about the same amount | 1293 69% | 1264 69% | 29 67% | 925 69% | 368 67% | 903 68% | 390 71% | 1275 69% | 18 71% | 1275 69% | 18 71% |
| I've watched less | 168 9%B | 160 9% | 9 20%ab | 113 8% | 55 10% | 125 9% | 43 8% | 164 9% | 4 16% | 164 9% | 4 16% |
| NET: Changed | 554 29%g | 541 29% | 13 30% | 392 29% | 162 30% | 413 31%ag | 141 26% | 548 29% | 6 25% | 548 29% | 6 25% |
| Don't know | 37 2%df | 36 2% | 1 3% | 20 2% | 16 3%ad | 19 1% | 17 3%af | 36 2% | 1 4% | 36 2% | 1 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 107
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
ITV Hub/ STV Player
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1475 | 739 | 731 | 92 | 168 | 225 | 231 | 221 | 219 | 186 | 133 | 260 | 193 | 418 | 452 | 538 | 105 | 445 | 440 | 266 | 324 | 885 | 590 |
| Weighted base | 1474 | 710 | 758 | 85* | 161 | 233 | 223 | 237 | 219 | 183 | 132 | 247 | 186 | 419 | 460 | 534 | 97 | 414 | 447 | 293 | 320 | 861 | 613 |
| I've watched more | 281 | 120 | 161 | 17 | 31 | 57 | 46 | 47 | 40 | 29 | 14 | 49 | 35 | 93 | 93 | 82 | 21 | 95 | 71 | 60 | 55 | 166 | 115 |
| | 19%bkP | 17% | 21%ab | 20% | 19%k | 25%ajK | 20%k | 20%k | 18% | 16% | 11% | 20%k | 19%k | 22%kP | 20%k | 15% | 21%k | 23%aS | 16% | 20% | 17% | 19% | 19% |
| I've watched about the same amount | 968 | 470 | 495 | 54 | 95 | 147 | 147 | 160 | 152 | 120 | 93 | 149 | 112 | 259 | 307 | 365 | 61 | 258 | 307 | 191 | 212 | 565 | 403 |
| | 66% | 66% | 65% | 63% | 59% | 63% | 66% | 67% | 70%el | 66% | 70% | 61% | 61% | 62% | 67% | 68%eln | 62% | 62% | 69%r | 65% | 66% | 66% | 66% |
| I've watched less | 155 | 88 | 66 | 8 | 24 | 23 | 26 | 19 | 18 | 23 | 13 | 32 | 25 | 49 | 45 | 54 | 9 | 40 | 48 | 29 | 38 | 88 | 67 |
| | 11%c | 12%ac | 9% | 9% | 15%ahi | 10% | 12% | 8% | 8% | 13% | 10% | 13% | 14% | 12% | 10% | 10% | 9% | 10% | 11% | 10% | 12% | 10% | 11% |
| NET: Changed | 436 | 208 | 227 | 25 | 56 | 80 | 71 | 66 | 57 | 52 | 27 | 81 | 61 | 141 | 138 | 137 | 30 | 135 | 119 | 89 | 93 | 253 | 183 |
| | 30%kp | 29% | 30% | 30% | 35%kp | 35%Kp | 32%k | 28% | 26% | 28% | 21% | 33%kp | 33%k | 34%aKP | 30%k | 26% | 30% | 32% | 27% | 30% | 29% | 29% | 30% |
| Don't know | 70 | 32 | 36 | 6 | 10 | 6 | 5 | 11 | 9 | 11 | 12 | 16 | 12 | 18 | 16 | 32 | 7 | 21 | 21 | 14 | 14 | 42 | 27 |
| | 5%g | 5% | 5% | 7%g | 6%g | 2% | 2% | 5% | 4% | 6% | 9%aFGn | 7%fg | 7%fgn | 4%f | 3% | 6%fg | 7%fg | 5% | 5% | 5% | 4% | 5% | 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 108
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
ITV Hub/ STV Player
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|------------------------------------|--------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-------------|---------------------|------------|----------------|----------------|------------------------|------------------|----------------|--------------|---------------|---------------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1475 | 106 | 53 | 152 | 116 | 123 | 99 | 108 | 123 | 179 | 190 | 114 | 112 | 1149 | 1308 | 34 | 63 | 38 | 13 | 148 | 162 | 211 | 1099 | 114 | 348 |
| Weighted base | 1474 | 113 | 57* | 170 | 121 | 130 | 103* | 76 | 133 | 185 | 209 | 130 | 46 | 1238 | 1299 | 36* | 66* | 39* | 13** | 154 | 168 | 212 | 1096 | 115 | 349 |
| I've watched more | 281 | 19 | 16 | 41 | 24 | 28 | 16 | 15 | 18 | 31 | 42 | 20 | 11 | 236 | 249 | 7 | 12 | 7 | 2 | 29 | 33 | 34 | 209 | 22 | 64 |
| | 19% | 16% | 28% <i>al</i> | 24% <i>ai</i> | 20% | 21% | 15% | 20% | 13% | 17% | 20% | 15% | 25% <i>ai</i> | 19% | 20% | 20% | 18% | 19% | 16% | 19% | 20% | 16% | 19% | 19% | 18% |
| I've watched about the same amount | 968 | 84 | 37 | 103 | 76 | 90 | 70 | 49 | 88 | 118 | 133 | 89 | 31 | 804 | 877 | 20 | 36 | 18 | 6 | 81 | 113 | 143 | 723 | 75 | 231 |
| | 66% <i>T</i> | 74% <i>d</i> | 64% | 61% | 63% | 69% | 68% | 64% | 66% | 64% | 64% | 69% | 67% | 65% | 67% <i>AqR</i> | 57% | 55% | 46% | 44% | 52% | 67% | 68% | 66% | 65% | 66% |
| I've watched less | 155 | 8 | 4 | 19 | 12 | 8 | 11 | 7 | 15 | 25 | 26 | 16 | 3 | 137 | 116 | 6 | 11 | 14 | 4 | 35 | 18 | 21 | 111 | 12 | 38 |
| | 11% <i>O</i> | 7% | 7% | 11% | 10% | 6% | 11% | 9% | 11% | 13% | 13% | 12% | 6% | 9% | 18% | 17% <i>o</i> | 34% <i>AO</i> | 32% | 23% <i>AO</i> | 11% | 10% | 10% | 11% | 11% | |
| NET: Changed | 436 | 27 | 21 | 60 | 36 | 36 | 27 | 22 | 33 | 55 | 69 | 36 | 14 | 372 | 365 | 13 | 23 | 21 | 6 | 64 | 51 | 55 | 320 | 35 | 102 |
| | 30% <i>O</i> | 24% | 36% | 35% | 30% | 28% | 26% | 29% | 25% | 30% | 33% | 28% | 31% | 30% | 28% | 38% | 35% | 54% <i>AO</i> | 48% | 42% <i>AO</i> | 30% | 26% | 29% | 30% | 29% |
| Don't know | 70 | 2 | - | 7 | 8 | 4 | 6 | 5 | 13 | 11 | 7 | 5 | 1 | 62 | 58 | 2 | 6 | - | 1 | 9 | 4 | 14 | 53 | 5 | 16 |
| | 5% | 2% | - | 4% | 7% | 3% | 6% | 7% <i>c</i> | 9% <i>kabcf</i> | 6% | 4% | 4% | 2% | 5% | 4% | 6% | 10% | - | 8% | 6% | 2% | 7% <i>u</i> | 5% | 5% | 5% <i>u</i> |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 109
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
ITV Hub/ STV Player
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|----------------------------|-------------------|--------------------------|------------------|------------------|------------------|------------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1475 | 1016 | 250 | 155 | 90 | 11 | 448 | 173 | 403 | 385 | 62 | 182 | 269 | 274 | 249 | 125 | 67 | 49 | 33 | 15 | 24 | 18 | 30 |
| Weighted base | 1474 | 1011 | 249 | 157 | 88* | 11** | 451 | 177 | 406 | 385 | 62* | 187 | 280 | 278 | 254 | 120 | 65* | 48* | 30* | 13** | 21** | 14** | 24** |
| I've watched more | 281 | 188 | 55 | 20 | 18 | 3 | 89 | 39 | 80 | 76 | 9 | 26 | 50 | 48 | 58 | 26 | 15 | 5 | 8 | 6 | 7 | - | 6 |
| | 19% ^d | 19% | 22% ^D | 13% | 20% | 28% | 20% ^D | 22% ^d | 20% ^D | 20% ^D | 14% | 14% | 18% | 17% | 23% ^l | 21% | 24% | 11% | 26% | 44% | 31% | 3% | 26% |
| I've watched about the same amount | 968 | 665 | 159 | 116 | 56 | 6 | 297 | 110 | 266 | 257 | 38 | 123 | 188 | 195 | 158 | 75 | 44 | 38 | 17 | 6 | 12 | 11 | 17 |
| | 66% | 66% | 64% | 74% ^{abc} eGhJ | 64% | 55% | 66% | 62% | 66% | 67% | 62% | 66% | 67% | 70% | 62% | 63% | 68% | 80% ^{aops} | 57% | 48% | 55% | 80% | 70% |
| I've watched less | 155 | 106 | 26 | 16 | 11 | 2 | 47 | 21 | 45 | 39 | 11 | 29 | 26 | 24 | 28 | 12 | 2 | 2 | 4 | 1 | 2 | 2 | 1 |
| | 11% | 10% | 11% | 10% | 12% | 17% | 10% | 12% | 11% | 10% | 18% ^{nQr} | 15% ^{anq} | 9% | 9% | 11% | 10% | 3% | 5% | 13% | 8% | 9% | 11% | 4% |
| NET: Changed | 436 | 294 | 82 | 36 | 28 | 5 | 136 | 60 | 124 | 114 | 20 | 55 | 76 | 73 | 85 | 38 | 18 | 8 | 12 | 7 | 9 | 2 | 7 |
| | 30% ^r | 29% | 33% ^d | 23% | 32% | 45% | 30% ^d | 34% ^d | 31% ^D | 30% ^d | 32% | 29% | 27% | 26% | 34% ^r | 32% ^r | 27% | 16% | 40% ^r | 52% | 40% | 15% | 30% |
| Don't know | 70 | 52 | 9 | 5 | 4 | - | 18 | 7 | 16 | 13 | 4 | 10 | 16 | 10 | 7 | 3 | 2 | 1 | 1 | - | 1 | 1 | - |
| | 5% | 5% | 4% | 3% | 4% | - | 4% | 4% | 4% | 4% | 6% | 5% | 6% | 4% | 4% | 6% | 5% | 4% | 3% | - | 5% | 6% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 110
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
ITV Hub/ STV Player

Base: All respondents who ever watch each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|--------------|---------------|-------------|--------------------|------------|-----------------|------------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1475 | 1433 | 42 | 1102 | 373 | 1118 | 357 | 1453 | 22 | 1453 | 22 |
| Weighted base | 1474 | 1431 | 43* | 1092 | 381 | 1106 | 368 | 1450 | 23** | 1450 | 23** |
| I've watched more | 281 19%G | 277 19% | 4 9% | 216 20% | 65 17% | 233 21%AG | 48 13% | 278 19% | 3 13% | 278 19% | 3 13% |
| I've watched about the same amount | 968 66% | 940 66% | 28 65% | 717 66% | 251 66% | 716 65% | 252 68% | 952 66% | 16 69% | 952 66% | 16 69% |
| I've watched less | 155 11%B | 145 10% | 10 23%aB | 111 10% | 44 12% | 114 10% | 41 11% | 152 10% | 3 13% | 152 10% | 3 13% |
| NET: Changed | 436 30%g | 422 29% | 14 32% | 326 30% | 110 29% | 347 31%ag | 89 24% | 430 30% | 6 26% | 430 30% | 6 26% |
| Don't know | 70 5%F | 69 5% | 1 3% | 50 5% | 20 5% | 43 4% | 27 7%aF | 69 5% | 1 5% | 69 5% | 1 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 111
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NET: ITV
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1952 | 994 | 950 | 128 | 188 | 279 | 296 | 296 | 301 | 253 | 211 | 316 | 219 | 279 | 498 | 592 | 144 | 579 | 543 | 358 | 469 | 1122 | 827 |
| Weighted base | 1954 | 963 | 983 | 119 | 181 | 289 | 289 | 320 | 300 | 247 | 210 | 299 | 211 | 500 | 609 | 756 | 133 | 542 | 551 | 394 | 463 | 1094 | 857 |
| I've watched more | 479 | 201 | 276 | 31 | 52 | 80 | 71 | 74 | 76 | 51 | 44 | 83 | 61 | 141 | 145 | 171 | 36 | 148 | 119 | 100 | 112 | 267 | 212 |
| | 25%B | 21% | 28%AB | 26% | 29% | 28% | 24% | 23% | 25% | 21% | 21% | 28% | 29%j | 28%ajk | 24% | 23% | 27% | 27%sa | 22% | 25% | 24% | 24% | 25% |
| I've watched about the same amount | 1481 | 745 | 732 | 86 | 118 | 199 | 214 | 250 | 240 | 202 | 173 | 203 | 138 | 337 | 464 | 615 | 92 | 401 | 426 | 297 | 354 | 827 | 651 |
| | 76%EFL | 77% | 74% | 72%q | 65% | 69% | 74%em | 78%EFL | 80%EFL | 82%adE | 82%adE | 68% | 65% | 67% | 76%EFL | 81%AdE | 69% | 74% | 77% | 75% | 77% | 76% | 76% |
| | MN | | | | | | | MN | MNq | FgLMNQ | FgLMNQ | | | | MN | FGLMNo | | | | | | | |
| I've watched less | 254 | 146 | 106 | 15 | 34 | 46 | 46 | 35 | 27 | 30 | 21 | 49 | 39 | 85 | 81 | 78 | 18 | 67 | 78 | 48 | 61 | 145 | 109 |
| | 13%CIp | 15%AC | 11% | 13% | 19%ahl | 16%ip | 16%ip | 11% | 9% | 12% | 10% | 16%ikP | 19%ahl | 17%AhI | 13% | 10% | 14% | 12% | 14% | 12% | 13% | 13% | 13% |
| | | | | kP | | | | | | | | kP | kP | kP | | | | | | | | | |
| NET: Changed | 715 | 334 | 377 | 44 | 82 | 125 | 114 | 105 | 101 | 80 | 62 | 126 | 96 | 221 | 220 | 244 | 52 | 209 | 192 | 146 | 168 | 401 | 314 |
| | 37%kP | 35% | 38% | 37% | 46%AHi | 43%ahi | 40%kp | 33% | 34% | 33% | 30% | 42%ahi | 46%AHi | 44%AHi | 36% | 32% | 39% | 38% | 35% | 37% | 36% | 37% | 37% |
| | | | | JKoP | JKoP | JKoP | | | | | | JKoP | JKoP | JKoP | | | | | | | | | |
| Don't know | 35 | 17 | 19 | 6 | 9 | 4 | 3 | 4 | 2 | 4 | 3 | 15 | 11 | 15 | 7 | 9 | 7 | 13 | 9 | 7 | 6 | 22 | 13 |
| | 2% | 2% | 2% | 5%Afgh | 5%Afgh | 1% | 1% | 1% | 1% | 2% | 1% | 5%AfGH | 5%AfGH | 3%aFio | 1% | 1% | 5%AfGH | 2% | 2% | 2% | 1% | 2% | 2% |
| | | | | IOP | IOP | | | | | | | ijknOP | ijknOP | p | | | ikOP | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 112
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NET: ITV
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | | |
|------------------------------------|---------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|----------------------|----------------|----------------|------------------------|------------------|---------------------|-----------|-------------|-------------------|-------------------|--------------------------------|----------------------|------------------------|-------------|-------------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1952 | 139 | 76 | 192 | 158 | 164 | 129 | 134 | 167 | 239 | 250 | 159 | 145 | 1534 | 1740 | 41 | 85 | 42 | 19 | 187 | 211 | 316 | 1417 | 162 | 495 |
| Weighted base | 1954 | 149 | 82* | 214 | 164 | 174 | 135 | 95 | 179 | 248 | 275 | 180 | 60 | 1650 | 1734 | 43* | 88* | 43* | 20** | 194 | 218 | 316 | 1417 | 161 | 497 |
| I've watched more | 479 25% | 35 23% | 27 33%gj | 57 27% | 43 26% | 44 25% | 24 18% | 24 26% | 36 20% | 62 25% | 70 25% | 41 23% | 17 28%g | 403 24% | 428 25% | 12 29% | 17 20% | 12 27% | 4 22% | 46 24% | 63 29% | 81 26% | 337 24% | 51 32%aw | 131 26% |
| I've watched about the same amount | 1481 76%jQR T | 120 80%j | 61 75% | 156 73% | 121 74% | 136 78% | 107 79% | 73 77% | 146 81%j | 174 70% | 208 75% | 134 74% | 47 78% | 1241 75% | 1347 78%AqR T | 28 66% | 58 66% | 24 54% | 10 51% | 120 62% | 165 76% | 249 79% | 1070 76% | 117 72% | 383 77% |
| I've watched less | 254 13%O | 12 8% | 7 9% | 26 12% | 22 13% | 20 11% | 19 14% | 8 9% | 20 11% | 46 19%ABC fhMn | 43 16%bm | 26 14% | 5 8% | 229 14%ab | 190 11% | 9 22%o | 23 26%AO | 19 43%AO pt | 6 32% | 57 29%AO | 31 14% | 37 12% | 184 13% | 20 12% | 63 13% |
| NET: Changed | 715 37%O | 46 31% | 34 42% | 81 38% | 63 39% | 64 37% | 43 32% | 31 32% | 54 30% | 105 42%abg i | 109 40% | 65 36% | 20 34% | 618 37%i | 605 35% | 21 48% | 40 46%o | 27 63%AO | 10 49% | 98 50%AO | 92 42% | 114 36% | 509 36% | 68 42% | 188 38% |
| Don't know | 35 2% | 3 2% | - - | 1 1% | 2 1% | 4 2% | 2 2% | 2 2% | 5 3% | 7 3% | 3 1% | 6 3% | - - | 30 2% | 30 2% | 2 5% | 3 4% | - - | - - | 5 3% | 3 1% | 3 1% | 30 2% | 1 1% | 5 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 113
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NET: ITV
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|------------------------------------|--------------------------|-------------|------------------|-------------------------|-------------------|--------------------------|------------|-----------------|------------------|-----------------------------|------------------------|------------------------|------------------------|------------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1952 | 1376 | 319 | 195 | 117 | 12 | 564 | 219 | 506 | 488 | 93 | 257 | 370 | 362 | 309 | 162 | 79 | 62 | 40 | 25 | 30 | 20 | 36 |
| Weighted base | 1954 | 1372 | 318 | 199 | 117 | 13** | 570 | 222 | 511 | 490 | 95* | 263 | 381 | 369 | 316 | 154 | 77* | 62* | 36* | 23** | 27** | 15** | 30* |
| I've watched more | 479 25% _n | 336 24% | 80 25% | 40 20% | 32 26% | 4 34% | 139 24% | 55 25% | 121 24% | 119 24% | 19 20% | 57 22% | 96 25% | 71 19% | 93 29% _{aiN} | 39 26% | 20 26% | 12 20% | 14 39% _{akiN} | 8 36% | 10 38% | 3 20% | 7 24% |
| I've watched about the same amount | 1481 76% | 1047 76% | 237 75% | 159 80% _i | 87 74% | 8 67% | 426 75% | 160 72% | 382 75% | 373 76% | 69 73% | 193 74% | 299 79% | 290 79% | 235 74% | 113 73% | 59 76% | 50 81% | 26 73% | 15 67% | 19 72% | 13 84% | 23 78% |
| I've watched less | 254 13% | 173 13% | 42 13% | 29 15% | 20 17% | 2 15% | 80 14% | 30 14% | 71 14% | 68 14% | 16 17% _q | 43 16% _m | 41 11% | 45 12% | 44 14% | 19 13% | 5 6% | 7 11% | 5 13% | 2 9% | 4 15% | 3 17% | 4 13% |
| NET: Changed | 715 37% _n | 496 36% | 117 37% | 68 34% | 50 43% | 6 49% | 213 37% | 83 38% | 187 37% | 180 37% | 34 36% | 97 37% | 134 35% | 114 31% | 132 42% _{aN} | 57 37% | 25 32% | 19 31% | 19 52% _{amN} | 10 45% | 13 49% | 6 37% | 10 33% |
| Don't know | 35 2% | 21 1% | 9 3% | 3 2% | 1 1% | 1 8% | 13 2% | 5 2% | 13 3% | 10 2% | 2 2% | 4 2% | 7 2% | 4 1% | 4 1% | 4 2% | 2 3% | 2 3% | - | - | - | - | 1 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 114
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

NET: ITV
Base: All respondents who ever watch each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|--------------------|---------------|-------------|--------------------|------------|-----------------|------------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1952 | 1892 | 60 | 1380 | 572 | 1397 | 555 | 1920 | 32 | 1920 | 32 |
| Weighted base | 1954 | 1892 | 62* | 1372 | 582 | 1382 | 572 | 1920 | 34* | 1920 | 34* |
| I've watched more | 479 25%CGI k | 473 25%AC | 6 10% | 350 26% | 129 22% | 370 27%AG | 109 19% | 476 25%ai | 3 9% | 476 25%ak | 3 9% |
| I've watched about the same amount | 1481 76% | 1439 76% | 42 68% | 1056 77% | 426 73% | 1043 75% | 438 77% | 1456 76% | 25 73% | 1456 76% | 25 73% |
| I've watched less | 254 13%B | 236 12% | 18 30%AB | 171 12% | 83 14% | 180 13% | 74 13% | 247 13% | 7 22% | 247 13% | 7 22% |
| NET: Changed | 715 37%G | 690 36% | 25 40% | 508 37% | 207 36% | 535 39%AG | 180 31% | 705 37% | 10 30% | 705 37% | 10 30% |
| Don't know | 35 2%dF | 34 2% | 1 2% | 19 1% | 16 3%ad | 18 1% | 18 3%aF | 34 2% | 1 3% | 34 2% | 1 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 115
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Channel 4 channels
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | SEG | | | | | | | | | | |
|------------------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|---------------|-----------|------------|------------|-----------|---------------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1872 | 971 | 895 | 110 | 182 | 264 | 280 | 285 | 293 | 245 | 213 | 292 | 207 | 471 | 565 | 751 | 125 | 559 | 514 | 343 | 453 | 1073 | 796 |
| Weighted base | 1878 | 942 | 930 | 102 | 175 | 274 | 274 | 308 | 293 | 240 | 213 | 277 | 199 | 473 | 582 | 746 | 115 | 524 | 524 | 378 | 449 | 1048 | 827 |
| I've watched more | 348 | 161 | 185 | 21 | 43 | 69 | 58 | 55 | 49 | 28 | 25 | 64 | 51 | 120 | 113 | 102 | 26 | 94 | 100 | 69 | 84 | 194 | 153 |
| | 19%JKP | 17% | 20% | 20%jk | 25%aJJKP | 25%AhiJKP | 21%JKP | 18%j | 17% | 12% | 12% | 23%aJKP | 25%AhiJKP | 25%AhiJKoP | 19%JKP | 14% | 22%JKp | 18% | 19% | 18% | 19% | 19% | 19% |
| I've watched about the same amount | 1322 | 674 | 645 | 68 | 101 | 162 | 184 | 224 | 214 | 194 | 175 | 169 | 115 | 277 | 408 | 583 | 73 | 372 | 369 | 264 | 316 | 741 | 580 |
| | 70%EFLMN | 72% | 69% | 67%q | 58% | 59% | 67%emn | 73%EFLMN | 73%EFLMN | 81%ADEFHLMNOQ | 82%ADEFHLMNOQ | 61% | 57% | 58% | 70%EFLMN | 78%ADEFHLMNOQ | 63% | 71% | 70% | 70% | 70% | 71% | 70% |
| I've watched less | 173 | 91 | 81 | 9 | 24 | 34 | 26 | 26 | 25 | 19 | 10 | 32 | 26 | 60 | 53 | 54 | 12 | 46 | 47 | 39 | 39 | 93 | 78 |
| | 9%kp | 10% | 9% | 8% | 13%aKP | 12%Kp | 10% | 8% | 9% | 8% | 5% | 12%Kp | 13%Kp | 13%AKP | 9% | 7% | 10% | 9% | 9% | 10% | 9% | 9% | 9% |
| NET: Changed | 521 | 252 | 266 | 29 | 67 | 103 | 85 | 81 | 74 | 46 | 36 | 96 | 76 | 180 | 166 | 156 | 37 | 140 | 148 | 108 | 123 | 288 | 232 |
| | 28%JKP | 27% | 29% | 29%k | 38%AHJKoP | 38%AHJKOP | 31%JKP | 26%k | 25%kp | 19% | 17% | 35%AhJKP | 38%AHJKloP | 38%AHJKOP | 29%JKP | 21% | 33%dJKP | 27% | 28% | 29% | 28% | 27% | 28% |
| Don't know | 35 | 16 | 19 | 5 | 7 | 8 | 5 | 2 | 5 | - | 2 | 12 | 8 | 17 | 7 | 7 | 5 | 12 | 8 | 6 | 9 | 19 | 16 |
| | 2%jp | 2% | 2% | 5%aHJKoP | 4%ahJoP | 3%hJp | 2%j | 1% | 2%j | - | 1% | 4%AHJKOP | 4%aHJKoP | 4%AhJoP | 1% | 1% | 4%hJoP | 2% | 1% | 2% | 2% | 2% | 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 116
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Channel 4 channels
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|------------------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|-------------|----------------|----------------|----------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1872 | 138 | 70 | 189 | 146 | 161 | 119 | 122 | 161 | 236 | 241 | 153 | 136 | 1476 | 1664 | 41 | 83 | 43 | 20 | 187 | 205 | 303 | 1359 | 158 | 474 |
| Weighted base | 1878 | 148 | 75* | 210 | 151 | 171 | 124 | 86 | 173 | 245 | 265 | 173 | 56 | 1588 | 1662 | 43* | 86* | 44* | 21** | 194 | 213 | 304 | 1360 | 158 | 479 |
| I've watched more | 348 | 24 | 16 | 46 | 29 | 30 | 17 | 15 | 27 | 55 | 40 | 38 | 12 | 297 | 295 | 15 | 14 | 10 | 9 | 47 | 39 | 43 | 258 | 29 | 79 |
| | 19%ov | 16% | 21% | 22% | 19% | 18% | 14% | 18% | 16% | 23%gk | 15% | 22% | 22% | 19% | 18% | 34%AOq | 16% | 23% | 40% | 24%aoq | 18% | 14% | 19% | 18% | 17% |
| I've watched about the same amount | 1322 | 112 | 53 | 145 | 101 | 118 | 96 | 63 | 132 | 150 | 194 | 117 | 41 | 1107 | 1201 | 22 | 56 | 23 | 9 | 111 | 140 | 219 | 963 | 116 | 335 |
| | 70%JPrT | 76%J | 71% | 69% | 67% | 69% | 77%J | 73%j | 76%J | 61% | 73%J | 67% | 72%j | 70%J | 72%APR | 52% | 65% | 53% | 44% | 57% | 66% | 72% | 71% | 73% | 70% |
| I've watched less | 173 | 11 | 6 | 17 | 20 | 16 | 11 | 6 | 11 | 34 | 26 | 12 | 3 | 152 | 138 | 5 | 15 | 10 | 2 | 31 | 31 | 37 | 111 | 12 | 59 |
| | 9%Ow | 8% | 8% | 8% | 13%ei | 9% | 8% | 7% | 6% | 14%ahilmn | 10% | 7% | 6% | 10% | 8% | 12% | 17%aO | 22%AO | 10% | 16%AO | 15%AWx | 12%w | 8% | 8% | 12%aWx |
| NET: Changed | 521 | 35 | 22 | 62 | 48 | 46 | 27 | 21 | 38 | 89 | 66 | 50 | 16 | 450 | 433 | 20 | 29 | 20 | 11 | 79 | 70 | 81 | 369 | 41 | 138 |
| | 28%O | 24% | 29% | 30% | 32% | 27% | 22% | 24% | 22% | 36%AbfGniKN | 25% | 29% | 28% | 28% | 26% | 46%AO | 33% | 45%aO | 51% | 41%AO | 33% | 27% | 27% | 26% | 29% |
| Don't know | 35 | 1 | - | 3 | 2 | 6 | 1 | 2 | 3 | 5 | 4 | 7 | - | 32 | 29 | 1 | 2 | 1 | 1 | 5 | 3 | 5 | 28 | 1 | 6 |
| | 2% | 1% | - | 2% | 1% | 4% | 1% | 3% | 2% | 2% | 2% | 4% | - | 2% | 2% | 2% | 2% | 2% | 5% | 3% | 1% | 2% | 2% | 1% | 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 117
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Channel 4 channels
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|------------|----------------------|-------------------|-------------------|--------------------------|--------------------|-------------------|---------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1872 | 1329 | 299 | 183 | 109 | 11 | 532 | 209 | 476 | 460 | 91 | 245 | 356 | 353 | 286 | 156 | 78 | 58 | 37 | 26 | 29 | 20 | 36 |
| Weighted base | 1878 | 1328 | 298 | 187 | 109 | 11** | 538 | 212 | 482 | 463 | 93* | 251 | 366 | 361 | 293 | 150 | 77* | 58* | 34* | 24** | 26** | 15** | 30* |
| I've watched more | 348 19%n | 241 18% | 53 18% | 36 20% | 19 17% | 2 18% | 105 20% | 44 21% | 94 19% | 87 19% | 15 16% | 45 18% | 67 18% | 53 15% | 62 21% <i>n</i> | 29 19% | 20 26% <i>nr</i> | 6 10% | 7 21% | 6 27% | 7 28% | 4 28% | 6 19% |
| I've watched about the same amount | 1322 70% | 946 71% | 208 70% | 125 67% | 78 71% | 9 82% | 367 68% | 143 67% | 323 67% | 321 69% | 63 67% | 176 70% | 259 71% | 263 73% | 205 70% | 110 74% | 50 65% | 46 81% <i>q</i> | 25 72% | 16 68% | 16 61% | 9 59% | 19 62% |
| I've watched less | 173 9%p | 122 9% | 26 9% | 23 12% | 9 9% | - | 51 9% | 17 8% | 50 10% | 42 9% | 12 13% <i>P</i> | 25 10% <i>p</i> | 34 9%p | 42 12% <i>P</i> | 24 8% | 6 4% | 5 7% | 3 6% | 2 8% | 1 5% | 1 4% | 2 13% | 5 16% <i>P</i> |
| NET: Changed | 521 28% <i>r</i> | 363 27% | 79 26% | 59 32% | 28 26% | 2 18% | 156 29% | 61 29% | 143 30% <i>c</i> | 129 28% | 27 29% | 70 28% | 101 28% | 95 26% | 85 29% <i>r</i> | 34 23% | 25 33% <i>r</i> | 9 16% | 9 28% | 8 32% | 8 32% | 6 41% | 10 35% <i>r</i> |
| Don't know | 35 2% <i>b</i> | 19 1% | 12 4% <i>ABdj</i> | 2 1% | 3 3% | - | 16 3% <i>ab</i> | 9 4% <i>aB</i> | 15 3% <i>abd</i> | 13 3% | 3 3% | 4 2% | 6 2% | 3 1% | 3 1% | 5 3% <i>n</i> | 2 3% | 2 3% | - | - | 2 7% | - | 1 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 118
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Channel 4 channels
Base: All respondents who ever watch each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|------------------------------------|--------------------|---------------|--------------------|------------|-----------------|--------------|--|--------------|--|--------------|-----------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1872 | 1838 | 34 | 1359 | 513 | 1351 | 521 | 1851 | 21 | 1851 | 21 |
| Weighted base | 1878 | 1843 | 35* | 1352 | 526 | 1338 | 540 | 1855 | 23** | 1855 | 23** |
| I've watched more | 348 19%cG | 347 19%ac | 1 3% | 261 19% | 87 17% | 272 20%AG | 76 14% | 347 19% | 1 5% | 347 19% | 1 5% |
| I've watched about the same amount | 1322 70%C | 1306 71%AC | 17 47% | 969 72% | 353 67% | 933 70% | 389 72% | 1313 71%A | 10 42% | 1313 71%A | 10 42% |
| I've watched less | 173 9%BDHJ | 157 9% | 15 44%AB | 106 8% | 67 13%AD | 118 9% | 55 10% | 163 9% | 10 43% | 163 9% | 10 43% |
| NET: Changed | 521 28%bgh j | 504 27% | 17 47%ab | 367 27% | 154 29% | 390 29%ag | 131 24% | 510 27% | 11 48% | 510 27% | 11 48% |
| Don't know | 35 2%DFHJ | 33 2% | 2 6% | 16 1% | 18 3%AD | 15 1% | 20 4%AF | 33 2% | 2 9% | 33 2% | 2 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 119
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

All 4
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1529 | 780 | 742 | 96 | 171 | 246 | 253 | 238 | 227 | 179 | 119 | 267 | 196 | 442 | 491 | 525 | 111 | 468 | 448 | 264 | 347 | 916 | 611 |
| Weighted base | 1530 | 750 | 773 | 88* | 165 | 254 | 246 | 257 | 227 | 175 | 119 | 253 | 189 | 442 | 503 | 520 | 102 | 437 | 457 | 290 | 344 | 894 | 634 |
| I've watched more | 277 | 121 | 156 | 20 | 40 | 65 | 52 | 39 | 30 | 21 | 10 | 60 | 46 | 111 | 91 | 61 | 24 | 87 | 83 | 55 | 51 | 169 | 106 |
| | 18%b j | 16% | 20%ab | 23%ijK | 24%ahl | 26%AHl | 21%ijK | 15% | 13% | 12% | 8% | 24%AhI | 25%ahl | 25%AHl | 18%KP | 12% | 24%ijK | 20% | 18% | 19% | 15% | 19% | 17% |
| | KP | | P | JKP | JKoP | P | | | | | JKP | JKP | JKoP | | | P | | | | | | | |
| I've watched about the same amount | 1009 | 500 | 504 | 53 | 92 | 150 | 162 | 183 | 161 | 124 | 84 | 146 | 105 | 255 | 345 | 369 | 59 | 280 | 306 | 186 | 237 | 586 | 423 |
| | 66%EfL | 67% | 65% | 60% | 56% | 59% | 66%emn | 71%EfL | 71%EfL | 71%EfL | 70%eff | 58% | 56% | 58% | 69%EfL | 71%AdE | 58% | 64% | 67% | 64% | 69% | 66% | 67% |
| | MN | | | | | | MNq | MNq | MNq | mn | | | | MNq | FLMNq | | | | | | | | |
| I've watched less | 173 | 98 | 74 | 8 | 25 | 31 | 27 | 26 | 25 | 17 | 15 | 33 | 29 | 60 | 53 | 56 | 11 | 47 | 50 | 37 | 39 | 97 | 76 |
| | 11%c | 13%ac | 10% | 9% | 15% | 12% | 11% | 10% | 10% | 12% | 13% | 15% | 14% | 11% | 11% | 11% | 11% | 11% | 11% | 13% | 11% | 11% | 12% |
| NET: Changed | 450 | 219 | 231 | 28 | 65 | 96 | 78 | 65 | 55 | 38 | 24 | 93 | 75 | 171 | 144 | 117 | 35 | 134 | 132 | 92 | 90 | 266 | 183 |
| | 29%jkP | 29% | 30% | 32% | 39%AHl | 38%AHl | 32%jkP | 25% | 24% | 21% | 37%AHl | 40%AHl | 39%AHl | 29%p | 23% | 34%jkP | 31% | 29% | 32% | 26% | 30% | 29% | 29% |
| | | | | JKoP | JKoP | | | | | JKoP | JKoP | JKoP | | | | | | | | | | | |
| Don't know | 71 | 32 | 38 | 7 | 7 | 8 | 5 | 9 | 11 | 13 | 11 | 14 | 9 | 14 | 35 | 8 | 22 | 19 | 11 | 17 | 41 | 28 | |
| | 5%go | 4% | 5% | 8%go | 5% | 3% | 2% | 3% | 5% | 8%afGn | 9%afGh | 6%g | 5% | 4% | 3% | 7%afGn | 7%go | 5% | 4% | 4% | 5% | 5% | 4% |
| | | | | | | | | | O | O | | | | | O | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 120
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
All 4
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | | |
|------------------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1529 | 113 | 50 | 161 | 117 | 135 | 106 | 107 | 120 | 195 | 191 | 121 | 113 | 1196 | 1343 | 37 | 69 | 38 | 19 | 163 | 174 | 231 | 1124 | 108 | 371 |
| Weighted base | 1530 | 121 | 54* | 179 | 122 | 142 | 111 | 76 | 130 | 201 | 210 | 138 | 47 | 1287 | 1337 | 39* | 72* | 39* | 20** | 169 | 182 | 235 | 1118 | 111 | 377 |
| I've watched more | 277 | 19 | 12 | 37 | 28 | 21 | 12 | 12 | 22 | 40 | 39 | 29 | 8 | 239 | 237 | 10 | 11 | 4 | 6 | 31 | 35 | 29 | 202 | 17 | 63 |
| | 18%v | 15% | 22% | 20%g | 23%g | 14% | 11% | 16% | 17% | 20%g | 18% | 21%g | 16% | 19%g | 18% | 27% | 15% | 11% | 29% | 18% | 19%v | 12% | 18%v | 15% | 17%v |
| I've watched about the same amount | 1009 | 90 | 37 | 119 | 76 | 96 | 78 | 52 | 89 | 125 | 132 | 87 | 31 | 837 | 908 | 19 | 41 | 21 | 10 | 91 | 116 | 161 | 745 | 78 | 247 |
| | 66%pT | 74%jk | 69% | 66% | 62% | 67% | 70% | 69% | 68% | 62% | 63% | 63% | 65% | 65% | 68%ApT | 49% | 58% | 54% | 50% | 54% | 64% | 69% | 67% | 70% | 65% |
| I've watched less | 173 | 10 | 4 | 15 | 13 | 19 | 16 | 7 | 15 | 20 | 34 | 16 | 6 | 151 | 135 | 7 | 13 | 13 | 2 | 35 | 26 | 32 | 118 | 13 | 51 |
| | 11%O | 8% | 8% | 8% | 10% | 13% | 14% | 9% | 12% | 10% | 16%abdn | 11% | 12% | 10% | 18% | 18% | 18% | 33%AOt | 11% | 20%AO | 14% | 14% | 11% | 12% | 13% |
| NET: Changed | 450 | 28 | 16 | 51 | 40 | 40 | 28 | 19 | 37 | 61 | 73 | 45 | 13 | 390 | 372 | 17 | 23 | 17 | 8 | 66 | 60 | 61 | 320 | 30 | 113 |
| | 29%O | 23% | 29% | 29% | 33% | 28% | 26% | 25% | 28% | 30% | 35%b | 33% | 28% | 30% | 28% | 45%ao | 32% | 44%ao | 39% | 39%AO | 33%v | 26% | 29% | 27% | 30%v |
| Don't know | 71 | 3 | 1 | 9 | 6 | 7 | 5 | 5 | 4 | 15 | 6 | 6 | 3 | 59 | 56 | 2 | 7 | 1 | 2 | 12 | 5 | 13 | 53 | 4 | 17 |
| | 5%o | 3% | 2% | 5% | 5% | 5% | 5% | 7% | 3% | 8%akn | 3% | 4% | 6% | 5% | 4% | 5% | 10%ao | 2% | 10% | 7% | 3% | 6% | 5% | 3% | 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 121
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

All 4
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|------------------------------------|--------------------------|------------|------------------|-------------------|-------------------|--------------------------|-------------------------|------------------------|------------------------|-----------------------------|-----------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1529 | 1050 | 258 | 153 | 96 | 11 | 468 | 186 | 418 | 398 | 74 | 195 | 277 | 282 | 245 | 128 | 65 | 44 | 35 | 23 | 29 | 16 | 30 |
| Weighted base | 1530 | 1047 | 257 | 155 | 95* | 11** | 471 | 187 | 421 | 398 | 75* | 200 | 284 | 288 | 249 | 124 | 63* | 44* | 31* | 21** | 26** | 13** | 24** |
| I've watched more | 277 18% ^d | 192 18% | 46 18% | 19 12% | 15 15% | 2 18% | 83 18% ^d | 40 21% ^d | 74 18% ^d | 66 17% | 11 15% | 31 15% | 53 19% | 53 18% | 47 19% | 19 15% | 18 29% ^a | 6 13% | 3 10% | 6 30% | 6 23% | 2 15% | 6 23% |
| I've watched about the same amount | 1009 66% | 688 66% | 173 68% | 111 72% | 62 65% | 7 65% | 313 67% | 119 63% | 278 66% | 271 68% | 44 59% | 130 65% | 179 63% | 198 69% | 172 69% | 89 72% | 36 58% | 33 74% | 21 68% | 13 60% | 17 66% | 9 73% | 15 61% |
| I've watched less | 173 11% | 117 11% | 24 10% | 19 12% | 13 14% | 2 17% | 54 12% | 22 12% | 50 12% | 42 11% | 12 15% | 28 14% | 35 12% | 31 11% | 21 8% | 11 9% | 6 10% | 5 10% | 7 22% ^o | 1 5% | 1 4% | * 3% | 3 11% |
| NET: Changed | 450 29% | 309 30% | 71 27% | 38 24% | 28 29% | 4 35% | 137 29% ^j | 62 33% | 124 30% | 108 27% | 23 31% | 58 29% | 88 31% | 84 29% | 68 27% | 30 24% | 25 39% ^p | 10 23% | 10 32% | 8 36% | 7 27% | 2 18% | 8 35% |
| Don't know | 71 5% ⁿ | 50 5% | 13 5% | 6 4% | 6 6% | - - | 21 4% | 7 4% | 19 4% | 18 5% | 8 11% ^a | 12 6% ⁿ | 18 6% ⁿ | 6 2% | 9 4% | 5 4% | 2 3% | 1 2% | - - | 1 4% | 2 7% | 1 9% | 1 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 122
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

All 4
Base: All respondents who ever watch each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|--------------|---------------|-----------|--------------------|-----------|-----------------|-----------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1529 | 1486 | 43 | 1133 | 396 | 1153 | 376 | 1507 | 22 | 1507 | 22 |
| Weighted base | 1530 | 1486 | 44* | 1125 | 405 | 1142 | 388 | 1506 | 23** | 1506 | 23** |
| I've watched more | 277 | 274 | 3 | 210 | 67 | 228 | 49 | 275 | 2 | 275 | 2 |
| | 18%G | 18% | 7% | 19% | 17% | 20%AG | 13% | 18% | 9% | 18% | 9% |
| I've watched about the same amount | 1009 | 980 | 29 | 745 | 264 | 744 | 265 | 996 | 13 | 996 | 13 |
| | 66% | 66% | 66% | 66% | 65% | 65% | 68% | 66% | 55% | 66% | 55% |
| I've watched less | 173 | 166 | 8 | 124 | 49 | 126 | 48 | 169 | 4 | 169 | 4 |
| | 11% | 11% | 17% | 11% | 12% | 11% | 12% | 11% | 19% | 11% | 19% |
| NET: Changed | 450 | 439 | 11 | 334 | 116 | 354 | 96 | 444 | 6 | 444 | 6 |
| | 29%g | 30% | 24% | 30% | 29% | 31%ag | 25% | 29% | 27% | 29% | 27% |
| Don't know | 71 | 66 | 4 | 46 | 24 | 44 | 27 | 66 | 4 | 66 | 4 |
| | 5%FHJ | 4% | 10% | 4% | 6% | 4% | 7%af | 4% | 18% | 4% | 18% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 123
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NET: Channel 4
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-----------|----------|------------|-------------|------------|-------------|-----------|-----------|-----------|---------------|---------------|------------|-------------|--------------|-----------|---------------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1934 | 997 | 929 | 116 | 194 | 287 | 291 | 291 | 294 | 248 | 213 | 310 | 220 | 507 | 582 | 755 | 132 | 580 | 534 | 352 | 465 | 1114 | 817 |
| Weighted base | 1940 | 968 | 965 | 107 | 187 | 298 | 285 | 314 | 294 | 243 | 213 | 294 | 212 | 509 | 599 | 750 | 122 | 544 | 545 | 387 | 461 | 1089 | 848 |
| I've watched more | 439 | 207 | 231 | 28 | 54 | 92 | 76 | 64 | 60 | 38 | 27 | 82 | 65 | 156 | 140 | 125 | 34 | 132 | 124 | 84 | 99 | 255 | 183 |
| | 23%JKP | 21% | 24% | 26%jKp | 29%ahjKJP | 31%AHlJKoP | 27%JKP | 20%kk | 20%kcp | 16% | 13% | 28%ahjKJP | 30%AHlJKoP | 31%AHlJKoP | 23%jKJP | 17% | 28%JKP | 24% | 23% | 22% | 21% | 23% | 22% |
| I've watched about the same amount | 1473 | 745 | 723 | 77 | 119 | 200 | 212 | 242 | 236 | 205 | 181 | 196 | 135 | 335 | 454 | 623 | 85 | 417 | 420 | 285 | 351 | 836 | 636 |
| | 76%EFLMN | 77% | 75% | 72% | 64% | 67% | 74%elm | 77%EFLMN | 80%EFLMNq | 84%ADEFHLMNOQ | 85%ADEFHLMNOQ | 67% | 64% | 66% | 76%EFLMN | 83%ADEFHLMNOQ | 70% | 77% | 77% | 73% | 76% | 77% | 75% |
| I've watched less | 258 | 144 | 113 | 10 | 34 | 50 | 36 | 40 | 39 | 28 | 22 | 44 | 38 | 87 | 76 | 88 | 14 | 73 | 74 | 52 | 58 | 147 | 110 |
| | 13%c | 15%ac | 12% | 10% | 18%adjkp | 17%kp | 12% | 13% | 13% | 11% | 10% | 15%d | 18%adklp | 17%AdjkoP | 13% | 12% | 12%d | 13% | 14% | 13% | 13% | 14% | 13% |
| NET: Changed | 679 | 337 | 339 | 38 | 85 | 138 | 108 | 100 | 97 | 65 | 48 | 123 | 98 | 237 | 208 | 209 | 48 | 198 | 192 | 134 | 153 | 390 | 286 |
| | 35%JKP | 35% | 35% | 36%k | 45%AHlJKoP | 46%AgHlJKoP | 38%JKP | 32%kk | 33%kcp | 27% | 22% | 42%AhiJKoP | 46%AdHlJKoP | 46%AdgHIJKoP | 35%jKJP | 28%kk | 39%djKp | 36% | 35% | 35% | 33% | 36% | 34% |
| Don't know | 34 | 17 | 16 | 7 | 8 | 6 | 6 | 2 | 4 | - | 1 | 15 | 9 | 16 | 8 | 5 | 7 | 12 | 7 | 6 | 9 | 19 | 15 |
| | 2%jP | 2% | 2% | 6%AtgHlJKoP | 4%AHlJKoP | 2%jp | 2%jp | 1% | 1% | - | 1% | 5%AHlJKoP | 4%AHlJKoP | 3%ahJkP | 1% | 1% | 5%AHlJKoP | 2% | 1% | 2% | 2% | 2% | 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 124
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

NET: Channel 4

Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | | |
|------------------------------------|----------------|---------------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|--------------------|----------------|----------------|------------------------|------------------|----------------------|--------------|-------------|-------------|-------------------|--------------------------------|----------------------|------------------------|-------------|------------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1934 | 145 | 71 | 191 | 155 | 167 | 123 | 130 | 167 | 244 | 246 | 158 | 137 | 1522 | 1719 | 42 | 84 | 43 | 21 | 190 | 214 | 309 | 1405 | 160 | 488 |
| Weighted base | 1940 | 155 | 76* | 212 | 161 | 177 | 128 | 92 | 180 | 253 | 270 | 179 | 57 | 1636 | 1718 | 44* | 87* | 44* | 22** | 197 | 222 | 310 | 1406 | 160 | 493 |
| I've watched more | 439 23%ov | 31 20% | 19 25% | 53 25% | 38 24% | 36 20% | 21 16% | 20 22% | 35 19% | 71 28%agi n | 56 21% | 46 26% | 13 24% | 374 23% | 376 22% | 17 38%aoq | 16 18% | 10 23% | 11 48% | 54 27%q | 51 23% | 55 18% | 322 23%v | 32 20% | 102 21%v |
| I've watched about the same amount | 1473 76%nPT | 130 83%adE Jn | 55 72% | 156 73% | 113 71% | 132 75% | 104 81% | 72 79% | 145 81%ej | 181 72% | 209 77% | 133 74% | 45 79% | 1227 75% | 1336 78%APq rT | 24 55% | 59 67% | 28 64% | 14 64% | 125 64% | 161 72% | 243 78% | 1074 76% | 122 76% | 372 76% |
| I've watched less | 258 13%Ow | 17 11% | 7 9% | 20 10% | 25 16% | 24 14% | 21 16% | 10 11% | 22 12% | 41 16% d | 43 16% | 20 11% | 7 12% | 224 14% | 209 12% | 8 18% | 19 22%ao | 14 31%AO | 3 14% | 44 22%AO | 37 17% | 52 17%w | 173 12% | 19 12% | 78 16% |
| NET: Changed | 679 35%O | 47 30% | 25 33% | 73 35% | 61 38% | 59 34% | 41 32% | 31 33% | 56 31% | 108 43%Abi n | 93 34% | 65 36% | 20 34% | 581 36% | 570 33% | 23 52%ao | 34 39% | 24 54%AO | 14 62% | 94 48%AOq | 85 38% | 100 32% | 485 34% | 50 31% | 172 35% |
| Don't know | 34 2%o | 1 1% | - | 2 1% | 2 1% | 5 3% | 1 1% | 2 2% | 2 1% | 9 4%a | 3 1% | 7 4% | - | 31 2% | 26 2% | 1 2% | 2 2% | 1 2% | 2 9% | 6 3% | 3 1% | 5 2% | 28 2% | 1 1% | 6 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 125
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NET: Channel 4
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|-------------|------------------|-------------------|-------------------|--------------------------|--------------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1934 | 1371 | 310 | 185 | 114 | 11 | 552 | 219 | 493 | 475 | 95 | 259 | 364 | 364 | 298 | 159 | 79 | 60 | 39 | 27 | 30 | 20 | 36 |
| Weighted base | 1940 | 1370 | 310 | 189 | 115 | 11** | 559 | 222 | 499 | 479 | 97* | 265 | 374 | 372 | 305 | 153 | 78* | 60* | 36* | 25** | 27** | 15** | 30* |
| I've watched more | 439 23% | 310 23% | 66 21% | 40 21% | 23 20% | 2 18% | 128 23% | 58 26% | 115 23% | 105 22% | 20 21% | 56 21% | 80 21% | 76 20% | 75 24% | 35 23% | 25 32%nr | 9 16% | 8 23% | 9 35% | 9 35% | 4 28% | 8 26% |
| I've watched about the same amount | 1473 76% | 1052 77% | 229 74% | 143 75% | 86 75% | 9 82% | 412 74% | 161 72% | 365 73% | 358 75% | 68 70% | 202 76% | 279 74% | 290 78% | 233 76% | 126 83%akmq | 53 68% | 49 83% | 28 80% | 17 70% | 20 75% | 11 72% | 22 74% |
| I've watched less | 258 13% | 184 13% | 34 11% | 29 15% | 15 13% | 2 17% | 72 13% | 27 12% | 68 14%cj | 57 12% | 19 19%op | 39 15% | 50 13% | 57 15% | 33 11% | 14 9% | 7 9% | 6 19% | 7 5% | 1 4% | 1 4% | 2 16% | 7 22%p |
| NET: Changed | 679 35% | 480 35% | 96 31% | 67 35% | 37 32% | 4 35% | 195 35%cj | 83 37%c | 177 36%Cj | 157 33% | 38 39% | 92 35% | 125 33% | 128 34% | 106 35% | 47 31% | 32 41% | 15 25% | 15 43% | 10 39% | 10 39% | 7 43% | 13 43% |
| Don't know | 34 2%Bn | 18 1% | 14 4%ABdg | 2 1% | 4 3% | - | 17 3%ab | 8 3%b | 16 3%aBd | 15 3%abd | 4 4%No | 5 2% | 7 2% | 2 * | 2 1% | 4 3%n | 2 3% | 2 3%n | - | 1 4% | 2 7% | - | 1 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligibile for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 126
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NET: Channel 4
Base: All respondents who ever watch each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|--------------|---------------|-------------|--------------------|--------------|-----------------|-------------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1934 | 1880 | 54 | 1386 | 548 | 1390 | 544 | 1905 | 29 | 1905 | 29 |
| Weighted base | 1940 | 1884 | 56* | 1379 | 561 | 1378 | 562 | 1909 | 31** | 1909 | 31** |
| I've watched more | 439 | 435 23%CeG | 4 23%AC | 331 8% | 108 24%ae | 351 19% | 89 25%AG | 436 10% | 3 23% | 436 10% | 3 10% |
| I've watched about the same amount | 1473 | 1439 76%cE | 35 76%ac | 1073 62% | 401 78%AE | 1049 71% | 425 76% | 1456 76%A | 17 55% | 1456 76%A | 17 55% |
| I've watched less | 258 | 241 13%BHJ | 16 13% | 175 30%AB | 82 13% | 186 13% | 72 13% | 248 13% | 10 32% | 248 13% | 10 32% |
| NET: Changed | 679 | 658 35%G | 21 35% | 490 37% | 189 36% | 517 38%AG | 161 29% | 666 35% | 13 42% | 666 35% | 13 42% |
| Don't know | 34 | 31 2%bDFH | 3 2% | 15 6%ab | 19 1% | 15 3%AD | 20 3%AF | 31 2% | 3 10% | 31 2% | 3 10% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 127
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Channel 5 channels
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1680 | 866 | 810 | 89 | 146 | 224 | 254 | 263 | 276 | 240 | 188 | 235 | 167 | 391 | 517 | 704 | 102 | 490 | 464 | 314 | 409 | 954 | 723 |
| Weighted base | 1687 | 841 | 842 | 82* | 140 | 233 | 249 | 283 | 276 | 237 | 188 | 222 | 160 | 393 | 532 | 701 | 93* | 460 | 471 | 347 | 406 | 931 | 753 |
| I've watched more | 260 | 116 | 143 | 11 | 25 | 51 | 43 | 40 | 43 | 25 | 23 | 36 | 28 | 79 | 83 | 90 | 14 | 74 | 71 | 52 | 64 | 145 | 116 |
| | 15%jp | 14% | 17% | 14% | 18%j | 22%AkJ | 17%j | 14% | 16% | 10% | 12% | 16% | 17% | 20%AjK | 16% | 13% | 15% | 16% | 15% | 15% | 16% | 16% | 15% |
| I've watched about the same amount | 1224 | 608 | 615 | 51 | 82 | 143 | 176 | 211 | 214 | 193 | 154 | 133 | 94 | 238 | 387 | 560 | 56 | 328 | 346 | 250 | 296 | 675 | 546 |
| | 73%DEF | 72% | 73% | 62% | 59% | 62% | 71%efl | 75%DEF | 77%aDE | 81%ADE | 82%ADE | 60% | 59% | 60% | 73%EFL | 80%ADE | 60% | 71% | 73% | 72% | 73% | 72% | 73% |
| I've watched less | 152 | 90 | 61 | 13 | 23 | 32 | 25 | 27 | 14 | 13 | 4 | 36 | 28 | 61 | 52 | 31 | 16 | 36 | 44 | 39 | 34 | 79 | 73 |
| | 9%cij | 11%ac | 7% | 16%aJ | 17%Ahl | 14%AJ | 10%ikP | 10%kP | 5% | 5% | 2% | 16%Agh | 18%Agh | 15%Ahl | 10%ijK | 4% | 17%Ahl | 8% | 9% | 11% | 8% | 9% | 10% |
| NET: Changed | 412 | 206 | 204 | 24 | 48 | 83 | 68 | 67 | 57 | 38 | 27 | 72 | 56 | 139 | 135 | 122 | 30 | 110 | 115 | 91 | 97 | 224 | 188 |
| | 24%JKP | 24% | 24% | 29%JKP | 34%Ahl | 36%AHI | 27%JKP | 24%jkp | 21% | 16% | 14% | 32%Ahl | 35%Ahl | 35%Agh | 25%JKP | 17% | 32%JK | 24% | 24% | 26% | 24% | 24% | 25% |
| Don't know | 51 | 28 | 23 | 7 | 10 | 6 | 5 | 5 | 5 | 7 | 7 | 17 | 10 | 16 | 10 | 18 | 7 | 22 | 10 | 6 | 13 | 32 | 19 |
| | 3% | 3% | 3% | 8%AFGH | 7%AgHI | 3% | 2% | 2% | 2% | 3% | 4% | 7%AFGH | 6%aghi | 4%o | 2% | 3% | 7%agHI | 5%ast | 2% | 2% | 3% | 3% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used. * small base

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Absolutes/col percents

Table 128
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Channel 5 channels
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | | |
|------------------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1680 | 117 | 64 | 171 | 140 | 145 | 108 | 114 | 152 | 213 | 208 | 128 | 120 | 1329 | 1503 | 30 | 71 | 38 | 18 | 157 | 177 | 287 | 1214 | 146 | 433 |
| Weighted base | 1687 | 125 | 69* | 191 | 145 | 154 | 114 | 80 | 164 | 221 | 229 | 146 | 50 | 1431 | 1502 | 32** | 74* | 39* | 19** | 164 | 183 | 289 | 1217 | 145 | 436 |
| I've watched more | 260 | 17 | 9 | 37 | 20 | 22 | 15 | 11 | 22 | 40 | 28 | 29 | 11 | 221 | 225 | 8 | 13 | 5 | 6 | 32 | 29 | 37 | 193 | 24 | 65 |
| | 15% | 14% | 13% | 19% | 14% | 14% | 13% | 14% | 14% | 18% | 12% | 20% | 21%k | 15% | 15% | 26% | 17% | 14% | 30% | 19% | 16% | 13% | 16% | 17% | 15% |
| I've watched about the same amount | 1224 | 94 | 55 | 130 | 104 | 113 | 83 | 64 | 123 | 144 | 175 | 102 | 37 | 1029 | 1122 | 18 | 40 | 22 | 8 | 88 | 129 | 217 | 880 | 110 | 319 |
| | 73%JQr | 75% | 80%j | 68% | 72% | 73% | 79%eJ | 75%j | 65% | 77%J | 70% | 74% | 72%k | 75%AQr | 58% | 53% | 58% | 42% | 54% | 71% | 75% | 72% | 76% | 73% | |
| I've watched less | 152 | 12 | 5 | 22 | 16 | 14 | 10 | 4 | 10 | 29 | 19 | 9 | 2 | 134 | 115 | 4 | 16 | 9 | 4 | 34 | 21 | 26 | 109 | 7 | 39 |
| | 9%O | 9% | 8% | 12%k | 11% | 9% | 9% | 5% | 6% | 13%ahil | 8% | 6% | 4% | 9% | 8% | 14% | 21%AO | 24%AO | 23% | 21%AO | 11%x | 9%x | 9% | 5% | 9%x |
| NET: Changed | 412 | 29 | 14 | 59 | 36 | 36 | 25 | 15 | 32 | 68 | 47 | 38 | 13 | 355 | 340 | 13 | 29 | 15 | 10 | 66 | 50 | 63 | 301 | 31 | 104 |
| | 24%O | 23% | 20% | 31%ahik | 25% | 23% | 22% | 19% | 20% | 31%ahikn | 21% | 26% | 26% | 25% | 23% | 39% | 38%AO | 38%o | 53% | 40%AO | 27% | 22% | 25% | 21% | 24% |
| Don't know | 51 | 2 | - | 2 | 5 | 5 | 1 | 9 | 9 | 6 | 6 | - | - | 48 | 40 | 1 | 6 | 2 | 1 | 10 | 4 | 9 | 36 | 4 | 13 |
| | 3%o | 2% | - | 1% | 3% | 3% | 5% | 2% | 6%dm | 4% | 3% | 4% | - | 3%r | 3% | 3% | 8%aO | 5% | 6% | 6%ao | 2% | 3% | 3% | 3% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 129
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Channel 5 channels
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1680 | 1196 | 264 | 167 | 99 | 12 | 472 | 173 | 420 | 410 | 71 | 235 | 318 | 321 | 251 | 139 | 74 | 49 | 34 | 23 | 27 | 19 | 26 |
| Weighted base | 1687 | 1198 | 264 | 169 | 99* | 12** | 476 | 176 | 424 | 412 | 72* | 241 | 327 | 330 | 258 | 132 | 73* | 49* | 32* | 21** | 24** | 14** | 22** |
| I've watched more | 260 | 185 | 45 | 21 | 14 | - | 75 | 32 | 67 | 64 | 11 | 32 | 53 | 43 | 54 | 22 | 12 | 2 | 8 | 5 | 5 | 2 | 3 |
| | 15%r | 15% | 17% | 13% | 14% | - | 16% | 18% | 16% | 16% | 16% | 13% | 16%r | 13% | 21%Ahr | 16%r | 16%r | 4% | 25%R | 25% | 20% | 14% | 16% |
| I've watched about the same amount | 1224 | 885 | 177 | 123 | 71 | 7 | 331 | 120 | 293 | 285 | 50 | 178 | 236 | 255 | 170 | 97 | 52 | 45 | 20 | 14 | 14 | 11 | 15 |
| | 73%co | 74%c | 67% | 73% | 72% | 59% | 69% | 68% | 69% | 69% | 70% | 74% | 72% | 77%aO | 66% | 73% | 72% | 92%AKLM | 62% | 65% | 60% | 79% | 70% |
| I've watched less | 152 | 97 | 28 | 21 | 10 | 2 | 53 | 19 | 50 | 46 | 8 | 25 | 28 | 26 | 25 | 12 | 5 | 1 | 3 | 1 | 4 | 1 | 2 |
| | 9%b | 8% | 11% | 13% | 10% | 16% | 11% | 11% | 12%ab | 11% | 11% | 10% | 9% | 8% | 10% | 9% | 7% | 2% | 10% | 5% | 16% | 7% | 9% |
| NET: Changed | 412 | 282 | 74 | 43 | 24 | 2 | 129 | 51 | 117 | 110 | 19 | 57 | 82 | 69 | 79 | 34 | 17 | 3 | 11 | 6 | 9 | 3 | 5 |
| | 24%R | 24% | 28% | 25% | 25% | 16% | 27% | 29% | 27% | 27% | 26%R | 24%R | 25%R | 21%r | 31%aNR | 25%R | 23%r | 6% | 35%R | 30% | 36% | 21% | 25% |
| Don't know | 51 | 31 | 13 | 3 | 4 | 3 | 17 | 5 | 14 | 17 | 3 | 5 | 10 | 6 | 8 | 2 | 4 | 1 | 1 | 1 | 1 | - | 1 |
| | 3% | 3% | 5%bi | 2% | 4% | 25% | 4% | 3% | 3% | 4% | 4% | 2% | 3% | 2% | 3% | 2% | 6% | 2% | 3% | 4% | 4% | - | 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 130
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

Channel 5 channels
Base: All respondents who ever watch each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|------------------------------------|----------------------|-------------|--------------------|------------|-----------------|--------------|--|-------------|--|-------------|-----------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1680 | 1653 | 27 | 1238 | 442 | 1215 | 465 | 1662 | 18 | 1662 | 18 |
| Weighted base | 1687 | 1659 | 28** | 1235 | 452 | 1207 | 481 | 1668 | 19** | 1668 | 19** |
| I've watched more | 260 15%g | 260 16%a | - | 199 16% | 61 13% | 201 17%ag | 60 12% | 260 16% | - | 260 16% | - |
| I've watched about the same amount | 1224 73% | 1203 72% | 21 7% | 906 73% | 318 70% | 867 72% | 356 74% | 1208 72% | 16 84% | 1208 72% | 16 84% |
| I've watched less | 152 9% 9% d | 148 9% | 4 13% | 100 8% | 52 11% ad | 110 9% | 42 9% | 151 9% | 1 6% | 151 9% | 1 6% |
| NET: Changed | 412 24% | 409 25% | 4 13% | 299 24% | 113 25% | 310 26% | 102 21% | 411 25% | 1 6% | 411 25% | 1 6% |
| Don't know | 51 3% bDf | 48 3% | 3 11% | 30 2% | 22 5% ad | 29 2% | 22 5% af | 49 3% | 2 10% | 49 3% | 2 10% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 131
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

My5
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|--------------|------------|------------|-------------|------------------------|--------------------|------------|---------------------|--------------|-----------|-------------|--------------|-----------------------|---------------------|--------------|---------------------|-------------|------------|------------|------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1121 | 586 | 533 | 65 | 112 | 176 | 186 | 177 | 187 | 126 | 92 | 177 | 127 | 303 | 363 | 405 | 74 | 316 | 322 | 221 | 260 | 638 | 481 |
| Weighted base | 1132 | 571 | 559 | 60* | 107 | 183 | 183 | 192 | 189 | 126 | 92* | 167 | 122 | 305 | 375 | 407 | 67* | 299 | 329 | 244 | 258 | 628 | 502 |
| I've watched more | 154 14%Kp | 76 13% | 78 14% | 16%k | 13%k | 20%ahj KP | 17%Kp | 12% | 13%k | 10% | 5% | 14%k | 13%k | 17%Kp | 14%k | 10%k | 18%K | 42 14% | 42 13% | 40 16% | 30 12% | 84 13% | 70 14% |
| I've watched about the same amount | 765 68%N | 388 68% | 377 67% | 39 64% | 65 60% | 113 62% | 123 67% | 140 73%eff mn | 134 71%mn | 84 66% | 67 73%mn | 103 62% | 74 60% | 186 61% | 263 70%mn | 286 70%eff mn | 43 63% | 198 66% | 235 72% | 157 65% | 172 66% | 434 69% | 329 66% |
| I've watched less | 146 13%i | 78 14% | 66 12% | 5 8% | 23 22%Adg hiloPq | 25 13% | 23 13% | 22 12% | 16 8% | 19 15% | 13 14% | 28 17%diq | 25 21%Adh llopq | 50 16%ai | 46 12% | 48 12%i | 6 9% | 37 11% | 37 11% | 34 14% | 38 15% | 74 12% | 72 14% |
| NET: Changed | 300 27%p | 154 27% | 145 26% | 14 24% | 37 34%hik P | 61 33%ahi kP | 53 29% | 45 23% | 41 22% | 32 25% | 18 19% | 51 31%kp | 41 33%kp | 101 33%AhI kP | 98 26% | 90 22% | 18 26% | 79 27% | 79 24% | 74 30% | 68 26% | 158 25% | 142 28% |
| Don't know | 67 6%o | 29 5% | 38 7% | 7 12%ghO | 6 5% | 10 5% | 6 3% | 7 4% | 14 7% | 11 9%o | 7 8% | 13 8%o | 8 6% | 17 6% | 13 4% | 31 8%o | 7 10%gho | 21 7% | 14 4% | 12 5% | 19 7% | 36 6% | 31 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 132
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

My5
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|------------------------------------|---------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|--------------------|----------------|----------------|----------------------|------------------|---------------|-----------|------------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1121 | 78 | 41 | 126 | 100 | 98 | 78 | 77 | 88 | 153 | 135 | 78 | 69 | 897 | 992 | 23 | 51 | 29 | 10 | 113 | 128 | 177 | 824 | 93 | 275 |
| Weighted base | 1132 | 84* | 44* | 140 | 104* | 104* | 82* | 55* | 96* | 158 | 148 | 89* | 29* | 965 | 998 | 24** | 54* | 29** | 10** | 117 | 133 | 181 | 830 | 94* | 280 |
| I've watched more | 154 14%o | 8 9% | 5 12% | 21 15% | 10 9% | 16 16% | 9 12% | 6 10% | 13 13% | 32 21%Aben | 21 14% | 9 10% | 3 10% | 138 14% | 127 13% | 7 30% | 8 14% | 4 14% | 3 33% | 22 19% | 18 14% | 20 11% | 115 14% | 14 15% | 37 13% |
| I've watched about the same amount | 765 68%JQT | 63 76%J | 31 69% | 93 66% | 81 78%aJkn | 69 66% | 55 68% | 38 70%j | 64 67% | 87 55% | 98 66% | 64 72%j | 22 76%J | 642 66%J | 702 70%AQT | 13 53% | 26 49% | 15 51% | 2 20% | 56 48% | 92 69% | 122 67% | 560 68% | 62 66% | 189 67% |
| I've watched less | 146 13%O | 8 9% | 6 14% | 15 11% | 11 10% | 15 15% | 13 16% | 7 13% | 12 12% | 29 18%a | 18 12% | 11 13% | 2 8% | 129 13% | 116 12% | 3 13% | 12 22%o | 8 28% | 4 37% | 27 23%AO | 18 13% | 24 13% | 105 13% | 13 14% | 36 13% |
| NET: Changed | 300 27%O | 15 18% | 12 26% | 37 26% | 20 19% | 32 31% | 22 27% | 13 23% | 25 26% | 61 39%ABdEhikMN | 39 26% | 20 23% | 5 18% | 267 26%e | 244 24% | 10 43% | 19 36% | 12 42% | 7 71% | 49 42%AO | 36 27% | 44 24% | 220 27% | 27 29% | 73 26% |
| Don't know | 67 6%o | 5 6% | 2 5% | 10 7% | 3 3% | 3 3% | 4 5% | 4 7% | 7 7% | 10 6% | 12 8% | 5 5% | 2 6% | 57 6% | 53 5% | 1 4% | 8 15%AO | 2 7% | 1 10% | 12 10%ao | 5 4% | 16 9%u | 50 6% | 5 5% | 18 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 133
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

My5
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|------------|------------------------|-------------------|-------------------|--------------------------|------------|-----------------|------------------|------------------------|-----------------------------|-----------------------|--------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1121 | 758 | 192 | 120 | 64 | 10 | 353 | 136 | 318 | 303 | 47 | 160 | 214 | 212 | 174 | 94 | 48 | 28 | 24 | 17 | 18 | 10 | 19 |
| Weighted base | 1132 | 764 | 192 | 121 | 65* | 10** | 358 | 140 | 323 | 305 | 47* | 164 | 221 | 216 | 179 | 92* | 48* | 29** | 23** | 16** | 16** | 8** | 16** |
| I've watched more | 154 14%l | 98 13% | 35 18% ^d | 13 11% | 6 10% | 2 20% | 54 15% | 22 16% | 49 15% | 49 16% ^d | 7 15% | 13 8% | 40 18% ^{aLn} | 21 10% | 33 18% ^{Ln} | 12 13% | 9 18% ^l | 1 4% | 2 9% | 3 20% | 5 33% | - | 3 17% |
| I've watched about the same amount | 765 68% | 517 68% | 124 65% | 89 73% | 48 74% | 6 61% | 242 68% | 91 65% | 216 67% | 205 67% | 29 61% | 117 71% | 139 63% | 150 69% | 120 67% | 66 71% | 32 67% | 27 95% | 14 64% | 10 66% | 7 42% | 7 90% | 9 60% |
| I've watched less | 146 13% | 104 14% | 23 12% | 13 11% | 9 15% | 1 9% | 41 11% | 19 14% | 38 12% | 34 11% | 8 16% | 28 17% | 24 11% | 33 15% | 17 10% | 10 10% | 3 7% | * 1% | 4 19% | 1 7% | 3 19% | - | 4 23% |
| NET: Changed | 300 27% | 202 26% | 58 30% | 26 21% | 16 24% | 3 29% | 95 26% | 41 29% | 87 27% | 82 27% | 15 31% | 41 25% | 65 29% | 54 25% | 50 28% | 22 23% | 12 25% | 1 5% | 6 28% | 4 27% | 8 52% | - | 6 40% |
| Don't know | 67 6% | 45 6% | 10 5% | 7 6% | 1 2% | 1 10% | 21 6% | 8 6% | 20 6% | 18 6% | 4 9% | 6 4% | 18 8% | 12 5% | 9 5% | 5 5% | 4 8% | - | 2 9% | 1 7% | 1 6% | 1 10% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 134

Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

My5

Base: All respondents who ever watch each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|------------------------------------|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1121 | 1094 | 27 | 843 | 278 | 845 | 276 | 1107 | 14 | 1107 | 14 |
| Weighted base | 1132 | 1105 | 27** | 849 | 284 | 844 | 289 | 1117 | 15** | 1117 | 15** |
| I've watched more | 154 | 153 | 1 | 124 | 30 | 128 | 26 | 154 | - | 154 | - |
| | 14%g | 14% | 4% | 15% | 11% | 15%ag | 9% | 14% | - | 14% | - |
| I've watched about the same amount | 765 | 746 | 19 | 579 | 186 | 568 | 197 | 754 | 11 | 754 | 11 |
| | 68% | 68% | 69% | 68% | 65% | 67% | 68% | 68% | 72% | 68% | 72% |
| I've watched less | 146 | 141 | 5 | 102 | 45 | 103 | 43 | 144 | 2 | 144 | 2 |
| | 13% | 13% | 20% | 12% | 16% | 12% | 15% | 13% | 14% | 13% | 14% |
| NET: Changed | 300 | 294 | 6 | 225 | 75 | 231 | 69 | 298 | 2 | 298 | 2 |
| | 27% | 27% | 24% | 27% | 26% | 27% | 24% | 27% | 14% | 27% | 14% |
| Don't know | 67 | 65 | 2 | 44 | 23 | 45 | 22 | 65 | 2 | 65 | 2 |
| | 6% | 6% | 8% | 5% | 8% | 5% | 8% | 6% | 14% | 6% | 14% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 135
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NET: Channel 5
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|------------------------------------|--------------------------|------------|------------------------------------|----------------------------------|----------------------------------|--------------------------------|-----------------------------------|-------------------------------------|-------------------------------------|--|--|----------------------------------|-----------------------------------|-----------------------------------|--|------------------------------------|-------------------------|------------|------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1722 | 884 | 834 | 94 | 152 | 233 | 264 | 267 | 279 | 242 | 191 | 246 | 174 | 407 | 531 | 712 | 107 | 501 | 478 | 323 | 417 | 979 | 740 |
| Weighted base | 1730 | 859 | 867 | 87* | 145 | 242 | 259 | 287 | 279 | 239 | 191 | 232 | 166 | 409 | 547 | 709 | 98 | 470 | 486 | 357 | 414 | 956 | 771 |
| I've watched more | 301 17% ^p | 138 16% | 162 19% | 12 14% | 29 20% | 58 24% ^{AhJ} KP | 50 19% | 47 16% | 49 18% | 32 14% | 24 12% | 41 18% | 32 19% | 89 22% ^{AjK} P | 97 18% | 105 15% | 16 16% | 86 18% | 80 16% | 63 18% | 72 17% | 166 17% | 135 18% |
| I've watched about the same amount | 1315 76% ^{DEF} LMNQ | 650 76% | 664 77% | 55 63% | 94 65% | 163 67% | 191 74% ^{lmn} q | 226 79% ^{DEF} LMNQ | 228 82% ^{aDE} FgLMNQ | 197 82% ^{aDE} FgLMNQ | 161 84% ^{ADE} FGLMNo Q | 149 64% | 107 64% | 270 66% | 418 76% ^{DEF} LMNQ | 585 83% ^{ADE} FGLMNO Q | 61 62% | 354 75% | 381 79% | 265 74% | 311 75% | 735 77% | 577 75% |
| I've watched less | 225 13% ^{ciP} | 126 15% ^{ac} | 97 11% | 14 16% ⁱ | 32 22% ^{Agh} JKOP | 42 17% ^{lkP} | 34 13% | 36 12% | 24 9% | 28 12% | 17 9% | 46 20% ^{Ahl} jKoP | 37 22% ^{AgH} JKOP | 79 19% ^{Agh} lJKOP | 70 13% | 68 10% | 18 18% ^{ikP} | 55 12% | 64 13% | 51 14% | 55 13% | 119 12% | 106 14% |
| NET: Changed | 514 30% ^{kP} | 258 30% | 254 29% | 26 30% | 57 39% ^{ahl} JKoP | 99 41% ^{AHI} JKOP | 84 32% ^{kP} | 79 28% | 71 25% | 59 25% | 40 21% | 83 36% ^{aij} KP | 65 39% ^{Ahl} JKoP | 163 40% ^{AgH} JKOP | 163 30% ^{kP} | 170 24% | 32 33% ^k | 138 29% | 143 29% | 111 31% | 122 30% | 281 29% | 233 30% |
| Don't know | 55 3% ^o | 30 3% | 25 3% | 11 12% ^{AFGH} LKNOP | 7 7% ^{agHi} Op | 6 3% | 5 2% | 5 2% | 6 2% | 7 3% | 6 3% | 21 9% ^{AFGH} LkmNO P | 11 7% ^{agHi} Op | 17 4% ^o | 10 2% | 18 3% | 11 11% ^{AFGH} LKNOP | 23 5% ^{ast} | 10 2% | 7 2% | 14 3% | 33 3% | 22 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 136
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NET: Channel 5
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|------------------------------------|----------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|----------------------------|----------------|----------------|--------------------|-------------------|----------------------|-------------|-------------|-------------|---------------------|--------------------------------|-----------------------|--------------------------|------------|------------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-orty Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1722 | 119 | 65 | 173 | 148 | 151 | 111 | 115 | 155 | 220 | 213 | 130 | 122 | 1366 | 1540 | 32 | 71 | 38 | 19 | 160 | 179 | 292 | 1247 | 148 | 439 |
| Weighted base | 1730 | 128 | 70* | 193 | 154 | 160 | 117 | 81 | 167 | 228 | 235 | 148 | 51 | 1471 | 1540 | 34* | 74* | 39* | 20** | 167 | 185 | 294 | 1251 | 147 | 442 |
| I've watched more | 301 17% | 18 14% | 9 12% | 39 20% | 22 14% | 28 17% | 18 15% | 13 17% | 28 17% | 50 22% | 36 16% | 29 19% | 11 21% | 259 18% | 260 17% | 10 31%ao | 14 19% | 5 14% | 6 28% | 35 21% | 33 18% | 44 15% | 222 18% | 29 20% | 74 17% |
| I've watched about the same amount | 1315 76%JpQ rT | 100 78% | 57 82%j | 139 72% | 118 77% | 121 76% | 89 76% | 66 82%j | 132 79%j | 156 68% | 184 78%j | 110 75% | 42 82%J | 1107 75%j | 1208 78%APQ RT | 19 57% | 43 58% | 23 60% | 8 39% | 93 56% | 138 75% | 230 78% | 949 76% | 116 79% | 339 77% |
| I've watched less | 225 13%mo | 17 14% | 9 13% | 22 11% | 18 12% | 23 14% | 18 15% | 8 10% | 18 11% | 42 18%aMn | 31 13% | 16 11% | 3 7% | 196 13%rn | 181 12% | 6 19% | 17 23%ao | 11 29%AO | 5 25% | 40 24%AO | 28 15% | 38 13% | 160 13% | 15 11% | 58 13% |
| NET: Changed | 514 30%O | 35 27% | 18 26% | 61 32% | 40 26% | 49 31% | 31 27% | 22 27% | 44 26% | 91 40%Abc EghK mN | 65 28% | 44 30% | 14 27% | 444 30% | 429 28% | 17 49%ao | 30 40%o | 17 43%o | 11 54% | 74 44%AO | 60 32% | 79 27% | 375 30% | 44 30% | 127 29% |
| Don't know | 55 3%O | 2 2% | - | 4 2% | 5 3% | 5 3% | 6 5%rn | 1 2% | 9 5%rn | 10 4%rn | 6 3% | 6 4% | - | 52 4%rn | 42 3% | 1 3% | 6 8%ao | 2 5% | 2 10% | 11 7%ao | 4 2% | 9 3% | 41 3% | 4 3% | 13 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 137
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NET: Channel 5
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1722 | 1222 | 274 | 171 | 101 | 12 | 488 | 181 | 434 | 424 | 75 | 243 | 326 | 329 | 259 | 143 | 74 | 49 | 35 | 23 | 27 | 19 | 27 |
| Weighted base | 1730 | 1224 | 275 | 173 | 101* | 12** | 494 | 185 | 439 | 427 | 76* | 249 | 336 | 337 | 266 | 137 | 73* | 49* | 33* | 21** | 24** | 14** | 22** |
| I've watched more | 301 | 214 | 52 | 24 | 14 | 2 | 85 | 36 | 77 | 73 | 15 | 33 | 64 | 46 | 62 | 24 | 14 | 3 | 8 | 7 | 7 | 2 | 5 |
| | 17%nr | 17% | 19% | 14% | 14% | 17% | 17% | 20% | 17% | 17% | 20%r | 13% | 19%r | 14% | 23%ALNR | 17% | 19% | 6% | 24%r | 35% | 29% | 14% | 20% |
| I've watched about the same amount | 1315 | 952 | 189 | 131 | 76 | 8 | 354 | 128 | 311 | 308 | 55 | 192 | 252 | 271 | 185 | 107 | 56 | 47 | 22 | 16 | 16 | 12 | 16 |
| | 76%Cgh | 78%ACg | 69% | 75% | 76% | 68% | 72% | 69% | 71% | 72% | 72% | 77% | 75% | 80%aOs | 70% | 78% | 76% | 96%AKLM | 66% | 75% | 66% | 82% | 72% |
| | ljo | hj | | | | | | | | | | | | | | | | NO PQS | | | | | |
| I've watched less | 225 | 150 | 41 | 27 | 15 | 2 | 73 | 30 | 68 | 62 | 12 | 37 | 40 | 44 | 35 | 17 | 7 | 1 | 5 | 1 | 5 | 1 | 4 |
| | 13%r | 12% | 15% | 15% | 14% | 16% | 15% | 16% | 15% | 14% | 15%r | 15%r | 12% | 13%r | 13%r | 13% | 9% | 3% | 16%r | 5% | 21% | 7% | 16% |
| NET: Changed | 514 | 358 | 89 | 47 | 28 | 4 | 152 | 62 | 138 | 129 | 27 | 69 | 102 | 89 | 95 | 40 | 21 | 4 | 12 | 9 | 12 | 3 | 8 |
| | 30%R | 29% | 32% | 27% | 27% | 33% | 31% | 34% | 31% | 30% | 35%R | 28%R | 30%R | 26%r | 36%anR | 29%R | 28%r | 9% | 37%R | 40% | 50% | 21% | 36% |
| Don't know | 55 | 32 | 16 | 3 | 4 | 3 | 20 | 6 | 17 | 20 | 5 | 5 | 10 | 7 | 8 | 2 | 4 | 1 | 2 | 1 | 1 | - | 1 |
| | 3%b | 3% | 6%aBdg | 2% | 4% | 25% | 4% | 3% | 4% | 5%bd | 7%n | 2% | 3% | 2% | 3% | 1% | 6% | 2% | 6% | 4% | 4% | - | 4% |
| | | | i | | | | | | | | | | | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 138

Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

NET: Channel 5

Base: All respondents who ever watch each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|------------------------------------|--------------------|-------------------|--------------------|-------------------|------------------|-------------------|--|------------------|--|------------------|--------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1722 | 1682 | 40 | 1258 | 464 | 1240 | 482 | 1698 | 24 | 1698 | 24 |
| Weighted base | 1730 | 1689 | 41* | 1255 | 475 | 1232 | 498 | 1704 | 26** | 1704 | 26** |
| I've watched more | 301 | 300 | 1 | 230 | 71 | 235 | 66 | 301 | - | 301 | - |
| | 17% ^{cG} | 18% ^{ac} | 2% | 18% | 15% | 19% ^{AG} | 13% | 18% ^a | - | 18% ^a | - |
| I've watched about the same amount | 1315 | 1284 | 31 | 973 | 342 | 937 | 378 | 1294 | 21 | 1294 | 21 |
| | 76% ^e | 76% | 75% | 77% ^{ae} | 72% | 76% | 76% | 76% | 84% | 76% | 84% |
| I've watched less | 225 | 218 | 7 | 155 | 71 | 163 | 62 | 223 | 2 | 223 | 2 |
| | 13% | 13% | 17% | 12% | 15% | 13% | 13% | 13% | 9% | 13% | 9% |
| NET: Changed | 514 | 506 | 8 | 376 | 138 | 388 | 127 | 512 | 2 | 512 | 2 |
| | 30% ^g | 30% | 19% | 30% | 29% | 31% ^{ag} | 25% | 30% ^a | 9% | 30% ^a | 9% |
| Don't know | 55 | 51 | 4 | 31 | 25 | 32 | 23 | 52 | 3 | 52 | 3 |
| | 3% ^{bDfh} | 3% | 10% ^{ab} | 2% | 5% ^{AD} | 3% | 5% ^{af} | 3% | 12% | 3% | 12% |
| | | | | | | | | | | | ^j |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 139
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Britbox
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 248 | 170 | 76 | 25 | 54 | 70 | 51 | 24 | 10 | 8 | 6 | 79 | 56 | 126 | 75 | 24 | 33 | 97 | 55 | 52 | 44 | 152 | 96 |
| Weighted base | 246 | 167 | 78* | 23** | 51* | 74* | 50* | 27** | 9** | 7** | 5** | 74* | 53* | 126 | 77* | 22** | 31* | 91* | 54* | 57* | 44* | 146 | 101* |
| I've watched more | 53 | 34 | 19 | 5 | 11 | 17 | 5 | 7 | 3 | 3 | 2 | 17 | 11 | 28 | 12 | 8 | 8 | 21 | 14 | 9 | 8 | 36 | 17 |
| | 21%g | 20% | 25% | 24% | 22% | 23% | 10% | 25% | 33% | 37% | 35% | 22% | 21% | 22% | 15% | 35% | 26% | 23% | 27% | 15% | 19% | 25% | 17% |
| I've watched about the same amount | 133 | 91 | 41 | 13 | 27 | 39 | 34 | 11 | 1 | 4 | 3 | 41 | 27 | 66 | 45 | 9 | 17 | 47 | 29 | 35 | 23 | 76 | 57 |
| | 54% | 54% | 53% | 58% | 53% | 52% | 68%ao | 40% | 12% | 63% | 65% | 55% | 52% | 52% | 58% | 41% | 56% | 51% | 53% | 61% | 52% | 52% | 57% |
| I've watched less | 48 | 35 | 12 | 2 | 10 | 16 | 10 | 7 | 4 | - | - | 12 | 11 | 26 | 17 | 4 | 3 | 20 | 10 | 9 | 9 | 30 | 18 |
| | 20% | 21% | 15% | 8% | 19% | 21% | 19% | 26% | 44% | - | - | 16% | 20% | 21% | 22% | 19% | 10% | 22% | 19% | 15% | 21% | 21% | 18% |
| NET: Changed | 101 | 69 | 31 | 7 | 21 | 33 | 15 | 14 | 7 | 3 | 2 | 28 | 22 | 55 | 28 | 12 | 11 | 42 | 25 | 17 | 18 | 66 | 35 |
| | 41% | 41% | 40% | 32% | 41% | 45% | 30% | 50% | 77% | 37% | 35% | 38% | 41% | 43% | 37% | 54% | 35% | 45% | 45% | 31% | 40% | 45% | 35% |
| Don't know | 12 | 7 | 5 | 3 | 3 | 2 | 1 | 3 | 1 | - | - | 5 | 4 | 6 | 4 | 1 | 3 | 3 | 1 | 5 | 4 | 4 | 8 |
| | 5%v | 4% | 7% | 11% | 6% | 3% | 2% | 9% | 11% | - | - | 7% | 7% | 5% | 5% | 5% | 8% | 3% | 2% | 8% | 8% | 3% | 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 140
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Britbox
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|------------------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|---------------------|------------------|-----------|-----------|-----------|-----------|---------------------|--------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northem Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Minority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 248 | 13 | 10 | 33 | 20 | 26 | 17 | 17 | 13 | 55 | 20 | 13 | 11 | 207 | 185 | 10 | 27 | 18 | 3 | 58 | 31 | 19 | 200 | 10 | 40 |
| Weighted base | 246 | 13** | 10** | 36* | 20** | 27** | 17** | 12** | 14** | 55* | 22** | 15** | 4** | 217 | 182 | 10** | 28** | 18** | 3** | 59* | 32* | 20** | 197 | 10** | 41* |
| I've watched more | 53 | 3 | 2 | 9 | 3 | 8 | 4 | 3 | 4 | 10 | 2 | 2 | 1 | 45 | 42 | 4 | 4 | 1 | 1 | 10 | 5 | 5 | 43 | 2 | 9 |
| | 21% | 24% | 21% | 25% | 15% | 31% | 23% | 30% | 31% | 18% | 11% | 15% | 26% | 21% | 23% | 40% | 15% | 6% | 40% | 18% | 15% | 26% | 22% | 17% | 22% |
| I've watched about the same amount | 133 | 6 | 4 | 18 | 11 | 12 | 10 | 6 | 7 | 29 | 17 | 10 | 3 | 117 | 101 | 4 | 16 | 8 | 2 | 29 | 17 | 8 | 107 | 5 | 20 |
| | 54% | 47% | 40% | 50% | 54% | 43% | 59% | 53% | 46% | 53% | 74% | 67% | 74% | 54% | 55% | 40% | 56% | 42% | 60% | 49% | 54% | 42% | 54% | 54% | 49% |
| I've watched less | 48 | 2 | 4 | 8 | 5 | 5 | 2 | 1 | 2 | 14 | 3 | 1 | - | 45 | 32 | 2 | 5 | 8 | - | 15 | 9 | 5 | 37 | 2 | 11 |
| | 20% | 15% | 39% | 22% | 26% | 19% | 12% | 12% | 15% | 25% | 15% | 8% | - | 21% | 18% | 19% | 18% | 47% | - | 26% | 27% | 27% | 19% | 20% | 26% |
| NET: Changed | 101 | 5 | 6 | 17 | 8 | 13 | 6 | 5 | 7 | 24 | 6 | 3 | 1 | 90 | 74 | 6 | 9 | 10 | 1 | 26 | 14 | 10 | 80 | 4 | 20 |
| | 41% | 38% | 60% | 47% | 41% | 49% | 35% | 41% | 46% | 43% | 26% | 23% | 26% | 41% | 41% | 60% | 32% | 53% | 40% | 44% | 43% | 53% | 41% | 37% | 48% |
| Don't know | 12 | 2 | - | 1 | 1 | 2 | 1 | 1 | 1 | 2 | - | 1 | - | 10 | 7 | - | 3 | 1 | - | 4 | 1 | 1 | 10 | 1 | 1 |
| | 5% | 14% | - | 3% | 5% | 7% | 6% | 6% | 8% | 4% | - | 9% | - | 4% | 4% | - | 12% | 5% | - | 7% | 3% | 5% | 5% | 10% | 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 141
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Britbox
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|-------------------|-----------------|-------------------|-----------------------------|------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 248 | 124 | 69 | 47 | 15 | 6 | 118 | 60 | 115 | 97 | 7 | 30 | 42 | 51 | 39 | 14 | 14 | 7 | 6 | 5 | 8 | 3 | 12 |
| Weighted base | 246 | 122 | 70* | 47* | 15** | 6** | 118 | 60* | 115 | 97* | 7** | 32** | 43* | 52* | 39* | 12** | 13** | 7** | 5** | 5** | 8** | 3** | 10** |
| I've watched more | 53 | 30 | 15 | 10 | 3 | 1 | 22 | 12 | 21 | 20 | 2 | 3 | 13 | 10 | 9 | 4 | 3 | 1 | 2 | 1 | 2 | - | 3 |
| | 21% | 25% | 22% | 22% | 21% | 16% | 18% | 20% | 18% | 20% | 31% | 9% | 31% | 18% | 23% | 32% | 23% | 16% | 29% | 20% | 25% | - | 24% |
| I've watched about the same amount | 133 | 57 | 41 | 28 | 7 | 4 | 72 | 36 | 71 | 58 | 1 | 18 | 21 | 31 | 20 | 6 | 7 | 6 | 2 | 3 | 6 | 2 | 5 |
| | 54% ^b | 46% | 59% | 60% | 46% | 68% | 61% ^{ab} | 60% | 62% ^{ab} | 60% | 11% | 56% | 49% | 60% | 51% | 49% | 55% | 84% | 33% | 62% | 75% | 63% | 48% |
| I've watched less | 48 | 27 | 10 | 7 | 4 | - | 21 | 10 | 20 | 16 | 3 | 9 | 7 | 10 | 9 | 1 | 1 | - | 2 | 1 | - | 1 | 3 |
| | 20% | 22% | 14% | 15% | 27% | - | 18% | 17% | 18% | 17% | 43% | 27% | 17% | 20% | 23% | 9% | 8% | - | 38% | 18% | - | 37% | 28% |
| NET: Changed | 101 | 57 | 26 | 18 | 7 | 1 | 43 | 22 | 41 | 36 | 5 | 11 | 21 | 20 | 18 | 5 | 4 | 1 | 4 | 2 | 2 | 1 | 5 |
| | 41% | 47% | 37% | 38% | 48% | 16% | 36% | 36% | 36% | 37% | 74% | 36% | 48% | 38% | 47% | 41% | 30% | 16% | 67% | 38% | 25% | 37% | 52% |
| Don't know | 12 | 8 | 3 | 1 | 1 | 1 | 3 | 2 | 3 | 3 | 1 | 3 | 1 | 1 | 1 | 2 | - | - | - | - | - | - | - |
| | 5% | 7% | 4% | 2% | 6% | 16% | 3% | 3% | 3% | 3% | 16% | 8% | 3% | 2% | 2% | 10% | 15% | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 142
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

Britbox
Base: All respondents who ever watch each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|------------------------|---------------|-----------|--------------------|-----------|-----------------|------------------------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 248 | 244 | 4 | 226 | 22 | 217 | 31 | 248 | - | 248 | - |
| Weighted base | 246 | 242 | 4** | 225 | 21** | 214 | 32* | 246 | -** | 246 | -** |
| I've watched more | 53 21% | 51 21% | 2 43% | 51 23% | 2 8% | 46 22% | 7 20% | 53 21% | - | 53 21% | - |
| I've watched about the same amount | 133 54% | 131 54% | 2 57% | 120 53% | 13 63% | 118 55% | 15 45% | 133 54% | - | 133 54% | - |
| I've watched less | 48 20% | 48 20% | - | 45 20% | 3 15% | 42 20% | 6 19% | 48 20% | - | 48 20% | - |
| NET: Changed | 101 41% | 99 41% | 2 43% | 96 43% | 5 23% | 89 41% | 13 39% | 101 41% | - | 101 41% | - |
| Don't know | 12 5% ^{dF} | 12 5% | - | 9 4% | 3 14% | 7 3% | 5 16% ^{AF} | 12 5% | - | 12 5% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 143
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

Netflix
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-----------|----------|------------|-----------|-------------|-------------|-----------|-----------|-----------|-----------|--------------|------------|-------------|-----------|-----------|-------------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1420 | 719 | 693 | 131 | 203 | 296 | 253 | 218 | 153 | 100 | 66 | 334 | 235 | 531 | 471 | 319 | 147 | 431 | 410 | 278 | 300 | 841 | 578 |
| Weighted base | 1419 | 697 | 714 | 122 | 195 | 306 | 246 | 234 | 153 | 96* | 65* | 317 | 226 | 532 | 480 | 315 | 137 | 399 | 417 | 306 | 296 | 815 | 602 |
| I've watched more | 855 | 379 | 471 | 81 | 135 | 187 | 149 | 134 | 84 | 54 | 46% | 217 | 153 | 341 | 283 | 168 | 93 | 248 | 259 | 181 | 166 | 507 | 347 |
| | | 60%BkP | 54% | 66%AB | 67%kKp | 69%AhljknoP | 61%k | 60%k | 57% | 55% | 56% | 68%AhljKOP | 68%Ahi jKoP | 64%aIkP | 59% | 53% | 68%ahikoP | 62% | 62% | 59% | 56% | 62% | 58% |
| I've watched about the same amount | 490 | 275 | 213 | 33 | 50 | 101 | 85 | 91 | 61 | 37 | 32 | 83 | 59 | 160 | 176 | 130 | 34 | 125 | 140 | 116 | 109 | 265 | 225 |
| | 35%CEL | 39%AC | 30% | 27% | 26% | 33% | 35%elm | 39%dEL | 40%dEL | 38%elm | 49%aDEfgLMNQ | 26% | 26% | 30% | 37%dEL | 41%ADEfLMNQ | 25% | 31% | 34% | 38% | 37% | 32% | 37% |
| I've watched less | 58 | 34 | 23 | 5 | 10 | 16 | 10 | 8 | 6 | 3 | 1 | 14 | 12 | 28 | 18 | 11 | 5 | 21 | 14 | 9 | 15 | 35 | 23 |
| | 4% | 5% | 3% | 4% | 5% | 5% | 4% | 3% | 4% | 3% | 2% | 4% | 5% | 5% | 4% | 3% | 4% | 5% | 3% | 3% | 5% | 4% | 4% |
| NET: Changed | 913 | 413 | 493 | 86 | 145 | 203 | 159 | 142 | 90 | 57 | 31 | 231 | 166 | 368 | 301 | 178 | 99 | 269 | 273 | 190 | 180 | 542 | 370 |
| | 64%BKP | 59% | 69%AB | 70%KP | 74%AgHJKnOP | 66%Kp | 65%k | 61% | 59% | 59% | 48% | 73%AgHjKOP | 73%AgHjKOP | 69%AhiKoP | 63%k | 57% | 72%ahikoP | 67% | 65% | 62% | 61% | 66% | 61% |
| Don't know | 16 | 9 | 7 | 4 | - | 2 | 2 | 1 | 2 | 3 | 2 | 4 | 1 | 3 | 3 | 7 | 4 | 5 | 4 | - | 7 | 9 | 7 |
| | 1% | 1% | 1% | 3%aelmno | - | 1% | 1% | * | 1% | 3%en | 3%en | 1%em | * | 1% | 1% | 2%en | 3%emno | 1% | 1% | - | 2%aT | 1% | 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 144
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Netflix
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|------------------------------------|-------------|--------------|----------------|----------------|------------------------------|-------------------|------------------------|------------|---------------------|------------------|----------------|------------------------|-------------------|------------------|------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1420 | 117 | 54 | 148 | 102 | 132 | 92 | 104 | 97 | 187 | 179 | 105 | 103 | 1096 | 1210 | 42 | 85 | 39 | 20 | 186 | 175 | 178 | 1064 | 108 | 321 |
| Weighted base | 1419 | 126 | 58* | 164 | 106 | 140 | 96* | 73 | 105* | 193 | 196 | 119 | 43 | 1177 | 1202 | 43* | 88* | 40* | 21** | 192 | 179 | 183 | 1055 | 110 | 329 |
| I've watched more | 855 60%g | 78 62% | 32 56% | 104 63%g | 70 66%g | 81 58% | 48 50% | 40 55% | 56 54% | 115 60% | 115 59% | 86 73%Acf GHjKLN | 27 64% | 709 60%g | 722 60% | 31 72% | 52 59% | 22 54% | 13 61% | 117 61% | 102 57% | 105 57% | 641 61% | 62 56% | 191 58% |
| I've watched about the same amount | 490 35%l | 43 34% | 22 39% | 57 35% | 30 29% | 55 40%l | 46 48%Abd EJKLMN | 30 41%L | 41 39%l | 59 31% | 64 33% | 28 24% | 14 32% | 403 34%l | 422 35% | 10 24% | 30 35% | 16 41% | 4 19% | 61 32% | 64 36% | 68 37% | 366 35% | 38 35% | 117 36% |
| I've watched less | 58 4%f | 4 3% | 2 4% | 3 2% | 4 4% | 1 1% | 2 2% | 3 4% | 5 5% | 13 7%adFn | 14 7%adF | 4 4% | 2 4%f | 50 4%f | 46 4% | 2 5% | 4 5% | 1 3% | 3 16% | 11 5% | 11 6% | 8 4% | 37 4% | 7 6% | 16 5% |
| NET: Changed | 913 64%g | 82 66%g | 35 60% | 108 65%g | 74 70%g | 82 59% | 50 52% | 43 58% | 62 59% | 129 67%g | 129 66%g | 91 76%AcF GHIN | 29 68%g | 759 64%g | 768 64% | 33 76% | 56 64% | 23 57% | 16 76% | 128 67% | 113 63% | 112 61% | 678 64% | 69 63% | 207 63% |
| Don't know | 16 1% | - | 1 2% | - | 2 2% | 2 2% | - | 1 1% | 2 2% | 5 3% <i>d</i> | 3 2% | - | - | 15 1% | 13 1% | - | 1 1% | 1 3% | 1 5% | 3 2% | 2 1% | 3 2% | 11 1% | 3 2% | 5 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 145
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Netflix
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1420 | 875 | 305 | 177 | 103 | 12 | 533 | 221 | 483 | 450 | 65 | 154 | 240 | 263 | 225 | 141 | 68 | 49 | 40 | 20 | 27 | 19 | 34 |
| Weighted base | 1419 | 871 | 303 | 181 | 102* | 12** | 536 | 222 | 486 | 450 | 66* | 159 | 248 | 270 | 230 | 134 | 65* | 48* | 36* | 19** | 24** | 14** | 29* |
| I've watched more | 855 | 518 | 193 | 118 | 64 | 4 | 333 | 133 | 303 | 286 | 39 | 96 | 140 | 159 | 141 | 86 | 46 | 29 | 22 | 8 | 18 | 8 | 15 |
| | 60% | 59% | 64% | 65% | 63% | 34% | 62% | 60% | 62% | 64% | 59% | 61% | 56% | 59% | 61% | 64% | 70% | 62% | 61% | 42% | 73% | 58% | 53% |
| I've watched about the same amount | 490 | 307 | 94 | 57 | 36 | 6 | 177 | 76 | 158 | 144 | 21 | 50 | 98 | 99 | 78 | 42 | 18 | 14 | 8 | 6 | 5 | 12 | |
| | 35% | 35% | 31% | 32% | 35% | 49% | 33% | 34% | 32% | 32% | 32% | 32% | 39% | 37% | 34% | 31% | 27% | 32% | 39% | 44% | 23% | 34% | 43% |
| I've watched less | 58 | 36 | 11 | 6 | 1 | 2 | 20 | 10 | 20 | 13 | 6 | 9 | 6 | 11 | 4 | 2 | 3 | - | 1 | - | 1 | 1 | |
| | 4% | 4% | 4% | 3% | 1% | 17% | 4%j | 4% | 4%j | 3% | 9% ^m | 6% | 2% | 4% | 5% | 3% | 3% | 7% | - | 5% | - | 8% | 3% |
| NET: Changed | 913 | 554 | 203 | 124 | 65 | 6 | 353 | 143 | 324 | 300 | 45 | 105 | 146 | 169 | 152 | 89 | 47 | 32 | 22 | 9 | 18 | 9 | 16 |
| | 64% | 64% | 67% | 68% | 64% | 51% | 66% | 64% | 67% | 67% | 68% | 66% | 59% | 63% | 66% | 67% | 73% ^m | 68% | 61% | 47% | 73% | 66% | 57% |
| Don't know | 16 | 10 | 5 | - | 1 | - | 6 | 4 | 5 | 6 | - | 3 | 4 | 2 | - | 3 | - | - | - | 2 | 1 | - | - |
| | 1% | 1% | 2% | - | 1% | - | 1% | 2% | 1% | 1% | - | 2% ^o | 2% | 1% | - | 2% ^o | - | - | - | 9% | 4% | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 146
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

Netflix
Base: All respondents who ever watch each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|--------------|---------------|-------------|--------------------|------------|-----------------|------------|--|------------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1420 | 1291 | 129 | 960 | 460 | 1013 | 407 | 1342 | 78 | 1342 | 78 |
| Weighted base | 1419 | 1291 | 127 | 954 | 465 | 1001 | 417 | 1342 | 76* | 1342 | 76* |
| I've watched more | 855 60%g | 786 61% | 69 54% | 584 61% | 271 58% | 623 62%ag | 232 56% | 817 61% | 38 50% | 817 61% | 38 50% |
| I've watched about the same amount | 490 35% | 444 34% | 46 36% | 322 34% | 168 36% | 333 33% | 157 38% | 458 34% | 31 41% | 458 34% | 31 41% |
| I've watched less | 58 4%Bhj | 45 4% | 13 10%AB | 38 4% | 20 4% | 38 4% | 20 5% | 51 4% | 7 9%kah | 51 4% | 7 9%aj |
| NET: Changed | 913 64% | 831 64% | 82 64% | 622 65% | 291 63% | 660 66% | 253 61% | 868 65% | 45 59% | 868 65% | 45 59% |
| Don't know | 16 1% | 16 1% | - | 10 1% | 6 1% | 8 1% | 8 2% | 16 1% | - | 16 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 147
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Amazon Prime Video
Base: All respondents who ever watch each

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1205 | 633 | 565 | 91 | 169 | 257 | 213 | 182 | 143 | 92 | 58 | 260 | 192 | 449 | 395 | 293 | 104 | 373 | 341 | 235 | 255 | 714 | 490 |
| Weighted base | 1210 | 615 | 589 | 84* | 161 | 266 | 210 | 197 | 143 | 92* | 58* | 245 | 183 | 449 | 407 | 293 | 95* | 352 | 351 | 258 | 249 | 702 | 507 |
| I've watched more | 566 | 265 | 298 | 42 | 85 | 121 | 97 | 101 | 66 | 37 | 16 | 127 | 94 | 215 | 198 | 119 | 49 | 167 | 177 | 118 | 103 | 344 | 221 |
| | 47%BKp | 43% | 51%aB | 50%k | 53%Kp | 46%k | 46%k | 51%Kp | 46%k | 41% | 28% | 52%Kp | 51%Kp | 48%K | 49%Kp | 41%k | 52%K | 47% | 50%u | 46% | 41% | 49% | 44% |
| I've watched about the same amount | 542 | 299 | 241 | 34 | 59 | 118 | 93 | 83 | 73 | 48 | 35 | 92 | 66 | 184 | 176 | 156 | 36 | 147 | 149 | 120 | 126 | 297 | 246 |
| | 45%cel | 49%AC | 41% | 40% | 37% | 44% | 44% | 42% | 51%elM | 53%elm | 60%adE | 38% | 36% | 41% | 43% | 53%AdE | 38% | 42% | 43% | 46% | 51%ar | 42% | 48%av |
| | Mnv | | | | | | | | nq | nq | oQ | | | | oQ | | | | | | | | |
| I've watched less | 83 | 40 | 39 | 7 | 13 | 24 | 14 | 12 | 4 | 5 | 4 | 20 | 17 | 40 | 26 | 14 | 8 | 33 | 17 | 18 | 14 | 51 | 32 |
| | 7%l | 7% | 7% | 8% | 8%l | 9%l | 6% | 6% | 3% | 6% | 8% | 8%l | 9%l | 9%aip | 6% | 5% | 8% | 10%as | 5% | 7% | 6% | 7% | 6% |
| NET: Changed | 648 | 305 | 337 | 48 | 98 | 145 | 111 | 113 | 70 | 43 | 21 | 146 | 111 | 256 | 224 | 133 | 57 | 200 | 194 | 136 | 117 | 394 | 253 |
| | 54%BKP | 50% | 57%aB | 58%kp | 61%ajj | 55%kp | 53%k | 57%Kp | 49% | 46% | 36% | 60%ajj | 61%ajj | 57%KP | 55%Kp | 45% | 60%Kp | 57%u | 55%u | 53% | 47% | 56%aw | 50% |
| | uw | | | KP | KP | | | | | | KP | KP | KP | | | | | | | | | | |
| Don't know | 20 | 10 | 10 | 2 | 4 | 3 | 6 | 1 | - | 1 | 2 | 6 | 6 | 9 | 7 | 3 | 2 | 4 | 8 | 2 | 6 | 12 | 9 |
| | 2% | 2% | 2% | 3% | 2% | 1% | 3%l | 1% | - | 1% | 4%hip | 3% | 3%l | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 148
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Amazon Prime Video
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|------------------------------------|--------------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|------------|----------------|----------------|------------------------|-------------------|---------------|-----------|-----------|------------|---------------------|---------------------------------|-----------------------|--------------------------|--------------|-----------|------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1205 | 103 | 47 | 120 | 92 | 100 | 77 | 92 | 85 | 164 | 158 | 92 | 75 | 935 | 1046 | 33 | 64 | 32 | 14 | 143 | 165 | 166 | 874 | 100 | 299 |
| Weighted base | 1210 | 110 | 51* | 133 | 96* | 105* | 81* | 65* | 92* | 170 | 174 | 105* | 31* | 1005 | 1047 | 34* | 66* | 33* | 14** | 147 | 171 | 172 | 871 | 99* | 306 |
| I've watched more | 566 47%g | 59 54%G | 25 49% | 61 46% | 48 50%g | 43 41% | 27 34% | 29 45% | 43 46% | 81 48%g | 81 47% | 53 51%g | 16 50%g | 462 46%g | 491 47% | 16 46% | 28 42% | 18 55% | 5 37% | 67 45% | 84 49% | 80 47% | 401 46% | 54 55% | 147 48% |
| I've watched about the same amount | 542 45%rt | 45 41% | 20 40% | 64 48% | 40 42% | 55 52%kj | 46 57%abj ln | 31 48% | 42 46% | 67 40% | 78 45% | 40 38% | 13 43% | 454 45% | 484 46%art | 13 37% | 27 40% | 9 26% | 6 41% | 54 36% | 75 44% | 83 49% | 390 45% | 42 42% | 142 47% |
| I've watched less | 83 7%Ovxy | 6 6% | 5 10% | 7 5% | 4 5% | 6 6% | 5 7% | 5 7% | 6 7% | 14 8% | 12 7% | 9 9% | 2 6% | 70 7% | 60 6% | 5 14%o | 8 13%o | 2 7% | 3 22% | 19 13%AO | 8 5% | 5 3% | 68 8%avxy | 1 1% | 11 4% |
| NET: Changed | 648 54%g | 65 59%g | 30 60%g | 67 51% | 53 55% | 49 47% | 33 40% | 34 52% | 49 53% | 95 56%g | 93 54% | 62 59%g | 17 56% | 532 53%g | 552 53% | 21 60% | 36 55% | 20 62% | 8 59% | 85 58% | 92 54% | 85 50% | 469 54% | 55 56% | 159 52% |
| Don't know | 20 2%O | - | - | 1 1% | 3 3% | 1 1% | 2 2% | - | 1 1% | 7 4%abn | 2 1% | 2 2% | * 1% | 20 2% | 12 1% | 1 3% | 3 5%ao | 4 12%AO | - | 8 6%AO | 3 2% | 3 2% | 13 1% | 2 2% | 5 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 149
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Amazon Prime Video
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1205 | 767 | 244 | 145 | 78 | 9 | 429 | 183 | 396 | 361 | 56 | 143 | 204 | 219 | 195 | 103 | 59 | 44 | 33 | 17 | 24 | 13 | 32 |
| Weighted base | 1210 | 768 | 244 | 150 | 78* | 9** | 434 | 183 | 401 | 364 | 57* | 148 | 210 | 223 | 200 | 100* | 58* | 43* | 31* | 16** | 23** | 10** | 27** |
| I've watched more | 566 | 362 | 110 | 72 | 38 | 3 | 200 | 77 | 185 | 171 | 27 | 63 | 88 | 100 | 96 | 58 | 31 | 27 | 13 | 6 | 12 | 6 | 11 |
| | 47% | 47% | 45% | 48% | 49% | 35% | 46% | 42% | 46% | 47% | 47% | 43% | 42% | 45% | 48% | 58%almn | 54% | 64%almn | 43% | 38% | 53% | 59% | 40% |
| I've watched about the same amount | 542 | 343 | 114 | 65 | 30 | 5 | 195 | 91 | 181 | 162 | 23 | 67 | 101 | 108 | 88 | 31 | 27 | 16 | 16 | 9 | 11 | 3 | 14 |
| | 45%P | 45% | 47% | 44% | 38% | 53% | 45% | 50% | 45% | 44% | 39% | 45%p | 48%P | 49%P | 44%p | 31% | 46% | 36% | 52%p | 57% | 47% | 30% | 50% |
| I've watched less | 83 | 52 | 12 | 9 | 8 | - | 31 | 14 | 27 | 24 | 4 | 16 | 12 | 15 | 8 | - | - | 2 | 1 | - | - | 1 | 3 |
| | 7%q | 7% | 5% | 6% | 11% | - | 7%c | 7% | 7%c | 6% | 7%q | 11%qr | 8%q | 6% | 8%q | - | - | 5% | 6% | - | - | 11% | 10% |
| NET: Changed | 648 | 414 | 122 | 81 | 47 | 3 | 231 | 90 | 212 | 195 | 31 | 79 | 104 | 112 | 111 | 66 | 31 | 27 | 15 | 7 | 12 | 7 | 14 |
| | 54% | 54% | 50% | 54% | 60% | 35% | 53% | 49% | 53% | 53% | 54% | 53% | 50% | 50% | 56% | 66%aMn | 54% | 64% | 48% | 43% | 53% | 70% | 50% |
| Don't know | 20 | 11 | 7 | 3 | 2 | 1 | 8 | 2 | 7 | 8 | 4 | 2 | 5 | 2 | 1 | 3 | - | - | - | - | - | - | - |
| | 2% | 1% | 3% | 2% | 2% | 11% | 2% | 1% | 2% | 2% | 7%AInO | 1% | 3% | 1% | 1% | 3% | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 150
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Amazon Prime Video
Base: All respondents who ever watch each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|--------------|---------------|-----------|--------------------|------------|-----------------|------------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1205 | 1112 | 93 | 833 | 372 | 896 | 309 | 1152 | 53 | 1151 | 54 |
| Weighted base | 1210 | 1118 | 92* | 832 | 378 | 890 | 320 | 1158 | 53* | 1157 | 54* |
| I've watched more | 566 47%g | 527 47% | 39 42% | 384 46% | 182 48% | 435 49%ag | 131 41% | 547 47% | 18 35% | 546 47% | 19 36% |
| I've watched about the same amount | 542 45% | 493 44% | 49 53% | 370 45% | 172 45% | 385 43% | 157 49% | 513 44% | 29 56% | 513 44% | 29 55% |
| I've watched less | 83 7%e | 78 7% | 5 5% | 65 8% | 18 5% | 58 6% | 25 8% | 78 7% | 5 9% | 78 7% | 5 9% |
| NET: Changed | 648 54%g | 605 54% | 44 47% | 449 54% | 200 53% | 492 55%ag | 156 49% | 625 54% | 23 44% | 624 54% | 24 45% |
| Don't know | 20 2% | 20 2% | - | 13 2% | 7 2% | 13 1% | 7 2% | 20 2% | - | 20 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 151
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Disney+
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|------------------------------------|-------------|----------|------------|--------------|-----------|-----------|------------------|-----------|-----------|-----------|---------|-------------|--------------|-----------|-----------|-----------------|--------------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 692 | 365 | 320 | 80 | 133 | 191 | 138 | 86 | 41 | 19 | 4 | 213 | 150 | 341 | 224 | 64 | 93 | 219 | 198 | 135 | 140 | 417 | 275 |
| Weighted base | 684 | 353 | 324 | 76* | 125 | 196 | 132 | 90* | 41* | 19** | 4** | 201 | 142 | 338 | 223 | 64* | 88* | 202 | 196 | 148 | 137 | 399 | 286 |
| I've watched more | 338 | 154 | 181 | 46 | 67 | 101 | 55 | 49 | 15 | 6 | - | 112 | 79 | 179 | 104 | 21 | 52 | 97 | 110 | 68 | 63 | 207 | 131 |
| | 49%BgP | 44% | 56%AB | 60%aGi oP | 53%p | 51%p | 41% | 54%p | 36% | 34% | - | 56%aGi P | 56%giP | 53%giP | 47%g | 33% | 60%aGi oP | 48% | 56%a | 46% | 46% | 52% | 46% |
| I've watched about the same amount | 263 | 156 | 104 | 23 | 39 | 79 | 61 | 27 | 20 | 11 | 3 | 63 | 42 | 121 | 88 | 34 | 25 | 82 | 66 | 61 | 55 | 147 | 116 |
| | 38%CLm q | 44%AC | 32% | 31% | 31% | 40% | 46%ade hLMnoQ | 30% | 48%lmq | 60% | 71% | 31% | 30% | 36%m | 40%h | 53%aDE HLMnQ | 29% | 40% | 33% | 41% | 40% | 37% | 41% |
| I've watched less | 63 | 35 | 28 | 4 | 16 | 13 | 13 | 9 | 6 | - | 1 | 20 | 17 | 31 | 23 | 7 | 6 | 18 | 14 | 15 | 15 | 32 | 30 |
| | 9% | 10% | 9% | 5% | 13% | 7% | 10% | 10% | 13% | - | 29% | 10% | 12% | 9% | 10% | 10% | 7% | 9% | 7% | 10% | 11% | 8% | 11% |
| NET: Changed | 401 | 189 | 209 | 50 | 83 | 114 | 68 | 58 | 20 | 6 | 1 | 132 | 96 | 210 | 126 | 28 | 59 | 115 | 125 | 83 | 78 | 239 | 161 |
| | 59%Bp | 53% | 64%AB | 66%gp | 66%gP | 58%p | 51% | 65%p | 49% | 34% | 29% | 66%aGP | 68%aGi oP | 62%gP | 57%g | 44% | 67%gP | 57% | 63% | 56% | 57% | 60% | 56% |
| Don't know | 20 | 9 | 12 | 3 | 4 | 4 | 3 | 5 | 1 | 1 | - | 6 | 4 | 7 | 8 | 2 | 4 | 6 | 6 | 4 | 4 | 12 | 8 |
| | 3% | 2% | 4% | 4% | 3% | 2% | 2% | 6% | 3% | 6% | - | 3% | 2% | 2% | 4% | 4% | 4% | 3% | 3% | 3% | 3% | 3% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 152
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Disney+
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|------------------------------------|--------------------|-------------------|----------------|-------------------|------------------------------|--------------------|-------------------|------------------|---------------------|------------------|-------------------|-------------------|------------------------|-------------------|-------------------|-----------|-------------------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 692 | 53 | 31 | 73 | 59 | 50 | 34 | 57 | 38 | 97 | 94 | 56 | 50 | 532 | 571 | 26 | 50 | 25 | 8 | 109 | 89 | 75 | 530 | 44 | 146 |
| Weighted base | 684 | 56* | 33* | 80* | 61* | 52* | 35* | 40* | 41* | 98* | 104* | 63* | 21* | 567 | 561 | 27** | 51* | 25** | 8** | 112 | 92* | 78* | 520 | 45* | 150 |
| I've watched more | 338 | 31 | 17 | 44 | 38 | 19 | 17 | 18 | 18 | 35 | 53 | 39 | 10 | 279 | 287 | 19 | 16 | 6 | 5 | 45 | 47 | 37 | 251 | 22 | 77 |
| | 49% _{fJQ} | 55% _{jt} | 51% | 55% _{fj} | 63% _{aFhJn} | 35% | 47% | 44% | 44% | 35% | 51% _{jt} | 61% _{FJ} | 50% | 49% _{fJ} | 51% _{Qt} | 69% | 31% | 24% | 56% | 41% | 51% | 48% | 48% | 49% | 51% |
| I've watched about the same amount | 263 | 19 | 14 | 28 | 15 | 22 | 17 | 18 | 18 | 44 | 38 | 21 | 8 | 218 | 216 | 5 | 23 | 13 | 3 | 44 | 36 | 29 | 201 | 20 | 58 |
| | 38% _e | 34% | 42% | 36% | 25% | 42% | 50% _e | 45% _e | 45% _e | 45% _e | 36% | 33% | 38% | 39% _e | 39% | 19% | 44% | 51% | 32% | 39% | 36% | 37% | 39% | 44% | 39% |
| I've watched less | 63 | 5 | 2 | 8 | 5 | 7 | 1 | 3 | 1 | 14 | 11 | 3 | 2 | 53 | 47 | 2 | 7 | 3 | 1 | 13 | 9 | 11 | 47 | 3 | 15 |
| | 9% | 9% | 6% | 9% | 9% | 14% | 3% | 7% | 3% | 14% | 11% | 5% | 8% | 9% | 8% | 7% | 14% | 12% | 12% | 12% | 10% | 15% | 9% | 7% | 10% |
| NET: Changed | 401 | 36 | 19 | 51 | 44 | 26 | 18 | 20 | 19 | 49 | 64 | 42 | 12 | 332 | 334 | 21 | 23 | 9 | 6 | 59 | 56 | 49 | 298 | 25 | 91 |
| | 59% | 64% | 58% | 64% | 72% _{aFghJn} | 50% | 50% | 51% | 47% | 50% | 62% | 67% _{jt} | 58% | 59% _{jt} | 60% | 77% | 45% | 36% | 68% | 52% | 61% | 63% | 57% | 56% | 61% |
| Don't know | 20 | 1 | - | - | 2 | 4 | - | 2 | 3 | 5 | 2 | - | 1 | 17 | 11 | 1 | 5 | 3 | - | 10 | - | - | 20 | - | - |
| | 3% _{Oy} | 2% | - | - | 3% | 8% _{adln} | - | 4% _d | 8% _{dl} | 5% _d | 2% | - | 4% _{dl} | 3% | 2% | 4% | 10% _{AO} | 12% | - | 9% _{AO} | - | - | 4% _{ay} | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 153
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
Disney+
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|--------------------------|-------------------------|-------------------------|-------------------|--------------------------|--------------------------|-------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|-------------------------|------------------------|--------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 692 | 354 | 200 | 103 | 50 | 10 | 328 | 155 | 310 | 273 | 30 | 82 | 94 | 122 | 122 | 55 | 33 | 29 | 21 | 17 | 16 | 10 | 21 |
| Weighted base | 684 | 346 | 199 | 107* | 50* | 10** | 329 | 155 | 312 | 273 | 30** | 84* | 96* | 125 | 124 | 52* | 30* | 29** | 18** | 16** | 15** | 8** | 18** |
| I've watched more | 338 49% ^{EI} | 176 51% ^{IE} | 95 48% ^{IE} | 52 48% ^{IE} | 16 31% | 3 32% | 158 48% ^{IE} | 81 52% ^{IE} | 152 49% ^{IE} | 127 46% ^{IE} | 15 50% | 31 37% | 52 54% ^{IE} | 64 51% | 63 51% | 25 48% | 18 61% ^{IE} | 18 62% | 6 37% | 8 48% | 9 58% | 3 34% | 7 38% |
| I've watched about the same amount | 263 38% | 130 38% | 76 38% | 44 41% | 25 49% | 6 58% | 127 39% | 57 37% | 119 38% | 109 40% | 10 35% | 37 44% | 35 36% | 50 40% | 45 36% | 20 38% | 9 32% | 10 34% | 9 49% | 7 46% | 4 26% | 5 53% | 9 51% |
| I've watched less | 63 9% | 30 9% | 20 10% | 10 9% | 8 15% | - 10% | 33 10% | 11 7% | 32 10% | 27 10% | 4 13% | 15 17% ^{AnO} | 9 9% | 10 8% | 6 5% | 6 11% | 2 7% | 1 3% | 1 8% | - 10% | 2 13% | 1 13% | 2 11% |
| NET: Changed | 401 59% | 206 60% | 114 58% | 61 57% | 23 47% | 3 32% | 191 58% | 92 59% | 183 59% | 154 56% | 19 62% | 46 55% | 61 64% | 73 59% | 69 56% | 30 59% | 20 68% | 19 66% | 8 45% | 8 48% | 10 68% | 4 47% | 9 49% |
| Don't know | 20 3% | 9 3% | 8 4% | 2 2% | 2 4% | 1 11% | 10 3% | 6 4% | 9 3% | 10 4% | 1 3% | 1 1% | - - | 1 1% | 10 8% ^{AIMN} | 2 3% | - - | - - | 1 5% | 1 6% | 1 6% | - - | - - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 154
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

Disney+
Base: All respondents who ever watch each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|---------------|---------------|-------------|--------------------|------------|-----------------|------------|--|-------------|--|-------------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 692 | 637 | 55 | 483 | 209 | 520 | 172 | 656 | 36 | 656 | 36 |
| Weighted base | 684 | 633 | 51* | 476 | 208 | 510 | 174 | 651 | 33* | 651 | 33* |
| I've watched more | 338 49% | 308 49% | 30 59% | 228 48% | 110 53% | 243 48% | 95 54% | 316 49% | 22 66% | 316 49% | 22 66% |
| I've watched about the same amount | 263 38%gik | 250 39% | 13 26% | 195 41% | 69 33% | 208 41%ag | 56 32% | 257 40%ai | 6 18% | 257 40%ak | 6 18% |
| I've watched less | 63 9% | 56 9% | 7 13% | 43 9% | 20 9% | 47 9% | 16 9% | 58 9% | 4 13% | 58 9% | 4 13% |
| NET: Changed | 401 59%hj | 364 57% | 37 72%ab | 271 57% | 130 62% | 290 57% | 111 64% | 374 58% | 26 79%ah | 374 58% | 26 79%aj |
| Don't know | 20 3% | 19 3% | 1 2% | 11 2% | 9 5% | 13 3% | 7 4% | 19 3% | 1 3% | 19 3% | 1 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 155
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NOW TV
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|------------------------------------|-------------|------------|------------|-----------|-----------|------------|-----------|------------|-----------|-----------|----------|-----------|-----------|------------|------------|---------------|-----------|-----------|-----------|-----------|-----------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 507 | 299 | 205 | 45 | 77 | 119 | 99 | 73 | 51 | 29 | 14 | 122 | 85 | 204 | 172 | 94 | 51 | 166 | 133 | 97 | 111 | 299 | 208 |
| Weighted base | 507 | 294 | 210 | 41* | 72* | 125 | 97* | 78* | 51* | 29** | 14** | 113 | 80* | 204 | 175 | 94* | 46* | 158 | 131 | 109* | 109 | 289 | 218 |
| I've watched more | 150 30% | 89 30% | 61 29% | 10 23% | 21 30% | 39 31% | 32 33% | 27 34% | 14 27% | 5 18% | 2 17% | 31 27% | 23 29% | 62 30% | 59 34% | 21 23% | 11 24% | 39 25% | 45 34% | 29 27% | 37 34% | 84 29% | 66 30% |
| I've watched about the same amount | 261 52% | 151 51% | 109 52% | 24 58% | 35 49% | 62 50% | 55 57% | 34 44% | 27 53% | 17 57% | 7 53% | 59 52% | 39 49% | 101 50% | 90 51% | 51 54% | 28 60% | 85 60% | 62 48% | 59 54% | 55 50% | 148 51% | 114 52% |
| I've watched less | 64 13% | 39 13% | 24 12% | 5 12% | 11 16% | 20 16% | 9 9% | 11 14% | 6 12% | 1 3% | 1 8% | 16 14% | 12 15% | 33 16% | 20 11% | 8 9% | 5 11% | 23 15% | 17 13% | 13 12% | 10 10% | 41 14% | 24 11% |
| NET: Changed | 215 42%p | 128 43% | 85 41% | 14 35% | 32 45% | 59 48%p | 41 42% | 38 48%p | 20 39% | 6 20% | 4 25% | 47 42% | 35 44% | 94 46%p | 79 45%p | 29 31% | 16 34% | 63 40% | 62 47% | 42 39% | 48 44% | 125 43% | 90 41% |
| Don't know | 31 6%G | 15 5% | 15 7% | 3 6%g | 4 6%g | 3 3% | 1 1% | 6 7%g | 4 8%g | 7 23% | 3 23% | 7 6%g | 5 7%g | 9 4% | 6 4%G | 14 15%AFGi | 3 6% | 10 6% | 7 5% | 8 7% | 6 6% | 16 6% | 14 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 156
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NOW TV
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|------------------------------------|---------------------|--------------------|----------------|--------------------|------------------------------|--------------------|-------------------|-----------------------|------------------------|--------------------|---------------------|--------------------|------------------------|---------------------|------------|-----------|---------------------|-----------|--------------------|--------------------------------|----------------------|------------------------|-------------------|------------------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 507 | 34 | 20 | 62 | 37 | 43 | 26 | 33 | 35 | 87 | 60 | 37 | 33 | 407 | 419 | 14 | 38 | 21 | 7 | 80 | 66 | 59 | 382 | 35 | 114 |
| Weighted base | 507 | 36* | 21** | 69* | 38* | 45* | 27** | 23* | 38* | 89* | 65* | 42* | 14* | 434 | 416 | 14** | 39* | 22** | 7** | 82* | 67* | 61* | 378 | 36* | 117 |
| I've watched more | 150 30% | 11 29% | 7 34% | 20 30% | 13 35% | 12 27% | 8 31% | 9 39% <i>i</i> | 7 17% | 28 31% | 14 22% | 16 38% | 4 33% | 126 29% | 128 31% | 7 51% | 7 19% | 2 9% | 2 34% | 19 23% | 19 28% | 20 33% | 113 30% | 11 29% | 33 28% |
| I've watched about the same amount | 261 52% <i>h</i> | 21 59% <i>h</i> | 11 51% | 37 54% <i>h</i> | 18 48% | 22 50% | 14 50% | 7 30% | 23 60% <i>h</i> | 45 50% <i>h</i> | 36 55% <i>h</i> | 22 51% | 7 48% | 227 52% <i>h</i> | 217 52% | 5 37% | 20 51% | 13 60% | 3 43% | 41 50% | 34 51% | 29 47% | 197 52% | 20 56% | 60 51% |
| I've watched less | 64 13% <i>o</i> | 4 12% | 1 5% | 10 15% | 6 17% | 8 19% | 4 15% | 5 21% <i>i</i> | 2 5% | 10 11% | 7 12% | 3 8% | 2 16% | 53 12% | 46 11% | 1 6% | 10 27% <i>AO</i> | 4 20% | 1 20% <i>ao</i> | 16 20% <i>ao</i> | 14 21% <i>aw</i> | 8 13% | 44 12% | 3 9% | 19 16% |
| NET: Changed | 215 42% <i>i</i> | 15 41% | 8 39% | 31 45% <i>i</i> | 20 52% <i>i</i> | 12 46% <i>i</i> | 12 46% | 14 61% <i>alkn</i> | 9 23% | 38 43% <i>i</i> | 22 33% | 19 46% <i>i</i> | 7 49% <i>i</i> | 179 41% <i>i</i> | 174 42% | 8 57% | 18 46% | 6 29% | 3 43% | 35 43% | 33 49% | 29 47% | 157 41% | 14 38% | 52 44% |
| Don't know | 31 6% <i>u</i> | - | 2 11% | 1 1% | - | 2 4% | 1 4% | 2 9% <i>bde</i> | 7 18% <i>AbDeIN</i> | 6 7% | 8 12% <i>bde</i> | 1 3% | * 3% | 28 6% | 25 6% | 1 6% | 1 3% | 2 11% | 1 14% | 5 7% | - | 4 7% <i>u</i> | 24 6% <i>u</i> | 2 6% <i>u</i> | 5 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 157
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
NOW TV
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|------------|------------------|--------------------|-------------------|--------------------------|------------|-----------------|------------------|---------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 507 | 292 | 111 | 71 | 34 | 4 | 211 | 100 | 195 | 170 | 21 | 68 | 84 | 93 | 80 | 46 | 19 | 15 | 14 | 9 | 9 | 5 | 18 |
| Weighted base | 507 | 292 | 108 | 72* | 34* | 4** | 210 | 98* | 195 | 169 | 21** | 72* | 86* | 94* | 80* | 45* | 17** | 15** | 14** | 8** | 9** | 5** | 14** |
| I've watched more | 150 30% | 92 31% | 26 24% | 28 38%ceg ij | 6 19% | 2 49% | 56 27% | 25 26% | 53 27% | 46 27% | 7 35% | 16 22% | 31 36% | 31 33% | 24 30% | 13 28% | 6 34% | 5 36% | 3 22% | 2 25% | 2 24% | 1 21% | 3 19% |
| I've watched about the same amount | 261 52% | 144 49% | 61 56% | 33 46% | 21 61% | 2 51% | 115 55% | 56 58% | 106 54% | 89 53% | 9 42% | 43 59% m | 37 43% | 49 53% | 44 54% | 22 48% | 10 58% | 9 57% | 7 51% | 5 56% | 6 64% | 4 79% | 6 41% |
| I've watched less | 64 13% | 36 12% | 16 15% | 9 12% | 4 11% | - 13% | 28 13% | 13 14% | 28 14% | 23 14% | 4 18% | 10 14% | 13 15% | 10 10% | 8 10% | 7 15% | 1 8% | - - | 2 15% | 2 19% | 1 12% | - - | 6 40% |
| NET: Changed | 215 42% | 128 44% | 42 39% | 36 50%egj | 10 29% | 2 49% | 84 40% | 38 39% | 81 42% | 69 41% | 11 53% | 26 36% | 44 51% | 41 44% | 32 40% | 20 44% | 7 42% | 5 36% | 5 36% | 4 44% | 3 36% | 1 36% | 9 59% |
| Don't know | 31 6% | 20 7% | 6 5% | 2 3% | 3 10% | - - | 11 5% | 3 3% | 8 4% | 11 6% l | 1 5% | 3 4% | 5 6% | 3 3% | 4 5% | 4 8% | - - | 1 7% | 2 13% | - - | - - | - - | - - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 158
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

NOW TV
Base: All respondents who ever watch each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|-------------------------|---------------|-----------|--------------------|-------------------------|-----------------|-----------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 507 | 480 | 27 | 398 | 109 | 403 | 104 | 496 | 11 | 495 | 12 |
| Weighted base | 507 | 482 | 25** | 397 | 110 | 399 | 108 | 496 | 10** | 495 | 11** |
| I've watched more | 150 30% ^d | 143 30% | 7 27% | 109 27% | 42 38% ^{ad} | 118 30% | 32 30% | 147 30% | 3 30% | 147 30% | 3 28% |
| I've watched about the same amount | 261 52% | 246 51% | 15 60% | 212 54% | 49 45% | 206 52% | 56 52% | 255 51% | 6 59% | 254 51% | 7 63% |
| I've watched less | 64 13% | 61 13% | 3 13% | 54 14% | 10 9% | 54 14% | 10 10% | 63 13% | 1 10% | 63 13% | 1 9% |
| NET: Changed | 215 42% | 205 42% | 10 40% | 163 41% | 52 47% | 172 43% | 42 39% | 210 42% | 4 41% | 210 42% | 4 37% |
| Don't know | 31 6% | 31 6% | - | 22 5% | 9 8% | 20 5% | 10 9% | 31 6% | - | 31 6% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 159
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
YouTube
Base: All respondents who ever watch each

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|------------------------------------|------------------------|------------|------------|-----------------------------|------------------------|------------------------|-----------------------|-----------------------|------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------|-----------------------|-------------------------------|-------------------------------|---------------|--------------|------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1859 | 981 | 870 | 149 | 217 | 311 | 307 | 290 | 250 | 190 | 145 | 366 | 253 | 564 | 597 | 585 | 166 | 555 | 524 | 332 | 446 | 1079 | 778 |
| Weighted base | 1857 | 950 | 899 | 138 | 209 | 325 | 298 | 311 | 249 | 184 | 143 | 347 | 243 | 568 | 609 | 577 | 153 | 521 | 532 | 365 | 437 | 1053 | 802 |
| I've watched more | 799 43%JK P | 422 44% | 372 41% | 94 68%AFG HIJKNO P | 123 59%AAGH JKOP | 165 51%AHJ JKOP | 131 44%iJK P | 119 38%jKP | 86 35%kP | 53 29% | 28 20% | 217 63%AFG HIJKNO P | 149 61%AFG HIJKNO P | 313 55%AFG HIJKOP | 250 41%JKP | 167 29%K | 106 69%AeF GHIJK NOP | 254 49%ASU | 210 39% | 157 43% | 175 40% | 464 44% | 333 41% |
| I've watched about the same amount | 923 50%DEF LMNQr | 472 50% | 449 50% | 39 29% | 77 37%q | 130 40%dQ | 150 51%DEF LMNQ | 170 55%DEF LMNQ | 145 58%ADE FLMNQ | 113 61%ADE FgLMNo Q | 98 68%ADE FGHLMN OQ | 116 34%q | 85 35% | 215 38%dQ | 320 53%DEF LMNQ | 356 62%ADE FGHLMN OQ | 41 27% | 238 46% | 285 54%ar | 176 48% | 224 51% | 524 50% | 400 50% |
| I've watched less | 99 5%lq | 44 5% | 55 6% | 3 2% | 7 3% | 18 6% | 12 4% | 19 6%lq | 14 6% | 13 7%dlq | 13 9%aDeg LmnQ | 10 3% | 8 3% | 26 5%l | 31 5% | 40 7%dLmq | 3 2% | 22 4% | 29 6% | 20 5% | 28 6% | 51 5% | 47 6% |
| NET: Changed | 898 48%JK P | 466 49% | 427 47% | 96 70%AFG HIJKNO P | 130 62%AAGH JKOP | 183 56%AAGH JKOP | 143 48%jKP | 138 44%kP | 100 40%k | 66 36% | 41 29% | 227 65%AFG HIJKNO P | 157 64%AAGH JKOP | 340 60%AAGH JKOP | 281 46%JKP | 207 36%k | 109 71%AFG HIJKIN OP | 276 53%asu | 239 45% | 177 48% | 203 47% | 515 49% | 380 47% |
| Don't know | 36 2%bv | 12 1% | 24 3%ab | 2 1% | 2 1% | 11 3%almo | 4 1% | 4 1% | 4 2% | 5 3% | 4 3% | 4 1% | 2 1% | 13 2%lm | 8 1% | 13 2% | 3 2% | 7 1% | 8 1% | 12 3%ar | 9 2% | 14 1% | 22 3%v |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 160
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

YouTube
Base: All respondents who ever watch each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|------------------------------------|---------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|-------------------------------|----------------|----------------|------------------------|-------------------|---------------------|-------------|-------------|-------------|---------------------|---------------------------------|-----------------------|--------------------------|--------------|------------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1859 | 141 | 72 | 186 | 138 | 158 | 119 | 129 | 151 | 247 | 241 | 143 | 134 | 1455 | 1616 | 46 | 97 | 44 | 26 | 213 | 225 | 271 | 1355 | 151 | 458 |
| Weighted base | 1857 | 150 | 77* | 206 | 143 | 167 | 124 | 91 | 162 | 256 | 263 | 162 | 56 | 1561 | 1608 | 47* | 100* | 45* | 27** | 220 | 232 | 272 | 1351 | 151 | 461 |
| I've watched more | 799 43%OVy | 63 42% | 28 36% | 84 41% | 59 42% | 71 42% | 51 41% | 38 41% | 62 38% | 137 54%AbC Defgh KmN | 109 42% | 72 45% | 24 43% | 674 43% | 636 40% | 29 60%aO | 67 67%AO | 29 64%AO | 17 64% | 142 64%AO | 98 42%V | 89 33% | 592 44%Vy | 66 43%V | 174 38%V |
| I've watched about the same amount | 923 50%JpQ rT | 77 51%j | 45 58%J | 111 54%J | 72 51%j | 78 47% | 60 48% | 45 49% | 88 54%J | 102 40% | 137 52%J | 79 49% | 30 54%J | 771 49%J | 854 53%APQ RT | 16 33% | 27 27% | 14 32% | 7 24% | 64 29% | 115 50% | 158 58%Aw xy | 670 50% | 73 48% | 245 53% |
| I've watched less | 99 5% | 7 5% | 2 3% | 9 4% | 10 7% | 13 8% | 9 8% | 6 7% | 8 5% | 14 5% | 12 5% | 5 3% | 2 3% | 84 5% | 87 5% | 3 7% | 4 4% | 1 2% | 2 8% | 11 5% | 12 5% | 21 8% | 64 5% | 10 6% | 30 7% |
| NET: Changed | 898 46%OV | 71 47% | 30 39% | 93 45% | 69 49% | 84 50% | 61 49% | 44 48% | 71 44% | 151 59%AbC DhIKm N | 122 46% | 78 48% | 26 46% | 758 49% | 722 45% | 32 67%AO | 71 71%AO | 30 66%aO | 19 72% | 152 69%AO | 110 48%v | 109 40% | 656 49%v | 75 50%v | 205 44%v |
| Don't know | 36 2% | 2 1% | 2 3% | 3 1% | 1 1% | 5 3% | 4 3% | 2 3% | 3 2% | 3 1% | 4 2% | 6 4% | - - | 32 2% | 32 2% | - - | 2 2% | 1 2% | 1 4% | 4 2% | 7 3% | 4 1% | 26 2% | 3 2% | 11 2% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 161
Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?
YouTube
Base: All respondents who ever watch each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1859 | 1249 | 343 | 198 | 119 | 15 | 595 | 240 | 541 | 511 | 101 | 240 | 323 | 348 | 295 | 164 | 79 | 59 | 40 | 25 | 30 | 19 | 36 |
| Weighted base | 1857 | 1245 | 341 | 201 | 116 | 15** | 598 | 241 | 544 | 511 | 102* | 246 | 331 | 355 | 301 | 156 | 77* | 59* | 35* | 24** | 28** | 15** | 30* |
| I've watched more | 799 | 496 | 179 | 95 | 55 | 9 | 295 | 117 | 275 | 252 | 46 | 96 | 134 | 150 | 132 | 61 | 41 | 23 | 20 | 9 | 18 | 8 | 16 |
| | 43%B | 40% | 53%ABj | 47% | 47% | 59% | 49%AB | 49%b | 51%ABg | 49%AB | 45% | 39% | 40% | 42% | 44% | 39% | 53%l | 38% | 56% | 40% | 65% | 52% | 53% |
| I've watched about the same amount | 923 | 658 | 136 | 94 | 53 | 4 | 262 | 104 | 231 | 224 | 49 | 132 | 175 | 180 | 145 | 81 | 32 | 30 | 14 | 13 | 7 | 7 | 12 |
| | 50%CGh | 53%ACG | 40% | 47% | 46% | 28% | 44%c | 43% | 43% | 44%C | 48% | 54% | 53% | 51% | 48% | 52% | 42% | 51% | 40% | 53% | 24% | 48% | 40% |
| I've watched less | 99 | 71 | 17 | 7 | 8 | 1 | 27 | 12 | 23 | 23 | 6 | 11 | 17 | 17 | 20 | 9 | 3 | 4 | 2 | 1 | 2 | - | 2 |
| | 5% | 6% | 5% | 3% | 7% | 6% | 5% | 5% | 4% | 4% | 6% | 4% | 5% | 5% | 7% | 6% | 4% | 7% | 4% | 4% | 8% | - | 7% |
| NET: Changed | 898 | 566 | 196 | 102 | 62 | 10 | 322 | 129 | 298 | 275 | 52 | 107 | 151 | 167 | 151 | 70 | 43 | 27 | 21 | 10 | 20 | 8 | 18 |
| | 48%B | 46% | 57%ABg | 51% | 53% | 65% | 54%AB | 53%b | 55%AB | 54%AB | 50% | 43% | 46% | 47% | 50% | 45% | 56% | 45% | 60% | 44% | 73% | 52% | 60% |
| Don't know | 36 | 21 | 9 | 5 | 1 | 1 | 14 | 9 | 14 | 12 | 1 | 6 | 6 | 8 | 4 | 5 | 1 | 2 | - | 1 | 1 | - | - |
| | 2% | 2% | 3% | 2% | 1% | 7% | 2% | 4% | 3% | 2% | 1% | 3% | 2% | 2% | 1% | 3% | 2% | 4% | - | 4% | 3% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 162

Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed, if at all?

YouTube

Base: All respondents who ever watch each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|--------------|---------------|-----------|--------------------|------------|-----------------|------------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1859 | 1720 | 139 | 1290 | 569 | 1359 | 500 | 1779 | 80 | 1777 | 82 |
| Weighted base | 1857 | 1720 | 137 | 1284 | 573 | 1344 | 513 | 1777 | 80* | 1776 | 82* |
| I've watched more | 799 43%g | 738 43% | 61 45% | 554 43% | 245 43% | 603 45%ag | 196 38% | 766 43% | 33 41% | 765 43% | 34 41% |
| I've watched about the same amount | 923 50% | 855 50% | 68 50% | 640 50% | 283 49% | 656 49% | 268 52% | 880 49% | 44 55% | 879 49% | 44 55% |
| I've watched less | 99 5% | 91 5% | 8 6% | 71 6% | 28 5% | 68 5% | 30 6% | 95 5% | 3 4% | 95 5% | 3 4% |
| NET: Changed | 898 48%g | 829 48% | 69 50% | 625 49% | 273 48% | 671 50%ag | 226 44% | 862 48% | 36 45% | 861 48% | 37 45% |
| Don't know | 36 2%df | 36 2% | - | 19 1% | 17 3%ad | 17 1% | 19 4%AF | 36 2% | - | 36 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 163
Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|---------------|-----------|------------|--------------------|---------------------|-----------|------------|-----------|--------------------|-----------------------|--------------------|-------------------|------------------------|--------------------|-----------|--------------------|-------------|-------------|-----------|-----------|-----------|-------------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 549 | 262 | 285 | 37 | 65 | 86 | 85 | 70 | 84 | 64 | 58 | 102 | 78 | 164 | 155 | 206 | 46 | 176 | 153 | 92 | 127 | 329 | 219 |
| Weighted base | 547 | 254 | 291 | 34* | 61* | 90* | 80* | 76* | 85* | 62* | 59* | 95* | 74* | 164 | 156 | 206 | 41* | 165 | 150 | 104* | 128 | 315 | 231 |
| I am at home more/ indoors more/ due to lock down restrictions | 176 32% | 77 30% | 98 34% | 9 26% | 18 29% | 28 31% | 31 39%o | 18 24% | 24 29% | 23 36% | 26 44%ahl mn | 26 28% | 19 26% | 47 29% | 49 32% | 73 35% | 11 26% | 53 32% | 45 30% | 40 38% | 39 30% | 98 31% | 78 34% |
| I have more free time/ I have spare time to watch the TV/ BBC TV | 112 20%puw | 57 22% | 55 19% | 7 22% | 21 35%Agi JKP | 19 21% | 16 19% | 18 24% | 15 18% | 8 13% | 8 13% | 29 30%ajk P | 27 37%Afg LJKino | 45 28%Afj kP | 34 22% | 31 15% | 11 26% | 43 26%au | 33 22% | 18 18% | 18 14% | 76 24%aw | 36 16% |
| To watch the news/ due to the quality of news broadcasting/ the BBC is a quality/ trustworthy source of news | 101 18% | 44 17% | 55 19% | 4 11% | 15 24% | 16 17% | 13 16% | 17 22% | 15 18% | 15 24% | 7 13% | 18 19% | 16 21% | 31 19% | 30 19% | 37 18% | 6 14% | 34 21% | 24 16% | 20 20% | 22 17% | 58 19% | 42 18% |
| I have been watching for information about Covid-19/ the pandemic/ vaccine/ due to the quality of covid-19 information/ the BBC is a quality/ trustworthy source of covid-19 info. | 64 12% | 32 13% | 32 11% | 6 16% | 4 6% | 10 11% | 6 7% | 7 9% | 15 18%egm no | 10 16% | 8 14% | 9 10%mn | 5 6% | 14 9% | 12 8% | 33 16%aem no | 6 15% | 18 11% | 14 9% | 11 11% | 21 16% | 32 10% | 32 14% |
| Due to Covid-19/ the pandemic/ lockdown restrictions | 62 11% | 35 14% | 27 9% | 3 10% | 3 5% | 9 10% | 11 14% | 10 13% | 6 7% | 13 21%aEf iLmNp | 6 11% | 6 7% | 5 7% | 14 8% | 21 13% | 26 13%i | 4 9% | 16 10% | 15 10% | 11 11% | 19 15% | 31 10% | 31 13% |
| Boredom/ due to lockdown restrictions there is nothing else to do/ I cannot socialise, do what I would normally do etc/ I watch the BBC to pass the time/ relieve boredom/ during lockdown | 59 11% | 27 11% | 33 11% | 8 24%afg Inp | 8 13% | 7 7% | 6 7% | 12 16% | 5 6% | 6 9% | 9 15% | 16 17%in | 11 15% | 17 11% | 17 11% | 20 10% | 8 19%fgi | 14 9% | 17 11% | 13 13% | 15 12% | 31 10% | 28 12% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
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Absolutes/col percents

Table 163
Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|---|------------------------|------------------------|------------|-----------|----------------------|-----------|-----------------------|-------------------------|--------------------------|----------------------|----------|-----------|-----------|----------------------|--------------------------|-------------------------|-----------------------|----------------------|-----------------------|------------------------|----------|------------------------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 547 | 254 | 291 | 34* | 61* | 90* | 80* | 76* | 85* | 62* | 59* | 95* | 74* | 164 | 156 | 206 | 41* | 165 | 150 | 104* | 128 | 315 | 231 |
| Due to the programmes/ the quality of the programmes/ BBC shows the programmes I want to watch/ that I enjoy/ interest me | 47 9% _n | 20 8% | 27 9% | 4 12% | 3 5% | 4 4% | 9 11% | 4 5% | 11 13% _{fn} | 7 11% | 6 10% | 7 7% | 4 5% | 8 5% | 13 8% | 24 12% _{fn} | 5 12% _n | 12 7% | 17 11% | 8 8% | 11 8% | 29 9% | 19 8% |
| I am not working/ unable to work/ reduced working hours due to the pandemic/ lockdown restrictions | 31 6% _{tr} | 14 5% | 17 6% | - | 1 2% | 6 6% | 6 8% _{kl} | 7 10% _{kkm} | 9 11% _{dekL} | 2 2% | - | 1 1% | 1 1% | 7 4% _l | 14 9% _{kkmq} | 11 5% | - | 4 3% | 11 7% | 8 7% | 8 7% | 15 5% | 16 7% |
| I have been watching for information from the Government/ briefings from ministers | 21 4% | 6 2% | 15 5% | - | 1 1% | 2 3% | 4 5% | 5 7% _l | 4 4% | 4 7% _l | 1 2% | 1 1% | 1 1% | 3 2% | 9 6% _l | 9 4% | - | 5 3% | 3 2% | 3 3% | 8 6% | 9 3% | 11 5% |
| I like the BBC/ BBC is a good broadcaster/ my favourite channels are on the BBC | 18 3% | 12 5% | 5 2% | 2 5% | 1 2% | 3 4% | 3 4% | - | 1 2% | 4 7% _h | 3 5% | 3 3% | 1 1% | 4 3% | 3 2% | 9 4% | 2 4% | 5 3% | 7 5% | 3 3% | 2 2% | 12 4% | 6 3% |
| The BBC has a variety of programmes/ plenty of choice/ something for everyone | 17 3% | 9 4% | 7 3% | 1 3% | 1 2% | 2 3% | 2 2% | 1 1% | 8 10% _{Aehj} | 1 2% | - | 2 2% | 1 1% | 3 2% | 3 2% | 9 5% | 1 2% | 4 2% | 6 4% | 4 3% | 3 2% | 10 3% | 7 3% |
| I have watched more TV generally | 17 3% | 8 3% | 8 3% | - | - | 3 3% | 5 6% _{lm} | 2 3% | 3 4% | 2 3% | 2 4% | - | - | 3 2% | 7 4% _l | 7 3% | - | 6 3% | 6 4% | 2 2% | 3 3% | 12 4% | 5 2% |
| I am working from home/ have more access to the TV due to working from home | 14 3% _{cW} | 11 4% _{ac} | 3 1% | - | 1 1% | 5 5% | 4 5% | 2 2% | 3 4% | - | - | 1 1% | 1 1% | 5 3% _l | 6 4% | 3 2% | - | 5 3% _u | 8 5% _{au} | 1 1% | - | 13 4% _{aW} | 1 * |
| New programmes/ I watched programmes that I had not seen before/ would not usually have watched | 12 2% | 7 3% | 6 2% | - | 3 5% _i | 1 1% | 3 4% | * 1% | - | 3 5% _i | 1 2% | 3 3% | 3 4% | 4 3% | 4 2% | 4 2% | - | 1 1% | 4 3% | 6 6% _{aru} | 1 1% | 6 2% | 7 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used. * small base

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 163
Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | | | SEG | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|--------------------|-----------|-----------|-----------|-----------|--------------|-----------|---------|---------|---------|---------|----------|----------|--|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) | |
| Weighted base | 547 | 254 | 291 | 34* | 61* | 90* | 80* | 76* | 85* | 62* | 59* | 95* | 74* | 164 | 156 | 206 | 41* | 165 | 150 | 104* | 128 | 315 | 231 | |
| I am self isolating/shielding | 12 2% | 3 1% | 9 3% | - | - | - | - | 1 | 2 | 2 | 6 | - | - | - | 1 | 10 | - | 3 | 1 | 5 | 3 | 4 | 8 | |
| | | | | | | | | | | | 10%AeFG hLMNOq | | | | | 5%Afgl No | | 2 | 1 | 2 | 2 | 1 | 3 | |
| I am watching more TV/ BBC TV during the day/ day time television programmes | 11 2%B | 1 * | 10 3%ab | - | 2 3% | - | 2 2% | * 1% | 2 3% | 3 4% | 2 3% | 2 2% | 2 3% | 2 1% | 2 1% | 7 3% | - | 4 2% | 4 3% | 1 1% | 1 1% | 8 3% | 2 1% | |
| I have been watching BBC TV to be entertained | 10 2% | 4 2% | 7 2% | 1 3% | - | 3 4% | 2 3% | - | 1 1% | 2 3% | 1 2% | 1 1% | 1 1% | 4 3% | 2 2% | 4 2% | 1 2% | 4 2% | * * | 2 2% | 4 3% | 4 1% | 6 3% | |
| I have watched repeats/ watched programmes that I have wanted to revisit/ that I missed the first time | 10 2%B | 1 * | 9 3%ab | - | - | - | 1 1% | 1 2% | 1 1% | 2 4%n | 4 7%AefL mNo | - | - | - | 2 1% | 8 4%an | - | 3 2% | 3 2% | 2 2% | 1 1% | 6 2% | 3 1% | |
| The BBC shows documentaries | 10 2% | 4 1% | 6 2% | - | - | 2 2% | 1 2% | 1 2% | 3 3% | 1 2% | 1 2% | - | - | 2 1% | 3 2% | 5 2% | - | 4 3% | 1 1% | 1 1% | 3 3% | 5 2% | 4 2% | |
| I have been making more use of iPlayer | 10 2% | 4 2% | 5 2% | - | - | - | - | 2 3%n | 2 2% | 3 5%fgN | 2 4%n | - | - | - | 2 2% | 7 4%an | - | 2 1% | 3 2% | 4 3% | 1 1% | 5 2% | 5 2% | |
| I have watched BBC TV to raise my spirits/ cheer me up/ it is something to look forward to | 9 2% | 4 2% | 5 2% | 1 2% | - | - | 1 2% | - | 2 2% | 2 3% | 3 5%afno | 1 1% | 1 1% | 1 * | 1 1% | 7 4%an | 1 2% | 4 2% | 3 2% | - | 3 2% | 6 2% | 3 1% | |
| I am at home more in the evenings now/ I go out less in the evenings/ due to lockdown restrictions | 9 2% | 2 1% | 7 3% | - | - | 1 1% | - | 2 3% | 2 3% | 2 3% | 2 3% | - | - | 1 1% | 2 2% | 5 3% | - | 4 2% | 3 2% | 1 1% | * * | 7 2% | 2 1% | |
| The BBC shows drama | 8 1% | 2 1% | 6 2% | - | - | 1 1% | - | - | 3 4%o | 3 4%o | 1 2% | - | - | 1 1% | - | 7 3%ao | - | 2 2% | 3 2% | 1 1% | 1 1% | 6 2% | 2 1% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 163
Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|----------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 547 | 254 | 291 | 34* | 61* | 90* | 80* | 76* | 85* | 62* | 59* | 95* | 74* | 164 | 156 | 206 | 41* | 165 | 150 | 104* | 128 | 315 | 231 |
| I have the TV on whilst I am doing other things/ as background noise | 8 1%c | 6 3%c | 1 * | - | - | 1 | 1 | 2 | 3 | - | - | - | - | 1 | 3 | 3 | - | 4 | 2 | - | 1 | 6 | 1 |
| I have had to spend more time alone/ no visitors/ the watching the TV/ BBC TV has been a replacement for personal company | 7 1%b | * * | 5 2% | 1 3% | - | - | - | 1 | - | 3 5%Alfj | 2 3% | 1 | 1 | 1 | 1 | 5 | 1 | 1 | 5 3%a | 1 | - | 6 | 1 |
| Mention of other type of programme the BBC broadcasts | 6 1% | 1 * | 6 2% | 2 5%fn | - | - | - | 2 | 2 | - | - | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | - | 4 | 3 |
| I have had more time with the family/ watched family programmes | 6 1% | 3 1% | 1 * | 1 3%p | 1 | 1 | 2 | 1 | - | - | - | 1 | 1 | 3 | 3 | - | 1 | 1 | 2 | 1 | 1 | 3 | 3 |
| My partner/ other family member is around more and they watch the TV/ BBC TV | 6 1% | 2 1% | 4 1% | - | - | 2 | 1 | 3 | - | - | - | - | - | 2 | 4 | - | - | 3 | - | 3 | - | 3 | 3 |
| I have watched BBC TV channels more | 5 1% | 4 2% | 1 * | - | - | - | 1 | 2 | 2 | - | - | - | - | - | 3 | 2 | - | 2 | 1 | - | 2 | 3 | 2 |
| The weather has been bad | 5 1% | - | 5 2%b | - | - | - | - | 1 | 1 | 3 | - | - | - | - | 1 | 4 | - | * | 3 | 1 | - | 4 | 1 |
| Watching BBC TV has become a habit/ part of my routine | 5 1% | 1 1% | 3 1% | - | - | 2 | - | * | 2 | - | - | - | - | 2 | * | 2 | - | 3 | 1 | 1 | - | 4 | 1 |
| There are no commercials on BBC TV | 4 1% | 1 * | 3 1% | 1 3%no | - | - | - | - | - | 3 5%Alfj | - | 1 | - | - | - | 3 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| The BBC shows films | 3 1% | 3 1% | - | - | - | - | 1 | - | 1 | 1 | - | - | - | - | 1 | 2 | - | 3 | - | - | - | 3 | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 163
Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels more now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|--------------|-------------|---------------|------------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 547 | 254 | 291 | 34* | 61* | 90* | 80* | 76* | 85* | 62* | 59* | 95* | 74* | 164 | 156 | 206 | 41* | 165 | 150 | 104* | 128 | 315 | 231 |
| The BBC shows educational programmes | 3 1% | 1 * | 2 1% | 2 5%AFIN P | - | - | 1 2% | - | - | - | - | 2 2% | - | - | 1 1% | - | 2 4%AnP | 1 * | - | 1 1% | 1 1% | 1 * | 2 1% |
| The TV/ BBC TV is easy to use/ to access | 2 * | 2 1% | - | - | - | 1 1% | - | 1 2% | - | * 1% | - | - | - | 1 * | 1 1% | * * | - | * * | 1 * | - | 1 1% | 1 * | 1 * |
| Other answers | 20 4% | 11 4% | 9 3% | 1 3% | 3 5% | 1 1% | 4 5% | 4 5% | 2 2% | 1 2% | 4 7% | 4 4% | 3 4% | 4 2% | 7 5% | 7 4% | 1 2% | 8 5% | 5 3% | 2 2% | 5 4% | 12 4% | 7 3% |
| Nothing/ no reason in particular | 3 1% | 2 1% | 1 * | - | - | 2 2% | - | - | - | 1 2% | - | - | - | 2 1% | - | 1 1% | - | - | 1 1% | 1 1% | 1 1% | 1 * | 2 1% |
| Don't know | 7 1% | 3 1% | 4 1% | 1 3% | 1 2% | 3 4%p | 1 1% | - | - | - | 1 2% | 2 2% | 1 2% | 4 3% | 1 1% | 1 * | 1 2% | 1 1% | 2 1% | 1 1% | 3 2% | 3 1% | 4 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 164

Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|---|-------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|--------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 549 | 38 | 23 | 61 | 42 | 47 | 23 | 40 | 33 | 76 | 76 | 48 | 42 | 429 | 478 | 13 | 27 | 17 | 8 | 65 | 63 | 90 | 398 | 43 | 139 |
| Weighted base | 547 | 41* | 24** | 68* | 44* | 49* | 24** | 28* | 36* | 79* | 82** | 54* | 18* | 461 | 473 | 13** | 28** | 18** | 9** | 68* | 65* | 93* | 391 | 45* | 143 |
| I am at home more/ indoors more/ due to lock down restrictions | 176 32%T | 9 23% | 7 27% | 25 36% | 16 36% | 18 37% | 3 13% | 12 44% | 10 28% | 28 36% | 22 26% | 21 39% | 5 31% | 149 32% | 164 35%AT | 4 31% | 5 19% | 2 11% | - | 11 17% | 23 35% | 23 25% | 126 32% | 14 30% | 47 33%V |
| I have more free time/ I have spare time to watch the TV/ BBC TV | 112 20% | 10 24% | 3 13% | 15 21% | 10 23% | 9 18% | 6 27% | 7 25% | 8 21% | 12 15% | 19 23% | 10 18% | 3 18% | 92 20% | 91 19% | 4 30% | 10 34% | 2 12% | 3 39% | 19 28% | 7 11% | 18 19% | 84 21% | 8 18% | 26 18%W |
| To watch the news/ due to the quality of news broadcasting/ the BBC is a quality/ trustworthy source of news | 101 18% | 8 19% | 8 34% | 9 13% | 4 9% | 9 19% | 4 17% | 7 26% | 8 22% | 10 13% | 21 25%e | 8 15% | 4 21% | 82 18% | 86 18% | 3 24% | 7 25% | 2 13% | 1 11% | 14 20% | 14 22% | 20 22% | 69 18% | 7 15% | 27 19% |
| I have been watching for information about Covid-19/ the pandemic/ vaccine/ due to the quality of covid- 19 information/ the BBC is a quality/ trustworthy source of covid-19 info. | 64 12% | 5 13% | 3 13% | 7 11% | 3 7% | 7 15% | - | 4 15% | 4 12% | 12 15% | 10 13% | 6 11% | 2 10% | 53 12% | 57 12% | 3 24% | 3 11% | 1 6% | - | 7 11% | 5 8% | 13 14% | 48 12% | 6 13% | 15 11% |
| Due to Covid-19/ the pandemic/ lockdown restrictions | 62 11% | 4 11% | 1 4% | 9 13% | 4 10% | 6 12% | 3 13% | 3 10% | 3 9% | 10 13% | 10 12% | 6 10% | 2 11% | 52 11% | 52 11% | 1 7% | 5 19% | 1 6% | 3 29% | 10 15% | 8 13% | 12 13% | 40 10% | 8 19% | 20 14% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 164

Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------------|-----------------|----------------|----------------|---------------------------------------|--------------------|-------------------|------------------|---------------------|-----------------|-----------------|----------------|---------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-------------------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-eastern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 547 | 41* | 24** | 68* | 44* | 49* | 24** | 28* | 36* | 79* | 82* | 54* | 18* | 461 | 473 | 13** | 28** | 18** | 9** | 68* | 65* | 93* | 391 | 45* | 143 |
| Boredom/ due to lockdown restrictions there is nothing else to do/ I cannot socialise, do what I would normally do etc/ I watch the BBC to pass the time/ relieve boredom/ during lockdown | 59 | 4 | 1 | 9 | 11 | 5 | 4 | 1 | 2 | 5 | 9 | 7 | 2 | 53 | 54 | - | 2 | 3 | - | 5 | 9 | 12 | 42 | 10 | 18 |
| | 11% | 11% | 5% | 13% | 24% ^A 24% ^{JN} | 10% | 17% | 3% | 7% | 7% | 11% | 13% | 10% | 11% | 11% | - | 7% | 17% | - | 8% | 14% | 13% | 11% | 22% ^{aw} | 12% |
| Due to the programmes/ the quality of the programmes/ BBC shows the programmes I want to watch/ that I enjoy/ interest me | 47 | 2 | 1 | 7 | 3 | 5 | 6 | 3 | 2 | 9 | 5 | 2 | 1 | 42 | 40 | 1 | 1 | 3 | 1 | 6 | 5 | 12 | 32 | 3 | 15 |
| | 9% | 5% | 5% | 10% | 7% | 11% | 26% | 9% | 6% | 11% | 6% | 4% | 5% | 9% | 9% | 7% | 4% | 17% | 11% | 9% | 8% | 13% | 8% | 6% | 10% |
| I am not working/ unable to work/ reduced working hours due to the pandemic/ lockdown restrictions | 31 | 1 | 1 | 2 | 4 | 7 | 1 | 3 | 2 | - | 6 | 2 | 2 | 25 | 30 | - | - | - | 1 | 1 | 3 | 6 | 21 | 4 | 10 |
| | 6% ^j | 3% | 5% | 3% | 10% ^J | 13% ^{aJn} | 5% | 11% ^J | 6% ^j | - | 7% ^j | 4% | 10% ^J | 5% ^j | 6% | - | - | - | 11% | 1% | 4% | 6% | 5% | 9% | 7% |
| I have been watching for information from the Government/ briefings from ministers | 21 | 3 | 3 | - | - | 3 | 3 | 1 | 1 | 2 | 2 | 1 | 1 | 16 | 20 | 1 | - | - | - | 1 | 4 | 7 | 13 | 3 | 8 |
| | 4% | 8% ^d | 14% | - | - | 7% ^d | 13% | 3% | 3% | 3% | 3% | 2% | 5% ^d | 4% | 4% | 8% | - | - | - | 2% | 6% | 8% | 3% | 7% | 6% |
| I like the BBC/ BBC is a good broadcaster/ my favourite channels are on the BBC | 18 | - | - | - | 1 | 3 | 1 | 1 | 2 | 3 | 3 | 2 | * | 16 | 14 | - | 2 | 1 | - | 3 | 1 | 3 | 14 | - | 4 |
| | 3% | - | - | - | 2% | 6% ^d | 4% | 5% | 6% | 4% | 4% | 4% | 2% | 3% | 3% | - | 7% | 6% | - | 5% | 2% | 3% | 4% | - | 3% |
| The BBC has a variety of programmes/ plenty of choice/ something for everyone | 17 | - | 4 | 2 | 1 | - | 1 | 1 | 1 | 4 | - | 2 | - | 16 | 11 | 1 | - | 2 | 1 | 4 | 3 | 3 | 10 | 2 | 5 |
| | 3% ^o | - | 17% | 3% | 2% | - | 5% | 3% | 3% | 5% ^k | - | 4% | - | 3% | 2% | 7% | - | 12% | 14% | 6% | 5% | 3% | 3% | 5% | 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 164
Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels more now compared to March 2020

Absolutes/col percents

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|--|----------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|----------------|-----------------|----------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 547 | 41* | 24** | 68* | 44* | 49* | 24** | 28* | 36* | 79* | 82* | 54* | 18* | 461 | 473 | 13** | 28** | 18** | 9** | 68* | 65* | 93* | 391 | 45* | 143 |
| I have watched more TV generally | 17 3% | 1 3% | - | 1 2% | - | 1 2% | 1 4% | 1 3% | 3 9% ln | 3 4% | 3 4% | - | 2 12% ADEI LN | 13 3% | 13 3% | 2 16% | 1 4% | - | - | 3 5% | 2 3% | - | 14 4% | - | 2 2% |
| I am working from home/ have more access to the TV due to working from home | 14 3% Oy | 1 2% | - | 1 1% | 1 2% | - | - | 1 2% | 1 3% | 4 5% | 2 3% | 1 2% | 2 11% ADFK IN | 11 2% | 9 2% | 1 7% | 2 7% | 1 6% | 1 13% | 5 8% aO | * 1% | - | 14 4% ay | - | * * |
| New programmes/ I watched programmes that I had not seen before/ would not usually have watched | 12 2% | 2 5% | - | 2 3% | 1 2% | 1 2% | 1 4% | - | - | 1 1% | 2 3% | 1 2% | * 2% | 10 2% | 12 3% | - | - | - | - | - | 2 2% | 1 1% | 9 2% | 2 5% | 4 3% |
| I am self isolating/ shielding | 12 2% W | 1 3% | 1 4% | 2 3% | 1 2% | 1 2% | 1 4% | 1 2% | - | 1 1% | 1 1% | 1 2% | - | 10 2% | 11 2% | - | - | - | 1 11% | 1 1% | - | 8 8% AuW | 3 1% | 6 12% AUW | 9 6% AuW |
| I am watching more TV/ BBC TV during the day/ day time television programmes | 11 2% | - | - | 1 2% | 3 7% aj n | 2 4% | 1 4% | 1 3% | 1 3% | - | 1 1% | - | 1 7% abJL n | 9 2% | 11 2% | - | - | - | - | - | 1 1% | 1 1% | 9 2% | - | 1 1% |
| I have been watching BBC TV to be entertained | 10 2% | - | 1 4% | 3 5% | - | 1 2% | 1 4% | - | 1 3% | 2 2% | - | - | 1 5% KI | 10 2% | 8 2% | - | - | 1 5% | - | 1 1% | 1 2% | 1 1% | 9 2% | 1 2% | 1 1% |
| I have watched repeats/ watched programmes that I have wanted to revisit/ that I missed the first time | 10 2% | - | 1 4% | 1 2% | 3 7% an | - | - | - | - | 2 3% | 2 3% | - | - | 10 2% | 10 2% | - | - | - | - | - | - | 2 2% | 8 2% | - | 2 1% |
| The BBC shows documentaries | 10 2% w | - | 1 5% | 1 2% | - | 1 2% | - | 1 3% | 1 3% | 2 3% | 1 1% | 1 2% | * 2% | 9 2% | 8 2% | - | - | - | 1 11% | 1 1% | 2 3% | 3 4% | 4 1% | 2 5% | 4 3% |
| I have been making more use of iPlayer | 10 2% | - | - | 2 3% | 2 5% | 2 4% | - | 1 3% | 1 3% | 1 1% | 1 2% | - | - | 9 2% | 10 2% | - | - | - | - | - | - | 3 4% | 6 2% | - | 3 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 164

Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels more now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 547 | 41* | 24** | 68* | 44* | 49* | 24** | 28* | 36* | 79* | 82* | 54* | 18* | 461 | 473 | 13** | 28** | 18** | 9** | 68* | 65* | 93* | 391 | 45* | 143 |
| I have watched BBC TV to raise my spirits/ cheer me up/ it is something to look forward to | 9 2% | 1 3% | - | 1 2% | 1 2% | 1 2% | 1 4% | 1 2% | - | 1 1% | 2 3% | - | * 2% | 7 2% | 8 2% | - | - | - | 1 11% | 1 1% | 1 2% | 4 4% | 5 1% | 1 2% | 4 3% |
| I am at home more in the evenings now/ I go out less in the evenings/ due to lockdown restrictions | 9 2% | 1 3% | - | - | 1 3% | - | 1 4% | 1 2% | 1 3% | - | 1 1% | 3 5% | * 2% | 7 2% | 9 2% | - | - | - | - | - | - | 2 2% | 7 2% | - | 2 2% |
| The BBC shows drama | 8 1% | - | 1 5% | - | - | 1 2% | - | - | - | 4 5%An | 1 1% | - | * 2% | 7 2% | 6 1% | - | - | 1 6% | - | 1 2% | - | * 1% | 5 1% | 1 2% | 1 1% |
| I have the TV on whilst I am doing other things/ as background noise | 8 1% | 1 3% | - | 2 3% | - | - | - | - | - | 1 1% | 2 3% | 1 2% | - | 6 1% | 8 2% | - | - | - | - | - | 3 5%avw | - | 4 1% | - | 3 2% |
| I have had to spend more time alone/ no visitors/ the watching the TV/ BBC TV has been a replacement for personal company | 7 1% | 1 3% | - | - | 1 2% | - | - | 1 3% | - | 1 1% | 2 3% | - | * 2% | 4 1% | 7 1% | - | - | - | - | - | - | - | 7 2% | - | - |
| Mention of other type of programme the BBC broadcasts | 6 1% | - | - | 1 2% | - | 2 5%akn | - | 1 2% | - | 1 1% | - | 1 2% | - | 6 1% | 6 1% | 1 7% | - | - | - | 1 1% | 1 2% | 1 1% | 5 1% | - | 1 1% |
| I have had more time with the family/ watched family programmes | 6 1%O | - | - | - | - | 1 2% | - | - | 1 3% | 1 1% | 2 3% | - | * 2% | 5 1% | 3 1% | 1 8% | - | 1 6% | - | 2 3%o | 1 2% | - | 5 1% | - | 1 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 164

Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|-------------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|----------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 547 | 41* | 24** | 68* | 44* | 49* | 24** | 28* | 36* | 79* | 82* | 54* | 18* | 461 | 473 | 13** | 28** | 18** | 9** | 68* | 65* | 93* | 391 | 45* | 143 |
| My partner/ other family member is around more and they watch the TV/ BBC TV | 6 1% | - | - | - | 1 2% | 1 3% | - | - | - | - | 1 1% | 2 4%a | - | 6 1% | 6 1% | - | - | - | - | - | - | - | 6 1% | - | - |
| I have watched BBC TV channels more | 5 1% | 1 3% | - | - | - | - | - | - | - | 1 1% | 2 3% | 1 2% | - | 4 1% | 5 1% | - | - | - | - | - | - | 1 1% | 4 1% | - | 1 1% |
| The weather has been bad | 5 1% | - | - | - | 1 2% | - | - | - | 4 10%AdJ KIN | - | - | - | - | 5 1% | 5 1% | - | - | - | - | - | - | * * | 4 1% | 1 3% | 2 1% |
| Watching BBC TV has become a habit/ part of my routine | 5 1% | - | - | 1 2% | 1 2% | - | - | - | - | 1 1% | 1 1% | - | * 2% | 4 1% | 5 1% | - | - | - | - | - | * 1% | 2 2% | 2 1% | - | 3 2% |
| There are no commercials on BBC TV | 4 1% | - | 1 5% | - | 1 2% | 1 2% | - | - | 1 3% | - | - | - | - | 4 1% | 4 1% | - | - | - | - | - | - | - | 3 1% | 1 2% | 1 1% |
| The BBC shows films | 3 1% | - | - | - | - | 2 4%An | 1 4% | - | - | - | - | - | - | 3 1% | 3 1% | - | - | - | - | - | - | 2 3%aW | 2 2%W | - | 1 2%aW |
| The BBC shows educational programmes | 3 1% | 1 2% | - | - | - | - | - | 1 2% | - | - | - | 1 2%n | - | 1 * | 3 1% | - | - | - | - | - | - | 1 2% | 1 1% | 2 * | 1 1% |
| The TV/ BBC TV is easy to use/ to access | 2 * | - | - | 1 2% | - | - | - | 1 3%n | - | - | - | - | - | 1 2%n | 2 * | - | - | - | - | - | - | - | 2 1% | - | - |
| Other answers | 20 4%n | 4 10%adel n | 2 9% | - | - | 1 2% | 1 4% | 1 3% | 1 3% | 2 2% | 6 7%dn | - | 2 11%ADEF jLN | 13 3% | 19 4% | - | 1 4% | - | - | 1 2% | 1 2% | 3 4% | 14 4% | - | 3 2% |
| Nothing/ no reason in particular | 3 1% | - | - | 1 2% | - | - | 1 4% | - | - | 1 1% | - | - | - | 3 1% | 2 * | - | 1 4% | - | - | 1 2% | - | - | 3 1% | - | - |
| Don't know | 7 1% | - | 1 4% | 2 3% | 1 2% | - | 1 4% | - | - | 1 1% | - | 1 2% | - | 7 2% | 5 1% | - | 1 4% | - | - | 1 2% | 1 2% | 1 1% | 4 1% | 1 2% | 2 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 165

Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels more now compared to March 2020

| | Total (a) | None (b) | Children Aged 18 & Under | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|-----------|----------|--------------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | | | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 549 | 388 | 79 | 49 | 34 | 3 | 158 | 67 | 140 | 127 | 22 | 69 | 106 | 93 | 91 | 44 | 30 | 12 | 12 | 8 | 11 | 6 | 13 |
| Weighted base | 547 | 386 | 78* | 49* | 33* | 3** | 158 | 67* | 140 | 126 | 21** | 71* | 109 | 94* | 94* | 42* | 29** | 12** | 10** | 8** | 11** | 4** | 9** |
| I am at home more/ indoors more/ due to lock down restrictions | 176 | 124 | 28 | 17 | 8 | - | 52 | 21 | 46 | 43 | 8 | 23 | 39 | 22 | 32 | 16 | 6 | 4 | 2 | 4 | 6 | 1 | 1 |
| | 32% | 32% | 36% | 35% | 25% | - | 33% | 32% | 33% | 34% | 39% | 33% | 36% | 24% | 34% | 39% | 22% | 36% | 20% | 47% | 52% | 26% | 13% |
| I have more free time/ I have spare time to watch the TV/ BBC TV | 112 | 87 | 13 | 6 | 5 | 1 | 24 | 11 | 20 | 20 | 4 | 8 | 17 | 31 | 19 | 11 | 6 | 1 | 4 | 2 | 2 | 1 | 2 |
| | 20%gi | 23% | 17% | 12% | 16% | 32% | 15% | 16% | 15% | 16% | 18% | 12% | 16% | 33%ALM | 20% | 26% | 22% | 9% | 37% | 26% | 19% | 24% | 20% |
| To watch the news/ due to the quality of news broadcasting/ the BBC is a quality/ trustworthy source of news | 101 | 73 | 9 | 9 | 7 | - | 28 | 16 | 25 | 18 | 6 | 18 | 17 | 20 | 15 | 7 | 5 | 6 | - | - | - | - | 3 |
| | 18% | 19% | 11% | 19% | 22% | - | 17%cj | 23%Cj | 18%Cj | 14% | 28% | 25% | 15% | 22% | 16% | 16% | 16% | 46% | - | - | - | - | 33% |
| I have been watching for information about Covid-19/ the pandemic/ vaccine/ due to the quality of covid-19 information/ the BBC is a quality/ trustworthy source of covid-19 info. | 64 | 49 | 7 | 2 | * | - | 15 | 9 | 15 | 9 | 3 | 11 | 10 | 12 | 11 | 4 | 1 | 2 | - | 1 | - | - | 2 |
| | 12% | 13% | 9% | 4% | 1% | - | 10%j | 13% | 11%dj | 7% | 15% | 15% | 9% | 13% | 12% | 9% | 3% | 17% | - | 13% | - | - | 28% |
| Due to Covid-19/ the pandemic/ lockdown restrictions | 62 | 49 | 8 | 4 | 2 | - | 13 | 4 | 12 | 10 | 3 | 9 | 17 | 6 | 8 | 3 | 4 | 2 | 1 | 1 | * | 1 | 2 |
| | 11% | 13% | 10% | 9% | 7% | - | 8% | 7% | 8% | 8% | 15% | 13% | 16% | 7% | 9% | 8% | 14% | 19% | 9% | 13% | 4% | 17% | 19% |
| Boredom/ due to lockdown restrictions there is nothing else to do/ I cannot socialise, do what I would normally do etc/ I watch the BBC to pass the time/ relieve boredom/ during lockdown | 59 | 44 | 6 | 6 | 6 | 1 | 15 | 4 | 11 | 15 | 2 | 10 | 11 | 4 | 15 | 2 | 6 | 3 | 2 | 1 | 1 | 2 | - |
| | 11%n | 11% | 8% | 12% | 19%i | 32% | 9% | 6% | 8% | 12%i | 10% | 13%n | 10% | 4% | 16%n | 5% | 21% | 24% | 21% | 15% | 10% | 38% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 165

Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 547 | 386 | 78* | 49* | 33* | 3** | 158 | 67* | 140 | 126 | 21** | 71* | 109 | 94* | 94* | 42* | 29** | 12** | 10** | 8** | 11** | 4** | 9** |
| Due to the programmes/ the quality of the programmes/ BBC shows the programmes I want to watch/ that I enjoy/ interest me | 47 | 36 | 6 | 3 | 2 | - | 11 | 6 | 10 | 9 | - | 5 | 12 | 13 | 7 | 2 | 2 | 1 | - | - | 1 | 1 | 2 |
| | 9% | 9% | 8% | 5% | 6% | - | 7% | 9% | 7% | 7% | - | 7% | 11% | 13% | 7% | 6% | 6% | 12% | - | - | 10% | 24% | 25% |
| I am not working/ unable to work/ reduced working hours due to the pandemic/ lockdown restrictions | 31 | 24 | 3 | 1 | 3 | - | 7 | 1 | 5 | 6 | 2 | 4 | 7 | 8 | 2 | 3 | 2 | - | - | - | - | - | - |
| | 6% | 6% | 3% | 2% | 10% | - | 5% | 2% | 3% | 5% | 8% | 6% | 7% | 8% | 2% | 6% | 6% | - | - | - | - | - | - |
| I have been watching for information from the Government/ briefings from ministers | 21 | 16 | 2 | 2 | 1 | - | 5 | 1 | 4 | 5 | - | 4 | 4 | 8 | 1 | - | - | 1 | - | - | - | - | - |
| | 4% | 4% | 3% | 3% | 4% | - | 3% | 2% | 3% | 4% | - | 5% | 4% | 8%ao | 1% | - | - | 9% | - | - | - | - | - |
| I like the BBC/ BBC is a good broadcaster/ my favourite channels are on the BBC | 18 | 12 | 2 | 2 | - | - | 6 | 4 | 6 | 4 | 1 | 3 | 2 | 4 | 3 | - | 1 | - | - | - | 1 | - | 1 |
| | 3% | 3% | 2% | 4% | - | - | 4% | 5% | 4% | 3% | 5% | 4% | 2% | 5% | 3% | - | 3% | - | - | - | 9% | - | 15% |
| The BBC has a variety of programmes/ plenty of choice/ something for everyone | 17 | 11 | 3 | 1 | 1 | 1 | 5 | 1 | 4 | 4 | - | - | 4 | 4 | 2 | 2 | 1 | - | 1 | - | - | - | - |
| | 3% | 3% | 4% | 2% | 3% | 36% | 3% | 1% | 3% | 3% | - | - | 4% | 5% | 2% | 5% | 4% | - | 10% | - | - | - | - |
| I have watched more TV generally | 17 | 13 | 1 | 3 | * | - | 4 | 2 | 4 | 3 | 1 | 3 | 4 | 1 | 3 | 2 | - | - | - | - | 1 | * | * |
| | 3% | 3% | 1% | 5% | 1% | - | 2% | 3% | 3% | 2% | 5% | 4% | 3% | 1% | 3% | 5% | - | - | - | - | 10% | 11% | 4% |
| I am working from home/ have more access to the TV due to working from home | 14 | 9 | 5 | 2 | * | - | 5 | 2 | 5 | 5 | - | 1 | - | - | 5 | 1 | - | 1 | 2 | 1 | - | * | 1 |
| | 3% | 2% | 6% | 4% | 1% | - | 3% | 3% | 4% | 4% | - | 1% | - | - | 6%mn | 4% | - | 8% | 15% | 15% | - | 10% | 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 165

Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 547 | 386 | 78* | 49* | 33* | 3** | 158 | 67* | 140 | 126 | 21** | 71* | 109 | 94* | 94* | 42* | 29** | 12** | 10** | 8** | 11** | 4** | 9** |
| New programmes/ I watched programmes that I had not seen before/ would not usually have watched | 12 | 9 | 2 | 2 | 1 | - | 4 | - | 3 | 4 | 2 | 2 | 3 | - | 3 | * | 1 | - | - | - | - | - | - |
| | 2% | 2% | 3% | 3% | 4% | - | 2% | - | 2% | 3% | 10% | 3% | 3% | - | 3% | 1% | 4% | - | - | - | - | - | - |
| I am self isolating/ shielding | 12 | 12 | - | - | - | - | - | - | - | - | - | 2 | 3 | - | 3 | - | 1 | - | - | - | - | 1 | 1 |
| | 2% | 3%agi | - | - | - | - | - | - | - | - | - | 3% | 3% | - | 3% | - | 4% | - | - | - | - | 10% | 17% |
| I am watching more TV/ BBC TV during the day/ day time television programmes | 11 | 9 | 1 | * | 1 | - | 1 | - | 1 | 1 | - | 2 | - | 1 | 2 | 1 | 2 | - | - | - | - | - | * |
| | 2% | 2% | 1% | 1% | 4% | - | 1% | - | 1% | 1% | - | 3% | - | 1% | 2% | 3% | 9% | - | - | - | - | - | 4% |
| I have been watching BBC TV to be entertained | 10 | 5 | 3 | - | 1 | - | 5 | 3 | 4 | 4 | - | 2 | 3 | 1 | 1 | 1 | - | - | - | - | - | - | 1 |
| | 2% | 1% | 4% | - | 3% | - | 3% | 5% | 3% | 3% | - | 3% | 3% | 1% | 2% | 3% | - | - | - | - | - | - | 16% |
| I have watched repeats/ watched programmes that I have wanted to revisit/ that I missed the first time | 10 | 9 | - | 1 | - | - | 1 | - | 1 | 1 | - | - | 2 | 2 | 3 | 1 | - | 1 | - | - | - | - | - |
| | 2% | 2% | - | 2% | - | - | 1% | - | 1% | 1% | - | - | 2% | 2% | 3% | 2% | - | 10% | - | - | - | - | - |
| The BBC shows documentaries | 10 | 8 | 1 | - | - | 1 | 1 | - | 1 | 1 | - | 2 | 2 | 2 | - | 1 | 1 | - | - | - | - | - | * |
| | 2% | 2% | 1% | - | - | 36% | * | - | * | 1% | - | 3% | 2% | 2% | - | 2% | 2% | - | - | - | - | - | 4% |
| I have been making more use of iPlayer | 10 | 8 | 1 | - | - | - | 1 | 1 | 1 | 1 | 1 | 1 | 3 | - | 3 | 1 | - | - | - | - | - | - | - |
| | 2% | 2% | 2% | - | - | - | 1% | 2% | 1% | 1% | 3% | 2% | 3% | - | 4% | 3% | - | - | - | - | - | - | - |
| I have watched BBC TV to raise my spirits/ cheer me up/ it is something to look forward to | 9 | 9 | - | - | - | - | - | - | - | - | - | 3 | 2 | 1 | 1 | - | 1 | - | 1 | - | - | - | * |
| | 2% | 2% | - | - | - | - | - | - | - | - | - | 4% | 2% | 1% | 1% | - | 4% | - | 6% | - | - | - | 5% |
| I am at home more in the evenings now/ I go out less in the evenings/ due to lockdown restrictions | 9 | 9 | - | - | - | - | - | - | - | - | - | 2 | 1 | 1 | 3 | 1 | 1 | - | - | - | - | - | - |
| | 2% | 2% | - | - | - | - | - | - | - | - | - | 2% | 1% | 1% | 3% | 3% | 4% | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Prepared by Yonder

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 165

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Base: All respondents who watch BBC TV channels more now compared to March 2020

| | Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---|-----------|--------------------------|------------------|-------------------|-------------------|--------------------------|------------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|---------|
| | | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Weighted base | 547 | 386 | 78* | 49* | 33* | 3** | 158 | 67* | 140 | 126 | 21** | 71* | 109 | 94* | 94* | 42* | 29** | 12** | 10** | 8** | 11** | 4** | 9** | |
| The BBC shows drama | 8 1% | 7 2% | - | - | - | 1 36% | - | - | - | - | - | 1 | 1 | 1 | 3 | 1 | - | - | - | - | - | - | - | - |
| I have the TV on whilst I am doing other things/ as background noise | 8 1% | 8 2% | - | - | - | - | - | - | - | - | - | 1 | - | 3 | - | 1 | - | 1 | - | - | - | - | - | - |
| I have had to spend more time alone/ no visitors/ the watching the TV/ BBC TV has been a replacement for personal company | 7 1% | 7 2% | - | - | - | - | - | - | - | - | - | 3 | 1 | 2 | - | - | - | - | - | - | - | - | - | - |
| Mention of other type of programme the BBC broadcasts | 6 1% | 4 1% | 2 3% | 1 2% | - | - | 2 1% | 1 1% | 2 2% | 2 2% | - | - | 2 2% | - | 1 1% | - | 1 3% | - | 1 6% | - | - | - | - | - |
| I have had more time with the family/ watched family programmes | 6 1%B | 1 * | 3 4%aB | 1 2% | - | - | 4 3%ab | 2 3%b | 4 3%aB | 3 3%b | - | - | 1 1% | - | 1 3% | 1 4% | - | 1 11% | - | - | - | - | - | * 5% |
| My partner/ other family member is around more and they watch the TV/ BBC TV | 6 1%B | 1 * | 1 2% | - | - | - | 4 3%abJ | 3 5%aB | 4 3%aBJ | 1 1% | - | 1 2% | - | - | 1 1% | 1 2% | - | - | - | 1 13% | - | - | - | - |
| I have watched BBC TV channels more | 5 1% | 4 1% | - | 1 2% | - | - | 1 1% | - | 1 1% | 1 1% | 1 5% | - | 1 1% | 1 1% | 1 1% | - | - | - | - | - | - | 1 10% | - | - |
| The weather has been bad | 5 1% | 4 1% | - | 1 3% | 1 4% | - | 1 1% | - | 1 1% | 1 1% | - | 1 2% | - | - | 2 3% | 1 3% | - | - | - | - | - | - | - | - |
| Watching BBC TV has become a habit/ part of my routine | 5 1% | 2 1% | 2 3% | * 1% | * 1% | - | 3 2% | 1 2% | 3 2% | 3 2% | - | - | - | 1 1% | * 1% | 1 4% | - | - | - | - | - | 1 10% | - | - |
| There are no commercials on BBC TV | 4 1% | 3 1% | 1 1% | - | - | - | 1 1% | - | 1 1% | 1 1% | - | 1 1% | 1 1% | - | - | 1 3% | - | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 165

Absolutes/col percents

Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels more now compared to March 2020

| | Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 547 | 386 | 78* | 49* | 33* | 3** | 158 | 67* | 140 | 126 | 21** | 71* | 109 | 94* | 94* | 42* | 29** | 12** | 10** | 8** | 11** | 4** | 9** |
| The BBC shows films | 3 1% | 3 1% | - | - | - | - | - | - | - | - | - | - | 1 1% | - | - | 1 2% | 1 3% | - | - | - | - | - | - |
| The BBC shows educational programmes | 3 1% | - | 3 4%AB | 1 3%B | 1 4%aB | - | 3 2%ab | 1 1% | 3 2%aB | 3 2%aB | - | - | - | 1 1% | - | 1 4% | - | - | - | - | - | - | 1 7% |
| The TV/ BBC TV is easy to use/ to access | 2 * | 1 * | - | - | 1 3%abi | - | 1 1% | - | - | 1 1% | - | - | - | 2 2% | 1 2% | - | - | - | - | - | - | - | - |
| Other answers | 20 4% | 15 4% | 2 3% | - | * 1% | - | 5 3%j | 3 4% | 5 4%j | 2 2% | 1 5% | 3 4% | 5 4% | 2 2% | 3 3% | 1 2% | 1 14% | 2 4% | * 5% | * 5% | - | - | 1 16% |
| Nothing/ no reason in particular | 3 1% | 3 1% | - | - | - | - | - | - | - | - | - | 1 2% | - | 2 2% | - | - | - | - | - | - | - | - | - |
| Don't know | 7 1% | 3 1% | 3 4%b | 1 2% | 1 3% | - | 4 3% | 3 5%ab | 4 3% | 3 2% | - | - | 3 3% | 2 2% | - | 1 2% | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 166

Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels more now compared to March 2020

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---|---------------|------------|--------------------|------------|-----------------|------------|--|------------|--|------------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 549 | 549 | - | 430 | 119 | 437 | 112 | 549 | - | 549 | - |
| Weighted base | 547 | 547 | ** | 426 | 121 | 432 | 115 | 547 | ** | 547 | ** |
| I am at home more/ indoors more/ due to lock down restrictions | 176 32% | 176 32% | - | 142 33% | 34 28% | 135 31% | 42 36% | 176 32% | - | 176 32% | - |
| I have more free time/ I have spare time to watch the TV/ BBC TV | 112 20% | 112 20% | - | 88 21% | 24 20% | 93 22% | 19 16% | 112 20% | - | 112 20% | - |
| To watch the news/ due to the quality of news broadcasting/ the BBC is a quality/ trustworthy source of news | 101 18% | 101 18% | - | 77 18% | 24 19% | 83 19% | 17 15% | 101 18% | - | 101 18% | - |
| I have been watching for information about Covid-19/ the pandemic/ vaccines/ due to the quality of covid-19 information/ the BBC is a quality/ trustworthy source of covid-19 info. | 64 12% | 64 12% | - | 51 12% | 13 11% | 53 12% | 12 10% | 64 12% | - | 64 12% | - |
| Due to Covid-19/ the pandemic/ lockdown restrictions | 62 11% | 62 11% | - | 51 12% | 10 9% | 47 11% | 14 13% | 62 11% | - | 62 11% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 166

Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels more now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|---------------|-----------|--------|--------------------|-----------|-----------------|-----------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 547 | 547 | -** | 426 | 121 | 432 | 115 | 547 | -** | 547 | -** |
| Boredom/ due to lockdown restrictions there is nothing else to do/ I cannot socialise, do what I would normally do etc/ I watch the BBC to pass the time/ relieve boredom/ during lockdown | 59 11% | 59 11% | - | 44 10% | 15 13% | 42 10% | 17 15% | 59 11% | - | 59 11% | - |
| Due to the programmes/ the quality of the programmes/ BBC shows the programmes I want to watch/ that I enjoy/ interest me | 47 9% | 47 9% | - | 37 9% | 10 9% | 37 9% | 10 9% | 47 9% | - | 47 9% | - |
| I am not working/ unable to work/ reduced working hours due to the pandemic/ lockdown restrictions | 31 6% | 31 6% | - | 24 6% | 7 6% | 26 6% | 5 4% | 31 6% | - | 31 6% | - |
| I have been watching for information from the Government/ briefings from ministers | 21 4% | 21 4% | - | 14 3% | 7 6% | 17 4% | 4 4% | 21 4% | - | 21 4% | - |
| I like the BBC/ BBC is a good broadcaster/ my favourite channels are on the BBC | 18 3% | 18 3% | - | 16 4% | 1 1% | 15 4% | 2 2% | 18 3% | - | 18 3% | - |
| The BBC has a variety of programmes/ plenty of choice/ something for everyone | 17 3% | 17 3% | - | 13 3% | 3 3% | 16 4% | 1 1% | 17 3% | - | 17 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 166
Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels more now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|--|---------------|----------|--------|--------------------|---------|-----------------|---------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 547 | 547 | -** | 426 | 121 | 432 | 115 | 547 | -** | 547 | -** |
| I have watched more TV generally | 17 3% | 17 3% | - | 13 3% | 3 3% | 13 3% | 3 3% | 17 3% | - | 17 3% | - |
| I am working from home/ have more access to the TV due to working from home | 14 3% | 14 3% | - | 13 3% | 1 1% | 12 3% | 3 2% | 14 3% | - | 14 3% | - |
| New programmes/ I watched programmes that I had not seen before/ would not usually have watched | 12 2% | 12 2% | - | 8 2% | 5 4% | 9 2% | 4 3% | 12 2% | - | 12 2% | - |
| I am self isolating/ shielding | 12 2% | 12 2% | - | 9 2% | 3 3% | 10 2% | 2 2% | 12 2% | - | 12 2% | - |
| I am watching more TV/ BBC TV during the day/ day time television programmes | 11 2% | 11 2% | - | 9 2% | 1 1% | 6 1% | 4 4% | 11 2% | - | 11 2% | - |
| I have been watching BBC TV to be entertained | 10 2% | 10 2% | - | 9 2% | 1 1% | 9 2% | 1 1% | 10 2% | - | 10 2% | - |
| I have watched repeats/ watched programmes that I have wanted to revisit/ that I missed the first time | 10 2% | 10 2% | - | 10 2% | - | 6 1% | 3 3% | 10 2% | - | 10 2% | - |
| The BBC shows documentaries | 10 2% | 10 2% | - | 7 2% | 3 2% | 9 2% | 1 1% | 10 2% | - | 10 2% | - |
| I have been making more use of iPlayer | 10 2% | 10 2% | - | 7 2% | 2 2% | 8 2% | 1 1% | 10 2% | - | 10 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 166

Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels more now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|---------------|---------|--------|--------------------|---------|-----------------|---------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 547 | 547 | -** | 426 | 121 | 432 | 115 | 547 | -** | 547 | -** |
| I have watched BBC TV to raise my spirits/ cheer me up/ it is something to look forward to | 9 2% | 9 2% | - | 8 2% | 1 1% | 7 2% | 3 2% | 9 2% | - | 9 2% | - |
| I am at home more in the evenings now/ I go out less in the evenings/ due to lockdown restrictions | 9 2% | 9 2% | - | 9 2% | - | 6 1% | 4 3% | 9 2% | - | 9 2% | - |
| The BBC shows drama | 8 1% | 8 1% | - | 7 2% | 1 1% | 6 1% | 2 2% | 8 1% | - | 8 1% | - |
| I have the TV on whilst I am doing other things/ as background noise | 8 1% | 8 1% | - | 8 2% | - | 5 1% | 2 2% | 8 1% | - | 8 1% | - |
| I have had to spend more time alone/ no visitors/ the watching the TV/ BBC TV has been a replacement for personal company | 7 1% | 7 1% | - | 6 1% | 1 1% | 6 1% | 1 1% | 7 1% | - | 7 1% | - |
| Mention of other type of programme the BBC broadcasts | 6 1% | 6 1% | - | 4 1% | 2 2% | 6 1% | 1 1% | 6 1% | - | 6 1% | - |
| I have had more time with the family/ watched family programmes | 6 1% | 6 1% | - | 5 1% | * * | 4 1% | 2 2% | 6 1% | - | 6 1% | - |
| My partner/ other family member is around more and they watch the TV/ BBC TV | 6 1% | 6 1% | - | 3 1% | 2 2% | 3 1% | 2 2% | 6 1% | - | 6 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 166

Q7a. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 547 | 547 | -** | 426 | 121 | 432 | 115 | 547 | -** | 547 | -** |
| I have watched BBC TV channels more | 5 1% | 5 1% | - | 4 1% | 1 1% | 5 1% | - | 5 1% | - | 5 1% | - |
| The weather has been bad | 5 1%D | 5 1% | - | 2 * | 4 3%ad | 3 1% | 2 2% | 5 1% | - | 5 1% | - |
| Watching BBC TV has become a habit/ part of my routine | 5 1% | 5 1% | - | 5 1% | - | 3 1% | 2 1% | 5 1% | - | 5 1% | - |
| There are no commercials on BBC TV | 4 1% | 4 1% | - | 4 1% | - | 2 * | 2 2% | 4 1% | - | 4 1% | - |
| The BBC shows films | 3 1% | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - |
| The BBC shows educational programmes | 3 1% | 3 1% | - | 2 * | 1 1% | 3 1% | - | 3 1% | - | 3 1% | - |
| The TV/ BBC TV is easy to use/ to access | 2 * | 2 * | - | 2 1% | - | 2 1% | - | 2 * | - | 2 * | - |
| Other answers | 20 4% | 20 4% | - | 16 4% | 3 3% | 19 4% | 1 1% | 20 4% | - | 20 4% | - |
| Nothing/ no reason in particular | 3 1% | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - |
| Don't know | 7 1% | 7 1% | - | 4 1% | 3 2% | 4 1% | 3 3% | 7 1% | - | 7 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 167
Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-------------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|------------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|----------|-----------|-----------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 167 | 88 | 79 | 15 | 19 | 27 | 19 | 25 | 23 | 22 | 17 | 34 | 25 | 52 | 44 | 62 | 19 | 41 | 45 | 28 | 53 | 86 | 81 |
| Weighted base | 170 | 87* | 82* | 13** | 18** | 29** | 19** | 28** | 24** | 22** | 17** | 31* | 23** | 52* | 47* | 63* | 17** | 39* | 48* | 31** | 51* | 88* | 82* |
| Poor quality programmes/ lack of content I enjoy/ want to watch | 54 32%n | 23 26% | 31 38% | 3 22% | 3 17% | 6 20% | 2 9% | 12 41% | 11 46% | 11 51% | 6 38% | 6 19% | 4 17% | 10 19% | 13 28% | 29 46%AIN | 5 29% | 14 35% | 14 30% | 8 25% | 18 35% | 28 32% | 26 31% |
| They are biased/ they have their own agenda/ only tell people what they want people to know/ not fully representative | 23 14%IN | 12 13% | 12 14% | - - | 1 3% | 1 4% | 1 5% | 5 18% | 3 13% | 8 37% | 4 25% | 1 2% | 1 3% | 2 3% | 6 13% | 16 25%ALN | - - | 7 19% | 6 12% | 3 11% | 7 14% | 13 15% | 10 13% |
| Lack of variation in content/ nothing new/ too many repeats | 20 12%IN | 9 11% | 10 12% | - - | 1 4% | 1 4% | - - | 4 16% | 3 13% | 6 27% | 4 25% | 1 2% | 1 3% | 2 3% | 4 9% | 13 21%AIN | - - | 4 10% | 4 9% | 3 11% | 8 16% | 8 9% | 12 14% |
| I have started using more streaming/ internet based services | 18 11% | 10 12% | 8 10% | 2 19% | 5 28% | 3 11% | 3 16% | 1 4% | 1 5% | - - | 2 13% | 7 24%aP | 5 23% | 9 17% | 4 9% | 3 5% | 3 20% | 6 14% | 4 9% | 4 14% | 4 7% | 10 11% | 8 10% |
| I find TV/ the BBC boring/ unexciting/ I have lost interest in it/ feel my tastes have changed | 16 9% | 7 8% | 9 11% | 3 23% | - - | 2 8% | 1 5% | 2 8% | 1 4% | 3 15% | 3 17% | 3 10% | 2 9% | 4 8% | 3 7% | 7 11% | 3 18% | 3 8% | 5 10% | 5 15% | 3 6% | 8 9% | 8 9% |
| I prefer other content/ have started using other providers more (other) | 15 9%p | 7 8% | 8 10% | 2 18% | 3 17% | 1 4% | 2 11% | 5 17% | 2 8% | - - | - - | 5 17%p | 3 15% | 4 9% | 7 15%p | 2 3% | 2 14% | 5 14% | 3 7% | 3 11% | 3 6% | 9 10% | 6 8% |
| I prefer other TV channels/ have started watching other broadcasters more | 11 7%B | 1 2% | 10 12%aB | 1 8% | - - | - - | 1 5% | 5 17% | 3 13% | - - | 1 8% | 1 3% | 1 4% | 1 2% | 6 12%n | 5 7% | 1 6% | 4 9% | 1 3% | - - | 7 13% | 5 6% | 7 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 167
Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels less now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|----------|---------|----------|----------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 170 | 87* | 82* | 13** | 18** | 29** | 19** | 28** | 24** | 22** | 17** | 31* | 23** | 52* | 47* | 63* | 17** | 39* | 48* | 31** | 51* | 88* | 82* |
| The BBC is out of touch/ not aligned with my own views/ values/ the BBC promotes viewpoints/ values I do not believe in/ agree with | 11 7% | 5 6% | 6 8% | - | - | 1 3% | - | 3 10% | 4 19% | 2 9% | 1 7% | - | - | 1 2% | 3 6% | 7 12% | - | 2 5% | 6 12% | 2 8% | 1 2% | 8 9% | 4 4% |
| I prefer to use catch up/ on demand services | 11 6% | 7 8% | 3 4% | 1 8% | 1 6% | 2 7% | 2 11% | 2 9% | 2 8% | - | - | 2 7% | 1 5% | 3 6% | 4 10% | 2 3% | 1 6% | 1 3% | 6 13%a | 1 4% | 2 4% | 7 9% | 3 4% |
| There is a lack of choice/ variety/ more choice available elsewhere | 10 6% | 5 6% | 4 5% | 1 8% | 2 12% | 2 8% | - | 2 8% | 2 9% | - | - | 3 10% | 2 9% | 4 8% | 2 5% | 2 3% | 1 6% | 2 5% | 4 9% | 1 4% | 2 4% | 6 7% | 3 4% |
| I dislike BBC News/ BBC news content | 9 5% | 5 6% | 4 5% | - | - | - | - | 3 10% | 2 9% | 3 13% | 1 8% | - | - | - | 3 6% | 6 10%n | - | 2 6% | 3 7% | - | 3 7% | 6 7% | 3 4% |
| I now only watch specific programmes/ content/ presenters | 9 5% | 6 7% | 3 3% | - | - | 2 11% | 1 5% | 3 12% | 1 7% | 1 6% | - | - | - | 3 7% | 5 9%n | - | 2 5% | 4 8% | - | 4 5% | 3 7% | 6 7% | 3 3% |
| Issues with the license fee/ poor value/ disagree with the license fee | 9 5% | 5 6% | 3 4% | - | - | 1 4% | 1 5% | - | 3 14% | 2 10% | 1 6% | - | - | 1 2% | 1 2% | 7 11%a | - | 1 2% | 2 5% | 3 11% | 2 4% | 3 4% | 5 7% |
| Standards have fallen | 9 5% | 5 6% | 3 4% | 1 5% | 1 6% | 2 8% | - | 1 4% | - | 2 9% | 1 8% | 2 5% | 1 5% | 3 6% | 1 3% | 4 6% | 1 4% | 5 12% | 1 2% | 1 4% | 2 4% | 6 6% | 3 4% |
| I do not trust the BBC/ their reporting/ they are dishonest | 7 4% | 2 3% | 4 5% | - | - | - | - | 1 4% | 2 8% | 2 10% | 1 9% | - | - | - | 1 3% | 6 9%an | - | 2 6% | 2 5% | - | 2 4% | 5 5% | 2 3% |
| I have not had the time to watch TV/ been too busy | 6 4% | 1 1% | 5 6% | 1 8% | 1 5% | 1 4% | 1 6% | 1 4% | - | - | 1 6% | 2 6% | 2 9% | 3 6% | 2 5% | 1 2% | 2 12% | 1 3% | 3 7% | - | 2 4% | 4 5% | 2 3% |
| I prefer other content/ have started using other providers more (non-specific) | 6 4% | 3 4% | 3 4% | - | 1 5% | - | 1 6% | 2 8% | 2 9% | - | - | 1 3% | 1 4% | 1 2% | 3 7% | 2 3% | - | 3 8% | 1 2% | 1 4% | 1 2% | 4 5% | 2 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 167
Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|---------|-----------|---------|----------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 170 | 87* | 82* | 13** | 18** | 29** | 19** | 28** | 24** | 22** | 17** | 31* | 23** | 52* | 47* | 63* | 17** | 39* | 48* | 31** | 51* | 88* | 82* |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ I avoid Covid-19 related content | 6 4% | 3 3% | 3 4% | 1 8% | 1 5% | 2 7% | - | 1 4% | - | - | 1 6% | 2 6% | 2 8% | 4 8% | 1 3% | 1 2% | 1 6% | 2 5% | 3 7% | - | 1 2% | 5 6% | 1 1% |
| Too much government influence/ BBC agenda set by government | 6 3% | 1 2% | 4 5% | - | - | - | 1 5% | - | - | 4 19% | * 2% | - | - | - | 1 2% | 5 7% | - | 3 7% | - | - | 3 6% | 3 3% | 3 4% |
| I find BBC content depressing/ lack of positive content/ news | 5 3% | 2 3% | 3 4% | - | 2 12% | 1 4% | - | - | - | 1 5% | 1 6% | 2 7% | 2 9% | 3 6% | - | 2 3% | - | 1 3% | - | 2 7% | 2 4% | 1 1% | 4 5% |
| I do not have a television/ have access to a television | 5 3% | 4 5% | 1 1% | - | 1 6% | 1 4% | 1 6% | 1 4% | 1 4% | - | - | 1 3% | 1 4% | 2 4% | 2 5% | 1 2% | 1 6% | - | 4 9%au | 1 4% | - | 4 5% | 1 1% |
| I have adopted/ focussed more on my hobbies/ interests/ other forms of entertainment | 5 3% | 3 4% | 2 3% | - | 1 5% | - | - | 1 4% | 1 5% | 1 4% | 1 6% | 1 3% | 1 4% | 1 2% | 1 3% | 3 5% | - | 2 5% | - | 1 4% | 2 4% | 2 2% | 3 4% |
| My routine has changed/ watching TV/ the BBC no longer fits into my routine (other/ non-specific) | 5 3% | 4 5% | 1 1% | - | - | 3 11% | 2 11% | - | - | - | - | - | - | 3 6% | 2 4% | - | - | - | 3 6% | - | 2 4% | 3 4% | 2 2% |
| Shows I liked are no longer available/ are not what they were | 5 3% | 1 1% | 4 5% | - | 1 6% | 1 4% | 1 6% | - | - | 2 8% | - | 1 4% | 1 5% | 2 4% | 1 2% | 2 3% | - | - | - | 1 4% | 4 8%a | - | 5 6%v |
| I do not watch live TV/ am unable to receive live TV | 5 3% | 2 3% | 2 3% | - | 1 8% | 1 4% | 1 5% | - | 1 5% | - | - | 1 5% | 1 6% | 2 5% | 1 2% | 1 2% | - | * 1% | 3 7% | - | 1 2% | 4 4% | 1 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 167

Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels less now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|----------|-----------|----------|---------|----------|---------|-----------|----------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 170 | 87* | 82* | 13** | 18** | 29** | 19** | 28** | 24** | 22** | 17** | 31* | 23** | 52* | 47* | 63* | 17** | 39* | 48* | 31** | 51* | 88* | 82* |
| I do not like the BBC/ they are a poor organisation/ broadcaster/ I will not use their services | 4 2% | 4 5% | - | - | 1 3% | 1 4% | 1 4% | * 2% | - | 1 5% | - | 1 2% | 1 3% | 2 3% | 1 2% | 1 2% | - | - | 1 2% | 1 2% | 2 4% | 1 1% | 3 3% |
| I no longer watch TV/ watch it much | 3 2% | 1 1% | 2 3% | - | - | - | - | - | - | 2 10% | 1 6% | - | - | - | - | 3 5% | - | 2 6% | - | 1 4% | - | 2 3% | 1 1% |
| Their content is aimed at a different demographic | 3 2% | 1 1% | 2 2% | - | - | - | - | - | 1 5% | 2 8% | - | - | - | - | 3 4% | - | - | - | 1 2% | - | 2 3% | 1 1% | 2 2% |
| Issues with the presenters/ I dislike the presenters/ the presenters I like have moved/ been replaced | 1 1% | - | 1 1% | - | - | - | - | - | 1 5% | - | - | - | - | - | 1 2% | - | - | - | 1 2% | - | - | 1 1% | - |
| Issues with the scheduling of shows/ changes to schedules | 1 1% | 1 1% | - | - | - | - | - | - | - | 1 5% | - | - | - | - | 1 2% | - | - | - | - | - | 1 2% | - | 1 1% |
| Other answers | 17 10% | 9 11% | 8 9% | 2 16% | - | 2 7% | 2 13% | 1 4% | 4 18% | 2 10% | 3 16% | 2 7% | - | 2 4% | 4 8% | 9 15% | 2 12% | 6 15% | 4 8% | 2 7% | 5 9% | 10 12% | 7 8% |
| Nothing/ no reason | 4 2% | 3 3% | 1 1% | - | - | 3 12% | - | - | - | * 2% | - | - | - | 3 6%a | - | * 1% | - | * 1% | - | 3 11% | - | * * | 3 4% |
| Invalid - I do not watch BBC TV less than before | 2 1% | 1 1% | 1 1% | 1 5% | - | 2 5% | - | - | - | - | - | 1 2% | - | 2 3% | - | - | 1 4% | - | - | * 2% | 2 3% | - | 2 3% |
| Don't know | 1 1% | 1 1% | - | - | - | - | - | - | - | 1 5% | - | - | - | - | - | 1 2% | - | - | - | - | 1 2% | - | 1 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 168
Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 167 | 11 | 6 | 21 | 21 | 11 | 12 | 8 | 14 | 26 | 16 | 12 | 9 | 139 | 142 | 5 | 12 | 1 | 3 | 21 | 24 | 28 | 116 | 15 | 46 |
| Weighted base | 170 | 11** | 6** | 23** | 22** | 12** | 13** | 5** | 15** | 27** | 18** | 14** | 4** | 149 | 143 | 5** | 13** | 1** | 3** | 22** | 23** | 29** | 120 | 14** | 45* |
| Poor quality programmes/ lack of content I enjoy/ want to watch | 54 | 1 | 1 | 5 | 10 | 2 | 3 | 2 | 5 | 9 | 7 | 8 | 1 | 50 | 50 | 1 | 2 | - | - | 3 | 7 | 9 | 38 | 7 | 16 |
| | 32% | 10% | 16% | 20% | 44% | 18% | 25% | 38% | 35% | 34% | 39% | 58% | 21% | 33% | 35% | 20% | 15% | - | - | 13% | 30% | 33% | 31% | 50% | 36% |
| They are biased/ they have their own agenda/ only tell people what they want people to know/ not fully representative | 23 | 3 | 1 | 1 | 2 | - | 3 | 1 | 2 | 4 | 1 | 4 | * | 18 | 22 | 1 | - | - | - | 1 | 3 | 7 | 12 | 5 | 10 |
| | 14%w | 28% | 16% | 5% | 9% | - | 27% | 25% | 15% | 15% | 6% | 26% | 12% | 12% | 16% | 22% | - | - | - | 5% | 11% | 24% | 10% | 34% | 23%w |
| Lack of variation in content/ nothing new/ too many repeats | 20 | 1 | 1 | 1 | 4 | 2 | 1 | 1 | 1 | 3 | 2 | 1 | - | 17 | 17 | 1 | 1 | - | - | 2 | - | 3 | 13 | 3 | 5 |
| | 12% | 9% | 16% | 5% | 18% | 19% | 9% | 26% | 8% | 12% | 13% | 8% | - | 12% | 12% | 22% | 8% | - | - | 10% | - | 11% | 11% | 21% | 11% |
| I have started using more streaming/ internet based services | 18 | 2 | 1 | 1 | 1 | 1 | 5 | 1 | 2 | 2 | 1 | - | 1 | 15 | 14 | 1 | 2 | - | 1 | 4 | 1 | 4 | 13 | - | 4 |
| | 11% | 18% | 16% | 5% | 5% | 9% | 41% | 12% | 14% | 7% | 7% | - | 21% | 10% | 10% | 19% | 17% | - | 32% | 18% | 4% | 15% | 11% | - | 9% |
| I find TV/ the BBC boring/ unexciting/ I have lost interest in it/ feel my tastes have changed | 16 | - | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 3 | 1 | 1 | - | 15 | 10 | 2 | 2 | - | - | 5 | 3 | 2 | 9 | 1 | 5 |
| | 9%o | - | 17% | 4% | 5% | 8% | 17% | 13% | 22% | 12% | 6% | 9% | - | 10% | 7% | 43% | 19% | - | - | 21% | 14% | 6% | 7% | 7% | 11% |
| I prefer other content/ have started using other providers more (other) | 15 | - | - | 3 | 3 | 2 | 3 | - | - | 1 | 1 | 1 | * | 15 | 12 | 1 | 2 | - | - | 3 | - | 2 | 13 | - | 2 |
| | 9% | - | - | 14% | 13% | 19% | 25% | - | - | 4% | 7% | 8% | 11% | 10% | 9% | 20% | 16% | - | - | 14% | - | 8% | 11% | - | 5% |
| I prefer other TV channels/ have started watching other broadcasters more | 11 | - | 1 | 4 | 1 | 1 | - | - | 1 | 1 | 1 | - | * | 11 | 8 | 1 | - | - | - | 1 | 2 | 3 | 7 | 2 | 3 |
| | 7% | - | 18% | 19% | 5% | 10% | - | - | 7% | 4% | 7% | - | 11% | 7% | 6% | 20% | - | - | - | 5% | 10% | 12% | 6% | 16% | 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 168

Absolutes/col percents

Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels less now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 170 | 11** | 6** | 23** | 22** | 12** | 13** | 5** | 15** | 27** | 18** | 14** | 4** | 149 | 143 | 5** | 13** | 1** | 3** | 22** | 23** | 29** | 120 | 14** | 45* |
| The BBC is out of touch/ not aligned with my own views/ values/ the BBC promotes viewpoints/ values I do not believe in/ agree with | 11 7% | - | - | 1 5% | 1 5% | - | 1 8% | 1 13% | 1 7% | 2 8% | - | 4 26% | - | 10 7% | 11 8% | - | - | - | - | - | 2 2% | 3 9% | 9 7% | 2 11% | 3 6% |
| I prefer to use catch up/ on demand services | 11 6% | 1 9% | 1 16% | 1 6% | 2 9% | - | 2 17% | - | - | 1 4% | 2 12% | - | - | 10 6% | 11 7% | - | - | - | - | - | 2 8% | 1 3% | 8 6% | 1 7% | 3 7% |
| There is a lack of choice/ variety/ more choice available elsewhere | 10 6% | - | - | 3 14% | - | - | 2 17% | - | 3 22% | - | - | 1 9% | - | 10 7% | 9 6% | 1 22% | - | - | - | 1 5% | - | 1 4% | 8 6% | - | 1 2% |
| I dislike BBC News/ BBC news content | 9 5% | - | 1 16% | 1 5% | 1 4% | - | 1 9% | 1 13% | - | 2 8% | - | 1 9% | 1 22% | 8 5% | 9 6% | - | - | - | - | - | * 2% | 4 13% | 4 3% | 3 18% | 5 11% |
| I now only watch specific programmes/ content/ presenters | 9 5% | 1 8% | - | 1 6% | 1 4% | - | - | 1 27% | - | 2 7% | 1 6% | 1 8% | - | 6 4% | 9 6% | - | - | - | - | - | 2 7% | 2 7% | 5 4% | 1 7% | 4 8% |
| Issues with the license fee/ poor value/ disagree with the license fee | 9 5% | - | - | - | 1 5% | - | - | - | 1 8% | 3 11% | - | 4 26% | - | 9 6% | 8 5% | 1 22% | - | - | - | 1 5% | - | 2 8% | 5 4% | 1 8% | 2 5% |
| Standards have fallen | 9 5% | - | - | - | - | - | 1 11% | 4 29% | - | 1 7% | 2 16% | * 11% | 8 5% | 7 5% | 1 22% | - | - | - | - | 1 5% | 2 8% | 1 4% | 6 5% | 1 8% | 2 4% |
| I do not trust the BBC/ their reporting/ they are dishonest | 7 4% | - | - | - | - | 1 9% | - | 1 7% | 3 11% | 1 6% | - | * 11% | 6 4% | 7 5% | - | - | - | - | - | - | - | 1 4% | 5 4% | 1 8% | 2 5% |
| I have not had the time to watch TV/ been too busy | 6 4% | - | - | 2 10% | 1 5% | - | - | - | 1 4% | 2 12% | - | - | 6 4% | 6 4% | - | 1 8% | - | - | - | 1 4% | 1 4% | - | 6 5% | - | 1 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 168
Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who watch BBC TV channels less now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | |
|--|-----------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 170 | 11** | 6** | 23** | 22** | 12** | 13** | 5** | 15** | 27** | 18** | 14** | 4** | 149 | 143 | 5** | 13** | 1** | 3** | 22** | 23** | 29** | 120 | 14** | 45* |
| I prefer other content/ have started using other providers more (non-specific) | 6 | - | - | 1 | 2 | - | 2 | - | - | 1 | - | - | - | 6 | 4 | 1 | - | 1 | - | 2 | 1 | 1 | 4 | 1 | 2 |
| | 4% | - | - | 5% | 10% | - | 17% | - | - | 3% | - | - | - | 4% | 3% | 18% | - | 100% | - | 9% | 5% | 4% | 4% | 7% | 5% |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ I avoid Covid-19 related content | 6 | - | - | - | - | 2 | - | - | - | 3 | - | 1 | - | 6 | 5 | - | 1 | - | - | 1 | 2 | 1 | 4 | 1 | 2 |
| | 4% | - | - | - | - | 17% | - | - | - | 12% | - | 8% | - | 4% | 4% | - | 9% | - | - | 5% | 8% | 3% | 4% | 7% | 4% |
| Too much government influence/ BBC agenda set by government | 6 | 2 | - | - | - | - | - | 1 | 2 | - | - | * | 3 | 6 | - | - | - | - | - | 1 | 2 | 4 | - | 2 | |
| | 3% _n | 18% | - | - | - | - | - | 7% | 8% | - | - | 11% | 2% | 4% | - | - | - | - | - | 5% | 7% | 3% | - | 5% | |
| I find BBC content depressing/ lack of positive content/ news | 5 | - | - | 1 | - | - | 1 | - | 1 | 1 | - | - | 5 | 3 | 1 | - | - | 1 | 2 | - | - | 3 | - | - | |
| | 3% | - | - | 5% | - | - | 8% | - | 4% | 6% | - | - | 4% | 2% | 22% | - | - | 31% | 10% | - | - | 3% | - | - | |
| I do not have a television/ have access to a television | 5 | 1 | 1 | - | 1 | - | 1 | - | 1 | - | - | - | 4 | 5 | - | - | - | - | - | - | - | 4 | 1 | 1 | |
| | 3% | 9% | 17% | - | 5% | - | 9% | - | 4% | - | - | - | 3% | 4% | - | - | - | - | - | - | - | 4% | 7% | 2% | |
| I have adopted/ focussed more on my hobbies/ interests/ other forms of entertainment | 5 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | - | - | 4 | 4 | - | - | - | 1 | 1 | 1 | - | 3 | - | 1 | |
| | 3% | 9% | - | 5% | 5% | - | 8% | - | 4% | - | - | - | 3% | 3% | - | - | - | 31% | 4% | 5% | - | 3% | - | 3% | |
| My routine has changed/ watching TV/ the BBC no longer fits into my routine (other/ non-specific) | 5 | - | - | - | - | 2 | - | - | 2 | 1 | - | - | 5 | 5 | - | - | - | - | - | - | - | 5 | - | - | |
| | 3% | - | - | - | - | 18% | - | - | 8% | 6% | - | - | 3% | 4% | - | - | - | - | - | - | - | 4% | - | - | |
| Shows I liked are no longer available/ are not what they were | 5 | 2 | - | - | - | 1 | - | 1 | - | 1 | - | - | 2 | 4 | - | 1 | - | - | 1 | 1 | - | 4 | 1 | 1 | |
| | 3% _N | 18% | - | - | - | 10% | - | 13% | - | 6% | - | - | 1% | 3% | - | 8% | - | - | 5% | 4% | - | 3% | 7% | 2% | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork:- 29th March to 6th April 2021

Table 168

Absolutes/col percents

Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels less now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|----------|-----------|----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 170 | 11** | 6** | 23** | 22** | 12** | 13** | 5** | 15** | 27** | 18** | 14** | 4** | 149 | 143 | 5** | 13** | 1** | 3** | 22** | 23** | 29** | 120 | 14** | 45* |
| I do not watch live TV/ am unable to receive live TV | 5 3% | 1 9% | 1 16% | 1 5% | - | - | - | - | - | - | 1 6% | - | - | 3 2% | 5 3% | - | - | - | - | - | 1 4% | 2 8% | 2 2% | - | 2 5% |
| I do not like the BBC/ they are a poor organisation/ broadcaster/ I will not use their services | 4 2% | - | - | 1 5% | - | - | - | 1 25% | - | - | - | 1 8% | - | 2 1% | 3 2% | - | 1 8% | - | - | 1 5% | - | - | 2 2% | 2 11% | 2 3% |
| I no longer watch TV/ watch it much | 3 2% | - | - | 2 10% | - | - | - | - | - | - | 1 6% | - | - | 3 2% | 3 2% | - | - | - | - | - | - | - | 3 3% | - | - |
| Their content is aimed at a different demographic | 3 2% | - | - | - | - | - | 1 8% | 1 13% | 1 7% | - | - | - | - | 2 1% | 3 2% | - | - | - | - | - | - | 1 4% | 2 1% | - | 1 2% |
| Issues with the presenters/ I dislike the presenters/ the presenters I like have moved/ been replaced | 1 1% | - | - | - | - | - | - | - | - | - | - | 1 9% | - | 1 1% | - | - | - | - | - | - | - | 1 4% | - | 1 8% | 1 3% |
| Issues with the scheduling of shows/ changes to schedules | 1 1% | - | - | - | - | - | - | - | 1 7% | - | - | - | - | 1 1% | 1 1% | - | - | - | - | - | - | - | 1 1% | - | - |
| Other answers | 17 10% | 1 9% | 1 16% | 1 4% | 2 9% | - | 1 8% | 1 13% | 3 21% | 2 8% | - | 5 33% | - | 15 10% | 16 11% | 1 22% | - | - | - | 1 5% | - | 5 2% | 9 17% | 2 8% | 7 14% |
| Nothing/ no reason | 4 2% | - | - | - | 2 10% | - | - | - | 1 8% | - | - | - | - | 3 2% | 3 2% | - | - | - | 1 37% | 1 5% | - | - | 4 3% | - | - |
| Invalid - I do not watch BBC TV less than before | 2 1% | - | - | 1 5% | - | - | - | 1 12% | - | - | - | - | - | 1 1% | 1 1% | - | 1 8% | - | - | 1 5% | - | - | 2 1% | - | - |
| Don't know | 1 1% | - | - | - | - | - | - | - | - | - | 1 6% | - | - | 1 1% | 1 1% | - | - | - | - | - | 1 5% | 1 4% | - | - | 1 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 169

Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 167 | 120 | 21 | 22 | 11 | 47 | 15 | 44 | 40 | 12 | 31 | 27 | 30 | 28 | 10 | 4 | 3 | 3 | 2 | 2 | - | 5 |
| Weighted base | 170 | 122 | 21** | 23** | 12** | 48* | 16** | 44* | 40* | 12** | 31** | 28** | 31** | 29** | 10** | 4** | 3** | 3** | 2** | 2** | ** | 5** |
| Poor quality programmes/ lack of content I enjoy/ want to watch | 54 | 41 | 7 | 8 | 2 | 13 | 2 | 12 | 13 | 2 | 12 | 7 | 13 | 6 | 2 | 1 | - | 1 | - | - | - | 1 |
| | 32% | 33% | 32% | 35% | 19% | 28% | 14% | 27% | 33% | 18% | 40% | 26% | 21% | 44% | 55% | 63% | 36% | - | 74% | - | - | 21% |
| They are biased/ they have their own agenda/ only tell people what they want people to know/ not fully representative | 23 | 21 | 1 | 1 | 2 | 2 | - | 1 | 2 | 1 | 5 | 6 | 3 | 5 | - | - | - | - | 1 | - | - | - |
| | 14%g | 17%agi | 5% | 5% | 20% | 5%l | - | 3% | 6%i | 9% | 18% | 20% | 10% | 19% | - | - | - | - | 74% | - | - | - |
| Lack of variation in content/ nothing new/ too many repeats | 20 | 16 | 1 | 3 | 2 | 3 | - | 3 | 3 | 1 | 4 | 3 | 3 | 2 | 1 | - | - | - | 1 | - | - | 1 |
| | 12% | 13% | 5% | 15% | 19% | 7% | - | 8% | 8% | 9% | 14% | 12% | 10% | 7% | 12% | - | - | - | 74% | - | - | 14% |
| I have started using more streaming/ internet based services | 18 | 14 | 2 | - | 1 | 4 | 2 | 3 | 3 | 2 | 2 | 2 | 5 | 4 | 1 | * | - | 1 | - | - | - | 1 |
| | 11% | 11% | 10% | - | 10% | 9% | 13% | 7% | 8% | 16% | 6% | 8% | 15% | 14% | 10% | 10% | - | 32% | - | - | - | 21% |
| I find TV/ the BBC boring/ unexciting/ I have lost interest in it/ feel my tastes have changed | 16 | 12 | 3 | 2 | 2 | 4 | 2 | 4 | 4 | - | 1 | 5 | 2 | 1 | - | 1 | - | - | 1 | 1 | - | - |
| | 9% | 9% | 16% | 9% | 18% | 9% | 13% | 10% | 11% | - | 3% | 18% | 8% | 3% | - | 27% | - | - | 74% | 47% | - | - |
| I prefer other content/ have started using other providers more (other) | 15 | 9 | 4 | 1 | 1 | 7 | 3 | 5 | 6 | 2 | - | 2 | 4 | 5 | - | * | - | - | - | - | 1 | - |
| | 9% | 7% | 21% | 6% | 10% | 14% | 20% | 12% | 14% | 17% | - | 7% | 14% | 16% | - | 10% | - | - | - | - | 47% | - |
| I prefer other TV channels/ have started watching other broadcasters more | 11 | 6 | 1 | 6 | - | 6 | 1 | 6 | 6 | - | 5 | 2 | 1 | 2 | * | - | - | - | - | - | - | - |
| | 7% | 5% | 6% | 26% | - | 12% | 7% | 13% | 14%b | - | 18% | 7% | 4% | 8% | 4% | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 169

Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---|--------------------------|-------------|------------------------|----------------------------|----------------------------|----------|----------|--------------|-----------|-----------------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes | | Any under | | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| | | | | | | (g) | (h) | (i) | (i) | | | | | | | | | | | | | | |
| Weighted base | 170 | 122 | 21** | 23** | 12** | 48* | 16** | 44* | 40* | 12** | 31** | 28** | 31** | 29** | 10** | 4** | 3** | 3** | 2** | 2** | -** | 5** | |
| The BBC is out of touch/ not aligned with my own views/ values/ the BBC promotes viewpoints/ values I do not believe in/ agree with | 11 7% | 10 8% | - | - | 1 10% | 1 3% | - | - | 1 3% | - | 2 5% | 3 12% | 1 3% | 3 12% | - | - | 1 34% | - | - | - | - | - | |
| I prefer to use catch up/ on demand services | 11 6% | 5 4% | 3 16% | 4 20% | 2 17% | 5 11% | 1 6% | 5 12% | 5 13%b | 1 9% | 1 3% | 1 3% | 2 7% | 2 8% | 1 10% | - | 1 32% | - | - | - | - | 1 23% | |
| There is a lack of choice/ variety/ more choice available elsewhere | 10 6% | 8 6% | 1 5% | - | - | 2 4% | 2 13% | 2 5% | 1 2% | 1 9% | 1 4% | 1 4% | 2 7% | 2 7% | - | - | - | - | - | - | 1 47% | - | |
| I dislike BBC News/ BBC news content | 9 5% | 8 6% | - | - | 1 10% | 1 2% | - | - | 1 3% | - | 2 5% | 1 4% | 2 6% | 2 8% | 4 18% | - | - | - | - | - | - | - | |
| I now only watch specific programmes/ content/ presenters | 9 5% | 5 4% | 2 11% | 2 10% | 1 8% | 3 7% | - | 3 7% | 3 8% | - | 1 3% | 1 3% | 1 3% | 2 8% | 2 18% | - | 1 30% | - | - | - | - | - | |
| Issues with the license fee/ poor value/ disagree with the license fee | 9 5% | 9 7% | - | - | - | - | - | - | - | 1 9% | - | 3 12% | - | 3 11% | - | - | - | - | - | - | - | - | |
| Standards have fallen | 9 5% | 7 6% | 1 3% | 1 5% | - | 2 4% | 1 7% | 2 4% | 2 4% | 1 9% | 1 3% | - | - | 3 11% | 1 14% | - | - | - | - | - | - | - | |
| I do not trust the BBC/ their reporting/ they are dishonest | 7 4% | 6 5% | - | - | 1 10% | 1 2% | - | - | 1 3% | - | 1 4% | 2 7% | 1 3% | 2 8% | 4 18% | - | - | - | - | - | - | - | |
| I have not had the time to watch TV/ been too busy | 6 4% | 4 4% | 1 5% | 1 4% | 1 8% | 2 4% | 1 7% | 2 5% | 1 2% | - | 2 7% | 1 4% | 2 7% | - | - | 1 27% | - | - | - | - | - | - | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 169

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Base: All respondents who watch BBC TV channels less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|-------------|------------------------|----------------------------|----------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| | | | (a) | (b) | (c) | (d) | (e) | (g) | (h) | (i) | (j) | (k) | (l) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | (u) |
| Weighted base | 170 | 122 | 21** | 23** | 12** | 48* | 16** | 44* | 40* | 12** | 31** | 28** | 31** | 29** | 10** | 4** | 3** | 3** | 2** | 2** | -** | 5** |
| I prefer other content/ have started using other providers more (non-specific) | 6 | 3 | 2 | 1 | 1 | 3 | 1 | 3 | 2 | - | 1 | 1 | 1 | - | - | - | - | 1 | 1 | - | - | 1 |
| | 4% | 2% | 11% | 5% | 10% | 7% | 7% | 8% | 6% | - | 3% | 4% | 4% | - | - | - | - | 36% | 74% | - | - | 20% |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ I avoid Covid-19 related content | 6 | 5 | - | - | - | 1 | 1 | 1 | - | - | 1 | - | 3 | - | 1 | - | - | - | - | - | - | - |
| | 4% | 4% | - | - | - | 2% | 7% | 2% | - | - | 3% | - | 10% | - | 11% | - | - | - | - | - | - | - |
| Too much government influence/ BBC agenda set by government | 6 | 6 | - | - | - | - | - | - | - | 1 | 1 | 2 | - | 1 | * | - | - | - | - | - | - | - |
| | 3% | 5% | - | - | - | - | - | - | - | 9% | 3% | 8% | - | 4% | 4% | - | - | - | - | - | - | - |
| I find BBC content depressing/ lack of positive content/ news | 5 | 5 | - | - | - | - | - | - | - | 1 | - | 1 | 1 | - | - | - | - | - | - | 1 | - | - |
| | 3% | 4% | - | - | - | - | - | - | - | 9% | - | 4% | 3% | - | - | - | - | - | - | 53% | - | - |
| I do not have a television/ have access to a television | 5 | 3 | - | 2 | - | 2 | - | 2 | 2 | 1 | - | - | 2 | 2 | - | - | - | - | - | - | - | - |
| | 3% | 3% | - | 10% | - | 5% | - | 5% | 6% | 9% | - | - | 7% | 8% | - | - | - | - | - | - | - | - |
| I have adopted/ focussed more on my hobbies/ interests/ other forms of entertainment | 5 | 5 | - | - | - | - | - | - | - | - | 2 | - | 2 | 1 | - | - | - | - | - | - | - | - |
| | 3% | 4% | - | - | - | - | - | - | - | - | 7% | - | 7% | 3% | - | - | - | - | - | - | - | - |
| My routine has changed/ watching TV/ the BBC no longer fits into my routine (other/ non- specific) | 5 | 3 | 2 | 1 | 1 | 2 | - | 2 | 2 | 1 | 1 | - | 1 | 2 | - | - | - | - | - | - | - | - |
| | 3% | 3% | 10% | 4% | 8% | 4% | - | 5% | 5% | 8% | 3% | - | 3% | 7% | - | - | - | - | - | - | - | - |
| Shows I liked are no longer available/ are not what they were | 5 | 3 | 2 | 2 | 1 | 2 | - | 2 | 2 | 1 | 2 | 1 | - | - | - | - | - | - | - | - | - | - |
| | 3% | 2% | 10% | 10% | 9% | 5% | - | 5% | 5% | 9% | 7% | 4% | - | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Prepared by Yonder

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 169

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Base: All respondents who watch BBC TV channels less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|-----------|------------------|-------------------|-------------------|----------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 170 | 122 | 21** | 23** | 12** | 48* | 16** | 44* | 40* | 12** | 31** | 28** | 31** | 29** | 10** | 4** | 3** | 3** | 2** | 2** | ..* | 5** |
| I do not watch live TV/ am unable to receive live TV | 5 3% | 5 4% | - | - | - | - | - | - | - | - | - | - | 1 5% | - | 1 10% | - | - | - | - | - | - | 1 23% |
| I do not like the BBC/ they are a poor organisation/ broadcaster/ I will not use their services | 4 2% | 3 3% | - | 1 3% | - | 1 2% | - | 1 2% | 1 2% | - | 1 3% | 1 4% | - | 1 2% | 1 11% | - | - | - | - | - | - | - |
| I no longer watch TV/ watch it much | 3 2% | 3 3% | - | - | - | - | - | - | - | - | - | 1 4% | 2 7% | - | - | - | - | - | - | - | - | - |
| Their content is aimed at a different demographic | 3 2% | 3 2% | - | - | - | - | - | - | - | - | - | - | 1 4% | - | - | - | - | - | - | - | - | - |
| Issues with the presenters/ I dislike the presenters/ the presenters I like have moved/ been replaced | 1 1% | 1 1% | - | - | - | - | - | - | - | - | - | 1 4% | - | - | - | - | - | - | - | - | - | - |
| Issues with the scheduling of shows/ changes to schedules | 1 1% | 1 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other answers | 17 10% | 12 10% | 2 10% | * 2% | - | 4 9% | 3 19% | 4 10% | 2 6% | 1 12% | - | 6 22% | 1 3% | 4 14% | 1 11% | - | - | - | - | - | - | 2 43% |
| Nothing/ no reason | 4 2% | 4 3% | - | - | - | - | - | - | - | 1 10% | - | 1 4% | - | - | 1 11% | - | - | - | - | * | - | - |
| Invalid - I do not watch BBC TV less than before | 2 1% | - | 1 3% | 2 7% | 1 9% | 2 5%b | - | 2 5%b | 2 5%ab | 1 9% | - | - | 1 2% | * 2% | - | - | - | - | - | - | - | - |
| Don't know | 1 1% | 1 1% | - | - | - | - | - | - | - | - | - | 1 4% | - | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 170

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Base: All respondents who watch BBC TV channels less now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 167 | 167 | - | 100 | 67 | 107 | 60 | 167 | - | 167 | - |
| Weighted base | 170 | 170 | ** | 100* | 70* | 108 | 62* | 170 | ** | 170 | ** |
| Poor quality programmes/ lack of content I enjoy/ want to watch | 54 | 54 | - | 30 | 24 | 31 | 23 | 54 | - | 54 | - |
| | 32% | 32% | - | 30% | 34% | 29% | 36% | 32% | - | 32% | - |
| They are biased/ they have their own agenda/ only tell people what they want people to know/ not fully representative | 23 | 23 | - | 11 | 13 | 14 | 9 | 23 | - | 23 | - |
| | 14% | 14% | - | 11% | 18% | 13% | 15% | 14% | - | 14% | - |
| Lack of variation in content/ nothing new/ too many repeats | 20 | 20 | - | 15 | 4 | 13 | 7 | 20 | - | 20 | - |
| | 12% | 12% | - | 15% | 6% | 12% | 11% | 12% | - | 12% | - |
| I have started using more streaming/ internet based services | 18 | 18 | - | 11 | 7 | 12 | 6 | 18 | - | 18 | - |
| | 11% | 11% | - | 11% | 10% | 12% | 9% | 11% | - | 11% | - |
| I find TV/ the BBC boring/ unexciting/ I have lost interest in it/ feel my tastes have changed | 16 | 16 | - | 9 | 7 | 8 | 8 | 16 | - | 16 | - |
| | 9% | 9% | - | 9% | 9% | 8% | 12% | 9% | - | 9% | - |
| I prefer other content/ have started using other providers more (other) | 15 | 15 | - | 6 | 10 | 10 | 5 | 15 | - | 15 | - |
| | 9% | 9% | - | 6% | 14% | 9% | 9% | 9% | - | 9% | - |
| I prefer other TV channels/ have started watching other broadcasters more | 11 | 11 | - | 6 | 5 | 6 | 6 | 11 | - | 11 | - |
| | 7% | 7% | - | 6% | 8% | 5% | 9% | 7% | - | 7% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|---------------|----------|--------|--------------------|----------|-----------------|----------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 170 | 170 | -** | 100* | 70* | 108 | 62* | 170 | -** | 170 | -** |
| The BBC is out of touch/ not aligned with my own views/ values/ the BBC promotes viewpoints/ values I do not believe in/ agree with | 11 7% | 11 7% | - | 5 5% | 6 8% | 7 7% | 4 6% | 11 7% | - | 11 7% | - |
| I prefer to use catch up/ on demand services | 11 6% | 11 6% | - | 8 8% | 3 4% | 9 8% | 2 3% | 11 6% | - | 11 6% | - |
| There is a lack of choice/ variety/ more choice available elsewhere | 10 6%e | 10 6% | - | 9 9%e | 1 1% | 10 9%ag | - | 10 6% | - | 10 6% | - |
| I dislike BBC News/ BBC news content | 9 5%f | 9 5% | - | 5 5% | 5 7% | 3 3% | 6 10% | 9 5% | - | 9 5% | - |
| I now only watch specific programmes/ content/ presenters | 9 5% | 9 5% | - | 5 5% | 4 6% | 9 8%ag | - | 9 5% | - | 9 5% | - |
| Issues with the license fee/ poor value/ disagree with the license fee | 9 5%d | 9 5% | - | 2 2% | 7 9%d | 6 5% | 3 5% | 9 5% | - | 9 5% | - |
| Standards have fallen | 9 5% | 9 5% | - | 4 4% | 4 6% | 7 7% | 1 2% | 9 5% | - | 9 5% | - |
| I do not trust the BBC/ their reporting/ they are dishonest | 7 4% | 7 4% | - | 2 2% | 4 6% | 4 3% | 3 5% | 7 4% | - | 7 4% | - |
| I have not had the time to watch TV/ been too busy | 6 4% | 6 4% | - | 4 4% | 2 3% | 4 4% | 2 4% | 6 4% | - | 6 4% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 170

Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels less now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 170 | 170 | -** | 100* | 70* | 108 | 62* | 170 | -** | 170 | -** |
| I prefer other content/ have started using other providers more (non-specific) | 6 4% | 6 4% | - | 5 5% | 1 1% | 5 5% | 1 2% | 6 4% | - | 6 4% | - |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ I avoid Covid-19 related content | 6 4% | 6 4% | - | 3 3% | 3 5% | 5 5% | 1 2% | 6 4% | - | 6 4% | - |
| Too much government influence/ BBC agenda set by government | 6 3% | 6 3% | - | 4 4% | 2 3% | 5 4% | 1 2% | 6 3% | - | 6 3% | - |
| I find BBC content depressing/ lack of positive content/ news | 5 3% | 5 3% | - | 3 3% | 2 3% | 5 5% | - | 5 3% | - | 5 3% | - |
| I do not have a television/ have access to a television | 5 3% | 5 3% | - | 3 3% | 2 3% | 5 5% | - | 5 3% | - | 5 3% | - |
| I have adopted/ focussed more on my hobbies/ interests/ other forms of entertainment | 5 3% | 5 3% | - | 4 4% | 1 1% | 3 3% | 2 3% | 5 3% | - | 5 3% | - |
| My routine has changed/ watching TV/ the BBC no longer fits into my routine (other/ non- specific) | 5 3% | 5 3% | - | 4 4% | 1 1% | 5 5% | - | 5 3% | - | 5 3% | - |
| Shows I liked are no longer available/ are not what they were | 5 3% | 5 3% | - | 2 2% | 3 5% | 2 2% | 3 5% | 5 3% | - | 5 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 170

Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who watch BBC TV channels less now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribox/Other platforms) | | BBC User (excluding Bribox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 170 | 170 | -** | 100* | 70* | 108 | 62* | 170 | -** | 170 | -** |
| I do not watch live TV/ am unable to receive live TV | 5 3% | 5 3% | - | 4 4% | 1 2% | 4 3% | 1 2% | 5 3% | - | 5 3% | - |
| I do not like the BBC/ they are a poor organisation/ broadcasters/ I will not use their services | 4 2%f | 4 2% | - | 2 2% | 2 3% | 1 1% | 3 5% | 4 2% | - | 4 2% | - |
| I no longer watch TV/ watch it much | 3 2% | 3 2% | - | 3 3% | - | 2 2% | 1 2% | 3 2% | - | 3 2% | - |
| Their content is aimed at a different demographic | 3 2% | 3 2% | - | 2 2% | 1 1% | 2 2% | 1 2% | 3 2% | - | 3 2% | - |
| Issues with the presenters/ I dislike the presenters/ the presenters I like have moved/ been replaced | 1 1% | 1 1% | - | - | 1 2% | 1 1% | - | 1 1% | - | 1 1% | - |
| Issues with the scheduling of shows/ changes to schedules | 1 1% | 1 1% | - | - | 1 1% | - | 1 2% | 1 1% | - | 1 1% | - |
| Other answers | 17 10% | 17 10% | - | 10 10% | 7 10% | 13 12% | 4 6% | 17 10% | - | 17 10% | - |
| Nothing/ no reason | 4 2% | 4 2% | - | 2 2% | 2 3% | 2 1% | 2 4% | 4 2% | - | 4 2% | - |
| Invalid - I do not watch BBC TV less than before | 2 1% | 2 1% | - | 2 2% | - | 1 1% | 2 2% | 2 1% | - | 2 1% | - |
| Don't know | 1 1% | 1 1% | - | - | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 171
Q9a. You said you watch BBC iPlayer more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who watch BBC iPlayer more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|---------------------------|------------------|------------|-------------------------|-----------------|----------------|-----------------------|----------------|-------------------------------------|----------------------------------|-----------|----------------|----------------|----------------|-----------------------|-----------------------------------|-----------------------|-----------------|------------------|-----------|-----------|------------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 515 | 239 | 275 | 32 | 59 | 85 | 88 | 75 | 81 | 65 | 30 | 91 | 69 | 154 | 163 | 176 | 39 | 161 | 150 | 99 | 103 | 311 | 202 |
| Weighted base | 515 | 230 | 285 | 30* | 56* | 90* | 86* | 79* | 82* | 63* | 30** | 86* | 65* | 155 | 165 | 175 | 36* | 150 | 149 | 111* | 103 | 299 | 214 |
| I've had more time to watch programmes | 318 62% dFn u | 138 60% | 178 63% | 13 44% | 36 65% fn | 42 47% | 58 67% dFn q | 48 60% | 54 65% df | 45 72% dFn q | 22 74% | 49 57% | 40 62% | 82 53% | 106 64% df | 121 69% aDF Nq | 17 48% | 94 62% | 99 67% u | 71 63% | 52 51% | 193 64% | 123 57% |
| Allows me to watch what I want, when I want | 288 56% eFl mNIW | 120 52% | 167 59% | 15 52% | 23 41% | 31 35% | 50 58% FN | 41 51% f | 59 72% AdE FHLMN o q | 50 79% AdE FCHLMN OQ | 19 63% | 38 45% | 29 44% | 61 39% | 90 55% FN | 128 73% AdE FgHLMN OQ | 18 49% | 85 57% | 97 65% ATu | 51 46% | 53 51% | 182 61% AW | 104 49% |
| It's free | 279 54% n | 122 53% | 157 55% | 18 60% | 26 46% | 40 45% | 42 49% | 39 50% | 53 64% aef gno | 45 71% AEF GhimNO | 17 58% | 43 51% | 32 48% | 72 47% | 81 49% | 115 66% AEF GhimNO | 20 56% | 82 55% | 82 55% | 54 48% | 61 59% | 164 55% | 115 54% |
| It's easy to use | 252 49% n | 121 53% | 131 46% | 17 56% | 21 38% | 36 40% | 37 43% | 35 44% | 51 62% aEF ghimNO | 37 59% efn o | 18 61% | 38 44% | 27 41% | 63 43% | 72 43% | 106 60% AEF GhimNO | 19 53% | 74 49% | 73 49% | 55 49% | 48 47% | 147 49% | 104 48% |
| Has a good range of different types of programmes | 211 41% | 97 42% | 114 40% | 14 48% | 18 32% | 31 35% | 33 39% | 32 41% | 44 53% aef lno | 27 43% | 12 40% | 32 37% | 24 37% e | 56 36% | 66 40% | 83 47% aen | 17 48% | 62 42% | 63 42% | 43 38% | 42 41% | 125 42% | 85 40% |
| There are no ads | 195 38% clm n | 101 44% ac | 94 33% | 7 25% | 16 28% | 30 34% | 31 36% | 31 39% | 39 47% deL mn | 29 46% del mn | 11 39% | 23 27% | 18 27% | 48 31% | 62 37% | 80 45% ade LMN | 11 31% | 56 37% | 54 36% | 41 37% | 42 41% | 110 37% | 83 39% |
| Offers boxsets so I can watch a whole series at my own pace | 184 36% elm N | 76 33% | 107 38% | 9 30% | 12 21% | 25 28% | 34 39% elm n | 29 36% | 39 48% aEf LMN | 26 41% elm n | 11 36% | 21 24% | 15 23% | 40 26% | 62 38% elm n | 75 43% aEf LMN | 12 33% | 56 38% | 51 34% | 36 33% | 39 38% | 107 36% | 76 35% |
| I like being able to access the programmes that haven't been on for ages | 162 31% fn | 79 34% | 83 29% | 10 33% | 13 24% | 19 21% | 29 34% | 29 36% f | 31 38% fn | 22 35% | 8 27% | 23 27% | 19 29% e | 38 24% | 58 35% fn | 62 35% fn | 11 30% | 42 28% | 55 37% | 30 27% | 35 34% | 97 32% | 65 30% |
| It's easy to find content | 156 30% eUw | 77 34% | 78 28% | 14 47% aEh LMn | 9 17% | 30 34% e | 30 35% e | 19 24% | 28 34% e | 18 29% | 7 24% | 23 27% E | 15 23% E | 46 29% E | 49 29% | 53 30% e | 16 44% EhL M | 57 38% aU | 47 31% u | 32 29% | 19 18% | 104 35% aw | 51 24% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 171
Q9a. You said you watch BBC iPlayer more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who watch BBC iPlayer more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | SEG | | | | | | | | | |
|--|-------------|-------------|------------|------------------------------|-----------|-----------|------------|-----------------|-------------------------------|------------------------|----------|--------------------|------------|-----------|-------------|---------------------|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 515 | 230 | 285 | 30* | 56* | 90* | 86* | 79* | 82* | 63* | 30** | 86* | 65* | 155 | 165 | 175 | 36* | 150 | 149 | 111* | 103 | 299 | 214 |
| I can get into iPlayer from the normal TV guide pages on my TV | 93 18% | 43 19% | 50 18% | 7 24% | 6 10% | 14 16% | 11 13% | 12 15% | 16 19% | 20 32%AEf GhIMNO | 7 22% | 13 15% | 8 12% | 22 14% | 23 14% | 42 24%aeg mno | 7 19% | 29 19% | 25 17% | 21 19% | 16 16% | 54 18% | 37 17% |
| I use it to watch BBC Three content | 71 14%p | 37 16% | 33 12% | 9 31%Afi JmnP | 7 13% | 12 13% | 13 15% | 14 18%p | 9 10% | 5 8% | 1 4% | 17 19%Mp | 8 13% | 20 13% | 27 17%p | 15 9% | 9 25%aij nP | 26 17% | 18 12% | 12 11% | 14 13% | 44 15% | 25 12% |
| It has programmes suitable for the whole family | 69 13%CP | 41 18%AC | 28 10% | 12 40%AEF GHULM NOP | 6 11% | 11 12% | 14 17%p | 12 15% | 8 10% | 6 9% | - | 18 21%aEm rP | 10 15%e | 21 13% | 26 16%p | 14 8% | 12 33%AeF ghJlm NoP | 24 16% | 18 12% | 13 12% | 12 11% | 42 14% | 25 12% |
| I wasn't aware of it before lockdown | 19 4%ss | 10 5% | 9 3% | 1 3% | 2 3% | 5 6%i | 3 4% | 4 4% | - | 4 6%i | 1 3% | 3 3% | 2 3% | 7 5% | 7 4% | 5 3% | 1 3% | 9 6%ss | 1 1% | 4 3% | 5 5%ss | 10 3% | 9 4% |
| I use it for the Radio 1 channel | 6 1% | 4 2% | 3 1% | 2 6%ahij P | 1 2% | 1 1% | 3 3%p | - | - | - | - | 3 3%p | 1 2% | 2 1% | 3 2% | - | 2 5%ahIP | 4 3% | 2 1% | - | - | 6 2%w | - |
| Other | 28 5%iN | 11 5% | 17 6% | - | - | 2 3% | 4 4% | 7 9%eLm n | 12 14%AdEF gILMNop q | 2 4% | 1 2% | - | - | 2 2% | 11 6%lmn | 15 9%aeLm N | - | 7 5% | 7 5% | 6 5% | 8 8% | 14 5% | 14 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 172
Q9a. You said you watch BBC iPlayer more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who watch BBC iPlayer more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|--|---------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|------------|----------------|----------------|----------------------------|------------------|--------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-------------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 515 | 40 | 20 | 57 | 39 | 46 | 26 | 37 | 39 | 67 | 62 | 41 | 41 | 397 | 453 | 11 | 23 | 11 | 9 | 54 | 57 | 76 | 378 | 43 | 124 |
| Weighted base | 515 | 43* | 21** | 64* | 41* | 49* | 27** | 26* | 43* | 69* | 68* | 47* | 17* | 429 | 450 | 11** | 24** | 12** | 10** | 58* | 59* | 77* | 375 | 44* | 127 |
| I've had more time to watch programmes | 318 62%f | 31 73%f | 8 36% | 46 72%fn | 27 65% | 23 48% | 12 46% | 18 70%f | 26 61% | 42 60% | 44 65% | 27 58% | 13 73%f | 255 59% | 285 63%a | 5 45% | 12 48% | 6 53% | 6 56% | 29 50% | 34 58% | 46 60% | 227 61% | 27 64% | 81 64% |
| Allows me to watch what I want, when I want | 288 56%T | 23 54% | 10 46% | 35 55% | 27 67% | 29 60% | 13 50% | 13 51% | 25 59% | 35 51% | 39 58% | 21 46% | 14 83%ABD fHJKL N | 237 55% | 262 58%AT | 4 37% | 11 44% | 3 27% | 3 31% | 21 37% | 34 58% | 52 67%awy | 204 55% | 26 58% | 75 59% |
| It's free | 279 54%Jt | 24 55% | 11 50% | 30 47% | 22 54% | 30 61%j | 18 69% | 13 52% | 29 69%cdJ | 27 39% | 38 56% | 26 55% | 10 59%j | 232 54%J | 254 57%At | 4 35% | 11 44% | 3 27% | 4 43% | 22 38% | 32 55% | 48 62% | 199 53% | 30 69%a | 74 59% |
| It's easy to use | 252 49% | 20 46% | 10 46% | 32 49% | 17 41% | 20 41% | 16 58% | 15 57% | 25 59% | 35 51% | 36 52% | 19 41% | 8 48% | 209 49% | 227 50%a | 3 28% | 11 43% | 5 45% | 2 23% | 21 37% | 36 62%aw | 44 58% | 178 47% | 24 54% | 68 54% |
| Has a good range of different types of programmes | 211 41% | 22 50% | 11 51% | 28 44% | 15 36% | 20 41% | 8 30% | 8 32% | 19 43% | 22 31% | 32 47% | 19 40% | 8 48% | 173 40% | 192 43% | 1 10% | 9 35% | 4 36% | 3 34% | 17 30% | 26 44% | 39 51% | 148 39% | 16 37% | 57 45% |
| There are no ads | 195 38% | 19 44% | 6 30% | 25 39% | 18 44% | 19 39% | 9 35% | 6 24% | 22 51%hjl | 22 31% | 29 42% | 13 28% | 6 36% | 163 38% | 176 39% | 3 29% | 10 43% | 2 18% | 1 10% | 17 29% | 26 45% | 33 43% | 137 37% | 21 47% | 52 41% |
| Offers boxsets so I can watch a whole series at my own pace | 184 36%JTW | 21 50%J | 7 31% | 21 33%j | 13 31% | 22 45%J | 8 31% | 8 33%j | 20 46%J | 10 15% | 29 43%J | 18 38%J | 6 34%j | 148 34%J | 171 38%AT | 2 18% | 6 25% | 1 10% | 1 13% | 11 18% | 27 46%w | 36 47%aw | 118 31% | 23 53%aW | 59 46%AW |
| I like being able to access the programmes that haven't been on for ages | 162 31%jW | 19 45%iJ | 7 35% | 26 40%j | 11 26% | 15 30% | 10 39% | 8 29% | 10 23% | 13 19% | 24 36%j | 13 28% | 5 30% | 130 30%j | 148 33% | 3 29% | 5 22% | 2 17% | 4 35% | 14 25% | 27 47%AW | 35 46%AW | 105 28% | 18 40% | 52 41%AW |
| It's easy to find content | 156 30% | 12 28% | 5 25% | 21 33% | 9 23% | 19 39% | 7 27% | 8 32% | 10 23% | 21 31% | 24 35% | 11 24% | 7 39% | 129 30% | 137 31% | 2 19% | 8 31% | 2 17% | 3 33% | 15 26% | 18 30% | 23 30% | 111 30% | 12 27% | 38 30% |
| I can get into iPlayer from the normal TV guide pages on my TV | 93 18%hJ | 10 23%hj | 3 15% | 14 22%hJ | 4 10% | 12 24%hJ | 3 11% | 1 5% | 14 33%aeHJ | 4 6% | 16 23%hJ | 10 22%j | 1 7% | 80 19%hJ | 84 19% | - | 4 18% | 2 18% | 1 13% | 8 13% | 11 19% | 16 21% | 67 18% | 11 25% | 24 19% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 172

Absolutes/col percents

Q9a. You said you watch BBC iPlayer more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who watch BBC iPlayer more now compared to March 2020

| | GOR | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | | | |
|---|------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|------------|---------------------|---------------------------------|-----------------------|--------------------------|-----------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental con-dition (u) | Physic-al con-dition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 515 | 43* | 21** | 64* | 41* | 49* | 27** | 26* | 43* | 69* | 68* | 47* | 17* | 429 | 450 | 11** | 24** | 12** | 10** | 58* | 59* | 77* | 375 | 44* | 127 |
| I use it to watch BBC Three content | 71 14%w | 9 21% | - | 9 14% | 8 20% | 9 18% | 3 12% | 2 8% | 3 7% | 9 13% | 10 15% | 5 11% | 2 14% | 57 13% | 59 13% | 2 17% | 5 22% | 3 27% | - | 10 18% | 10 18% | 12 15% | 44 12% | 9 19% | 21 17% |
| It has programmes suitable for the whole family | 69 13% | 3 7% | 2 10% | 9 14% | 6 15% | 8 17% | 3 11% | 3 10% | 6 13% | 8 11% | 13 20% | 6 14% | 1 8% | 62 14% | 55 12% | 3 28% | 4 18% | 4 36% | - | 12 20% | 10 17% | 14 18% | 45 12% | 5 11% | 19 15% |
| I wasn't aware of it before lockdown | 19 4%O | 2 5% | 3 14% | 1 2% | - | 2 4% | - | - | 2 5% | 2 3% | 7 10%aln | - | - | 17 4% | 12 3% | 2 18% | 4 16% | 1 11% | - | 7 13%AO | 2 3% | 3 4% | 13 3% | 3 7% | 6 5% |
| I use it for the Radio 1 channel | 6 1% | 1 3% | - | 1 2% | - | - | - | - | - | 3 4%an | 1 2% | - | * | 5 1% | 5 1% | 1 8% | 1 4% | - | - | 2 3% | - | - | 6 2% | - | - |
| Other | 28 5% | - | 3 15% | 3 4% | 1 2% | 1 2% | 1 4% | 1 5% | 4 10%b | 5 8% | 2 3% | 4 10% | 1 8%b | 25 6% | 24 5% | 1 9% | 1 5% | 1 9% | - | 3 6% | 2 4% | 5 7% | 22 6% | 4 8% | 6 5% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 173
Q9a. You said you watch BBC iPlayer more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who watch BBC iPlayer more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|------------------|-----------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 515 | 365 | 72 | 52 | 31 | 3 | 147 | 55 | 131 | 121 | 18 | 56 | 98 | 88 | 88 | 45 | 24 | 16 | 14 | 9 | 11 | 8 | 14 |
| Weighted base | 515 | 361 | 74* | 53* | 30** | 3** | 151 | 58* | 135 | 123 | 17** | 59* | 102* | 90* | 89* | 43* | 24** | 16** | 14** | 9** | 11** | 6** | 10** |
| I've had more time to watch programmes | 318 | 238 | 42 | 30 | 19 | 2 | 77 | 21 | 68 | 69 | 8 | 31 | 62 | 57 | 62 | 25 | 18 | 16 | 4 | 5 | 6 | 3 | 7 |
| | 62%GHI | 66%AGH | 56%H | 58%h | 64% | 68% | 51%H | 36% | 51%H | 56%gH | 48% | 52% | 61% | 63% | 69%I | 58% | 77% | 100% | 28% | 53% | 51% | 58% | 64% |
| Allows me to watch what I want, when I want | 288 | 217 | 31 | 26 | 17 | 1 | 70 | 21 | 61 | 56 | 10 | 33 | 63 | 56 | 47 | 25 | 11 | 7 | 3 | 6 | 6 | 4 | 5 |
| | 56%cGH | 60%ACG | 43% | 50% | 55% | 36% | 46% | 36% | 45% | 46% | 60% | 56% | 62% | 62% | 53% | 59% | 48% | 45% | 24% | 65% | 52% | 68% | 49% |
| It's free | 279 | 206 | 37 | 26 | 16 | 1 | 72 | 23 | 65 | 60 | 8 | 38 | 55 | 49 | 42 | 26 | 12 | 8 | 7 | 3 | 8 | 4 | 3 |
| | 54%h | 57%h | 50% | 49% | 52% | 36% | 48% | 40% | 48% | 49% | 49% | 65%o | 54% | 54% | 48% | 61% | 52% | 51% | 49% | 38% | 76% | 68% | 31% |
| It's easy to use | 252 | 189 | 34 | 21 | 10 | 1 | 62 | 23 | 59 | 52 | 10 | 27 | 51 | 42 | 47 | 21 | 12 | 9 | 4 | 3 | 8 | 4 | 3 |
| | 49%g | 52%ag | 46% | 40% | 32% | 36% | 41% | 39% | 44% | 42% | 56% | 46% | 50% | 46% | 52% | 49% | 52% | 60% | 32% | 30% | 69% | 65% | 26% |
| Has a good range of different types of programmes | 211 | 151 | 32 | 20 | 13 | 1 | 59 | 20 | 55 | 50 | 8 | 28 | 48 | 37 | 35 | 13 | 6 | 8 | 5 | 3 | 4 | 3 | 3 |
| | 41% | 42% | 44% | 38% | 42% | 36% | 39% | 35% | 40% | 41% | 44% | 48% | 47% | 41% | 40% | 25% | 48% | 34% | 30% | 38% | 38% | 60% | 27% |
| There are no ads | 195 | 141 | 24 | 21 | 14 | 1 | 52 | 18 | 47 | 45 | 3 | 21 | 46 | 37 | 29 | 16 | 8 | 7 | 4 | 2 | 8 | 1 | 1 |
| | 38% | 39% | 32% | 40% | 47% | 36% | 35% | 30% | 35% | 36% | 18% | 36% | 45% | 41% | 33% | 38% | 32% | 44% | 31% | 25% | 70% | 19% | 11% |
| Offers boxsets so I can watch a whole series at my own pace | 184 | 143 | 18 | 16 | 10 | 1 | 40 | 14 | 35 | 33 | 5 | 29 | 41 | 29 | 33 | 13 | 7 | 5 | 4 | 2 | 3 | 3 | 2 |
| | 36%cGI | 39%AcG | 25% | 30% | 34% | 36% | 26% | 24% | 28% | 28% | 27% | 49%a | 40% | 33% | 37% | 31% | 29% | 31% | 26% | 18% | 29% | 50% | 20% |
| I like being able to access the programmes that haven't been on for ages | 162 | 125 | 16 | 15 | 6 | - | 37 | 13 | 32 | 29 | 7 | 25 | 40 | 27 | 22 | 11 | 4 | 7 | 5 | 3 | 1 | 2 | 1 |
| | 31%gij | 35%acg | 22% | 29% | 20% | - | 24% | 22% | 24% | 24% | 40% | 43%ao | 39%o | 30% | 25% | 26% | 18% | 47% | 36% | 28% | 9% | 34% | 6% |
| It's easy to find content | 156 | 105 | 24 | 20 | 11 | 1 | 49 | 15 | 45 | 39 | 1 | 14 | 33 | 33 | 22 | 13 | 9 | 6 | 1 | 4 | 3 | 3 | 5 |
| | 30% | 29% | 33% | 37% | 36% | 36% | 33% | 27% | 33% | 32% | 8% | 25% | 32% | 36% | 24% | 29% | 36% | 35% | 7% | 42% | 31% | 57% | 47% |
| I can get into iPlayer from the normal TV guide pages on my TV | 93 | 68 | 14 | 6 | 4 | - | 25 | 8 | 23 | 19 | 3 | 10 | 23 | 14 | 15 | 6 | 4 | 5 | 2 | 1 | 1 | 3 | 1 |
| | 18% | 19% | 19% | 12% | 15% | - | 16% | 13% | 17% | 16% | 19% | 17% | 23% | 15% | 17% | 15% | 15% | 34% | 17% | 13% | 9% | 54% | 12% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 173

Absolutes/col percents

Q9a. You said you watch BBC iPlayer more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who watch BBC iPlayer more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---|--------------------------|-------------|------------------------|----------------------------|----------------------------|-----------------------------------|-------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|---|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| Weighted base | 515 | 361 | 74* | 53* | 30** | 3** | 151 | 58* | 135 | 123 | 17** | 59* | 102* | 90* | 89* | 43* | 24** | 16** | 14** | 9** | 11** | 6** | 10** | |
| I use it to watch BBC Three content | 71 14%B | 38 11% | 17 24%aB | 8 16% | 3 11% | - | 33 22%AB | 14 24%aB | 30 22%AB | 24 19%ab | 1 6% | 9 15% | 14 14% | 7 8% | 13 14% | 3 6% | 7 28% | 3 17% | 4 25% | 1 12% | 2 18% | 1 23% | 3 31% | |
| It has programmes suitable for the whole family | 69 13%BO | 32 9% | 20 28%AB | 15 28%AB | 4 12% | 1 32% | 36 24%AB | 15 27%AB | 35 26%AB | 29 23%AB | - | 7 12% | 15 15%o | 9 10% | 4 5% | 9 20%O | 6 25% | 3 21% | 2 16% | 4 39% | 2 19% | 2 35% | 2 15% | |
| I wasn't aware of it before lockdown | 19 4% | 12 3% | 2 3% | 1 2% | 2 8% | - | 7 5% | 4 7% | 6 5% | 4 4% | 1 6% | 6 9%ap | 3 3% | 3 3% | 5 6% | - | - | - | - | - | - | 1 9% | - | - |
| I use it for the Radio 1 channel | 6 1% | 2 1% | 3 4%b | 2 3% | - | - | 4 3% | 3 5%aB | 4 3% | 3 2% | - | - | 3 3% | 1 1% | - | 1 4% | - | - | 3 3% | - | - | - | 1 16% | - |
| Other | 28 5% | 19 5% | 2 3% | 5 9% | 3 9% | - | 9 6% | 1 2% | 7 5% | 8 7%c | 2 12% | 3 5% | 5 5% | 6 7% | 5 6% | 1 2% | 2 7% | - | 1 8% | 1 13% | - | - | 1 11% | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 174

Q9a. You said you watch BBC iPlayer more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?

Base: All respondents who watch BBC iPlayer more now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 515 | 515 | - | 411 | 104 | 425 | 90 | 515 | - | 515 | - |
| Weighted base | 515 | 515 | ** | 408 | 108 | 424 | 91* | 515 | ** | 515 | ** |
| I've had more time to watch programmes | 318 | 318 | - | 262 | 56 | 264 | 53 | 318 | - | 318 | - |
| | 62%e | 62% | - | 64%ae | 52% | 62% | 58% | 62% | - | 62% | - |
| Allows me to watch what I want, when I want | 288 | 288 | - | 234 | 54 | 246 | 41 | 288 | - | 288 | - |
| | 56%g | 56% | - | 57% | 50% | 58%ag | 45% | 56% | - | 56% | - |
| It's free | 279 | 279 | - | 223 | 56 | 237 | 43 | 279 | - | 279 | - |
| | 54% | 54% | - | 55% | 52% | 56% | 47% | 54% | - | 54% | - |
| It's easy to use | 252 | 252 | - | 211 | 41 | 219 | 33 | 252 | - | 252 | - |
| | 49%eG | 49% | - | 52%ae | 38% | 52%AG | 36% | 49% | - | 49% | - |
| Has a good range of different types of programmes | 211 | 211 | - | 177 | 35 | 187 | 24 | 211 | - | 211 | - |
| | 41%eG | 41% | - | 43%ae | 32% | 44%AG | 27% | 41% | - | 41% | - |
| There are no ads | 195 | 195 | - | 160 | 35 | 173 | 22 | 195 | - | 195 | - |
| | 38%G | 38% | - | 39% | 33% | 41%AG | 24% | 38% | - | 38% | - |
| Offers boxsets so I can watch a whole series at my own pace | 184 | 184 | - | 149 | 34 | 155 | 29 | 184 | - | 184 | - |
| | 36% | 36% | - | 37% | 32% | 36% | 32% | 36% | - | 36% | - |
| I like being able to access the programmes that haven't been on for ages | 162 | 162 | - | 133 | 29 | 140 | 22 | 162 | - | 162 | - |
| | 31% | 31% | - | 33% | 27% | 33% | 24% | 31% | - | 31% | - |
| It's easy to find content | 156 | 156 | - | 133 | 23 | 135 | 21 | 156 | - | 156 | - |
| | 30%e | 30% | - | 33%ae | 21% | 32% | 23% | 30% | - | 30% | - |
| I can get into iPlayer from the normal TV guide pages on my TV | 93 | 93 | - | 84 | 9 | 83 | 10 | 93 | - | 93 | - |
| | 18%E | 18% | - | 20%AE | 9% | 19% | 11% | 18% | - | 18% | - |
| I use it to watch BBC Three content | 71 | 71 | - | 64 | 7 | 60 | 11 | 71 | - | 71 | - |
| | 14%e | 14% | - | 16%ae | 6% | 14% | 12% | 14% | - | 14% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 174

Q9a. You said you watch BBC iPlayer more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who watch BBC iPlayer more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 515 | 515 | -** | 408 | 108 | 424 | 91* | 515 | -** | 515 | -** |
| It has programmes suitable for the whole family | 69 13% | 69 13% | - | 59 14% | 10 9% | 57 13% | 12 13% | 69 13% | - | 69 13% | - |
| I wasn't aware of it before lockdown | 19 4% | 19 4% | - | 15 4% | 4 4% | 15 4% | 4 5% | 19 4% | - | 19 4% | - |
| I use it for the Radio 1 channel | 6 1% | 6 1% | - | 6 2% | - | 6 2% | - | 6 1% | - | 6 1% | - |
| Other | 28 5% | 28 5% | - | 23 6% | 5 4% | 23 5% | 5 6% | 28 5% | - | 28 5% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 175

Q9b. You said you watch BBC iPlayer less now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?

Base: All respondents who watch BBC iPlayer less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 137 | 62 | 73 | 7 | 23 | 19 | 22 | 20 | 12 | 18 | 16 | 30 | 27 | 46 | 42 | 46 | 7 | 40 | 40 | 23 | 33 | 80 | 56 |
| Weighted base | 140 | 62* | 76* | 7** | 22** | 21** | 21** | 23** | 12** | 18** | 16** | 29** | 26** | 47* | 44* | 47* | 7** | 39* | 42* | 25** | 33* | 81* | 58* |
| I've discovered other streaming services such as Netflix | 61 | 28 | 31 | 5 | 11 | 9 | 12 | 10 | 6 | 3 | 4 | 15 | 13 | 22 | 22 | 14 | 5 | 14 | 19 | 13 | 13 | 33 | 26 |
| | 44%p | 45% | 41% | 69% | 48% | 46% | 56% | 44% | 51% | 20% | 27% | 53% | 49% | 47% | 50% | 31% | 69% | 37% | 45% | 51% | 41% | 41% | 45% |
| Limited range of content | 42 | 18 | 23 | 2 | 8 | 9 | 8 | 5 | 1 | 4 | 4 | 10 | 9 | 18 | 13 | 9 | 2 | 10 | 14 | 9 | 9 | 23 | 18 |
| | 30% | 29% | 31% | 30% | 38% | 43% | 38% | 21% | 9% | 22% | 27% | 36% | 36% | 39% | 29% | 20% | 30% | 25% | 33% | 36% | 27% | 29% | 31% |
| Not enough content for my age group | 33 | 14 | 19 | 3 | 7 | 5 | 2 | 2 | 2 | 6 | 4 | 10 | 9 | 15 | 4 | 13 | 3 | 10 | 6 | 7 | 10 | 16 | 17 |
| | 23%o | 22% | 25% | 45% | 32% | 26% | 10% | 10% | 18% | 36% | 26% | 35% | 35% | 31%o | 10% | 28%o | 45% | 26% | 13% | 28% | 30% | 20% | 29% |
| It's difficult to find content | 15 | 8 | 7 | 2 | 2 | 1 | 1 | 4 | 1 | * | 3 | 4 | 4 | 5 | 5 | 4 | 2 | 5 | 6 | - | 4 | 11 | 4 |
| | 11% | 12% | 9% | 30% | 11% | 5% | 4% | 20% | 8% | 2% | 15% | 15% | 17% | 12% | 12% | 8% | 30% | 12% | 14% | - | 13% | 13% | 7% |
| Not enough programmes suitable for the whole family | 13 | 7 | 6 | - | 1 | - | 8 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 3 | - | 5 | 2 | 3 | 3 | 7 | 6 |
| | 9%n | 12% | 8% | - | 4% | - | 37% | 5% | 8% | 6% | 7% | 3% | 4% | 2% | 21%AN | 7% | - | 13% | 5% | 13% | 8% | 9% | 10% |
| I find it difficult to use | 5 | 5 | - | - | 1 | 1 | 1 | 1 | - | 1 | - | 1 | 1 | 2 | 2 | 1 | - | 4 | - | - | 1 | 4 | 1 |
| | 4% | 8%ac | - | - | 4% | 5% | 5% | 5% | - | 6% | - | 3% | 4% | 4% | 5% | 2% | - | 11%as | - | - | 3% | 5% | 2% |
| Other | 28 | 8 | 19 | - | 1 | 2 | 2 | 6 | 4 | 8 | 4 | 1 | 1 | 3 | 8 | 16 | - | 11 | 6 | 8 | 3 | 17 | 10 |
| | 20%N | 14% | 25% | - | 5% | 12% | 9% | 26% | 31% | 45% | 27% | 4% | 4% | 7% | 18% | 35%AN | - | 28%u | 15% | 30% | 9% | 21% | 18% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 176
Q9b. You said you watch BBC iPlayer less now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who watch BBC iPlayer less now compared to March 2020

| | GOR | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|------------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 137 | 6 | 8 | 12 | 9 | 7 | 7 | 7 | 12 | 27 | 25 | 10 | 7 | 117 | 106 | 8 | 12 | 7 | 1 | 28 | 18 | 21 | 99 | 9 | 35 |
| Weighted base | 140 | 6** | 9** | 14** | 10** | 7** | 7** | 5** | 13** | 27** | 28** | 11** | 3** | 126 | 109 | 8** | 12** | 7** | 1** | 29** | 19** | 22** | 100* | 10** | 37* |
| I've discovered other streaming services such as Netflix | 61 | 2 | 5 | 6 | 6 | 5 | 2 | 1 | 5 | 9 | 13 | 5 | 1 | 57 | 44 | 4 | 5 | 5 | 1 | 15 | 8 | 7 | 46 | 4 | 14 |
| | 44% | 33% | 62% | 41% | 68% | 72% | 28% | 13% | 41% | 33% | 49% | 39% | 44% | 45% | 40% | 49% | 42% | 72% | 100% | 54% | 40% | 30% | 46% | 45% | 39% |
| Limited range of content | 42 | 2 | - | 9 | 3 | 3 | - | 1 | 5 | 7 | 7 | 3 | 1 | 38 | 32 | 3 | 4 | 2 | - | 9 | 6 | 5 | 28 | 3 | 11 |
| | 30% | 34% | - | 67% | 33% | 43% | - | 14% | 41% | 25% | 24% | 30% | 29% | 30% | 29% | 37% | 34% | 29% | - | 33% | 30% | 24% | 28% | 34% | 30% |
| Not enough content for my age group | 33 | - | 1 | 1 | 3 | - | 2 | 1 | 2 | 6 | 11 | 6 | - | 32 | 28 | 2 | 2 | 1 | - | 5 | 2 | 3 | 26 | - | 4 |
| | 23% | - | 13% | 9% | 32% | - | 28% | 14% | 17% | 22% | 39% | 50% | - | 25% | 25% | 26% | 16% | 14% | - | 18% | 11% | 15% | 26% | - | 12% |
| It's difficult to find content | 15 | - | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | 2 | - | 1 | 13 | 12 | 2 | 1 | - | - | 3 | 1 | 2 | 10 | 3 | 4 |
| | 11% | - | 12% | 8% | 11% | 43% | 16% | 27% | 8% | 8% | 8% | - | 27% | 10% | 11% | 25% | 9% | - | - | 11% | 6% | 10% | 33% | 12% | |
| Not enough programmes suitable for the whole family | 13 | 1 | 2 | 3 | - | - | 1 | - | 1 | 1 | 3 | - | * | 12 | 10 | - | 2 | 1 | - | 3 | 3 | 3 | 9 | 3 | 5 |
| | 9% | 18% | 24% | 24% | - | - | 13% | - | 8% | 4% | 12% | - | 14% | 9% | 9% | - | 17% | 15% | - | 11% | 14% | 14% | 9% | 32% | 13% |
| I find it difficult to use | 5 | 1 | - | 1 | - | 1 | - | - | - | 2 | - | - | - | 4 | 2 | 1 | 2 | - | - | 3 | - | - | 5 | - | - |
| | 4%o | 16% | - | 8% | - | 14% | - | - | - | 7% | - | - | - | 3% | 2% | 12% | 15% | - | - | 10% | - | - | 5% | - | - |
| Other | 28 | - | 1 | - | 1 | - | 2 | 3 | 3 | 8 | 5 | 3 | * | 24 | 23 | - | 2 | 2 | - | 4 | 6 | 8 | 17 | 1 | 11 |
| | 20% | - | 13% | - | 12% | - | 28% | 60% | 26% | 31% | 17% | 30% | 13% | 19% | 22% | - | 17% | 28% | - | 14% | 34% | 35% | 17% | 12% | 30% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 177

Q9b. You said you watch BBC iPlayer less now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who watch BBC iPlayer less now compared to March 2020

Absolutes/col percents

| | Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|--|------------------------|--------------------------|------------------|-------------------|-------------------|--------------------------|------------------------|-----------------|------------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|----------|
| | | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 137 | 97 | 20 | 12 | 8 | 2 | 38 | 11 | 35 | 31 | 8 | 29 | 27 | 23 | 17 | 9 | 1 | 2 | 2 | 1 | 1 | - | 5 | |
| Weighted base | 140 | 99* | 20** | 12** | 8** | 2** | 39* | 11** | 35* | 31** | 8** | 32** | 28** | 23** | 18** | 7** | 1** | 2** | 2** | *** | 1** | -** | 5** | |
| I've discovered other streaming services such as Netflix | 61 44% | 38 39% | 13 63% | 6 47% | 4 51% | 1 49% | 22 56% | 7 61% | 19 55% | 18 59% | 5 69% | 14 44% | 11 38% | 8 32% | 3 42% | - 41% | - 100% | 2 100% | 2 100% | - | 1 100% | - | 3 66% | |
| Limited range of content | 42 30% | 30 30% | 8 38% | 3 27% | 2 24% | - 30% | 12 19% | 2 33% | 12 31% | 10 31% | 3 40% | 9 28% | 7 23% | 5 23% | 8 42% | 2 29% | - | - | 1 54% | * | 100% | 1 100% | - | 2 41% |
| Not enough content for my age group | 33 23% | 22 22% | 6 32% | 4 33% | 2 23% | 1 51% | 9 24% | - | 9 27% | 9 30% | 1 14% | 6 20% | 13 45% | 2 10% | 2 12% | 2 29% | - | - | - | - | - | 1 100% | - | 1 21% |
| It's difficult to find content | 15 11% | 12 12% | - | 2 17% | 3 38% | - | 3 8% ⁱ | - | 2 6% | 3 10% | - | 2 7% | 4 15% | 3 12% | 2 12% | 2 34% | - | - | - | * | 100% | - | 1 14% | |
| Not enough programmes suitable for the whole family | 13 9%B | 4 4% | 6 31% | 4 29% | 1 13% | - | 9 23% ^{AB} | 3 29% | 9 25% ^{AB} | 7 22% | * 5% | 2 7% | 5 19% | 1 4% | 1 6% | - | 1 100% | - | 2 100% | - | - | - | - | |
| I find it difficult to use | 5 4% | 5 5% | - | - | - | - | - | - | - | - | 1 12% | 1 3% | - | 1 5% | 2 11% | - | - | - | - | - | - | - | - | |
| Other | 28 20% ^g | 24 25% ^{ag} | 1 6% | - | - | - | 3 9% | 2 20% | 3 9% | 1 4% | - | 4 11% | 3 10% | 10 45% | 4 24% | 1 16% | - | - | - | - | - | - | - | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 178

Q9b. You said you watch BBC iPlayer less now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who watch BBC iPlayer less now compared to March 2020

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|--|---------------|-----------|--------------------|-----------|-----------------|-------------|--|-----------|--|-----------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 137 | 137 | - | 94 | 43 | 97 | 40 | 137 | - | 137 | - |
| Weighted base | 140 | 140 | -** | 96* | 44* | 97* | 43* | 140 | -** | 140 | -** |
| I've discovered other streaming services such as Netflix | 61 44%G | 61 44% | - | 44 46% | 17 39% | 50 51%AG | 11 26% | 61 44% | - | 61 44% | - |
| Limited range of content | 42 30% | 42 30% | - | 27 28% | 15 34% | 33 33% | 9 21% | 42 30% | - | 42 30% | - |
| Not enough content for my age group | 33 23% | 33 23% | - | 21 22% | 12 27% | 26 27% | 6 15% | 33 23% | - | 33 23% | - |
| It's difficult to find content | 15 11% | 15 11% | - | 7 8% | 7 17% | 9 10% | 5 13% | 15 11% | - | 15 11% | - |
| Not enough programmes suitable for the whole family | 13 9% | 13 9% | - | 12 12% | 1 3% | 9 9% | 5 11% | 13 9% | - | 13 9% | - |
| I find it difficult to use | 5 4% | 5 4% | - | 5 5% | - | 3 3% | 2 5% | 5 4% | - | 5 4% | - |
| Other | 28 20% | 28 20% | - | 18 19% | 10 22% | 16 16% | 12 27% | 28 20% | - | 28 20% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 179
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Summary
Base: All respondents

| | Radio/ Audio Services | | | | | | |
|-----------------------|-----------------------|-------------|-------------|------------------------|-------------|--------------|-------------------------------------|
| | BBC radio stations | BBC Sounds | NET: BBC | Non-BBC radio stations | Spotify | Amazon Music | Apple Music/ Apple podcasts/ iTunes |
| Unweighted base | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 |
| Weighted base | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 |
| NET: Daily | 552 26% | 157 7% | 579 27% | 468 22% | 356 17% | 190 9% | 142 7% |
| NET: Weekly | 976 45% | 365 17% | 1019 47% | 957 44% | 623 29% | 399 19% | 283 13% |
| NET: Monthly | 1171 54% | 514 24% | 1214 56% | 1163 54% | 749 35% | 538 25% | 369 17% |
| NET: Ever | 1405 65% | 703 33% | 1440 67% | 1415 66% | 922 43% | 706 33% | 507 24% |
| Several times a day | 275 13% | 62 3% | 295 14% | 192 9% | 223 10% | 86 4% | 65 3% |
| About once a day | 277 13% | 94 4% | 284 13% | 277 13% | 133 6% | 104 5% | 76 4% |
| Several times a week | 250 12% | 130 6% | 260 12% | 306 14% | 194 9% | 152 7% | 102 5% |
| About once a week | 174 8% | 78 4% | 180 8% | 183 8% | 73 3% | 57 3% | 39 2% |
| Several times a month | 109 5% | 76 4% | 105 5% | 116 5% | 70 3% | 79 4% | 44 2% |
| About once a month | 86 4% | 74 3% | 90 4% | 90 4% | 56 3% | 60 3% | 42 2% |
| Less often | 234 11% | 189 9% | 226 11% | 252 12% | 174 8% | 168 8% | 139 6% |
| Never | 747 35% | 1449 67% | 712 33% | 737 34% | 1230 57% | 1446 67% | 1645 76% |

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 180
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
BBC radio stations
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | | SEG | | | | | | |
|-----------------------|-------------------------------------|------------------|------------|-----------|------------------|-----------------|-----------------------|----------------------------|----------------------------------|------------------------------------|------------------------------------|-----------------|----------------|-----------------|---------------------------|------------------------------------|-------------------------|------------------------|-----------------|-----------------|------------|------------------|------------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) | |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 | |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 | |
| NET: Daily | 552 26% FLMNQU W | 326 30% AC | 225 21% | 21 15% | 31 15% | 58 17% | 69 21% elm n | 90 26% DEF LMNq | 97 31% aDE FGLMNo Q | 99 39% ADE FGHLMN NOQ | 87 40% ADE FGHLM NOQ | 53 15% | 35 14% | 94 16% | 158 24% dEf LMN | 283 36% ADE FGHLM NOQ | 27 17% d | 190 32% AST U | 160 26% u | 96 22% | 106 20% | 350 29% AW | 202 21% | |
| NET: Weekly | 976 45% CDE FLMNQU W | 554 52% AC | 420 39% | 48 34% | 68 32% | 135 39% | 131 41% el | 158 46% dEL MNq | 164 53% ADE FGLMNO Q | 144 56% ADE FGHLMN NOQ | 128 59% ADE FGHLMN NOQ | 117 33% | 82 33% | 217 37% | 288 43% ELM n | 436 56% ADE FGHLMN NOQ | 56 36% | 325 55% AST U | 262 43% u | 199 46% U | 189 36% | 587 49% AW | 388 41% | |
| NET: Monthly | 1171 54% CDE FLMNQU W | 657 61% AC | 511 48% | 55 39% | 97 45% | 169 49% | 166 52% dlq | 197 57% DEL MNQ | 185 59% DEF LMNQ | 162 64% ADE FGLMNo Q | 140 65% ADE FGLMNO Q | 153 43% | 112 45% | 281 47% l | 362 54% DeL mnQ | 487 62% ADE FGLMNO Q | 63 40% | 375 64% AST U | 323 53% U | 242 56% U | 230 44% | 698 58% AW | 472 49% | |
| NET: Ever | 1405 65% CDE FLMNQU W | 766 71% AC | 634 59% | 72 51% | 121 56% | 205 60% | 200 62% dl | 242 70% DEF gLMNQ | 220 71% aDE FgLMNQ | 186 73% ADE FGLMNQ | 159 73% ADE FGLMNQ | 193 54% | 139 56% | 345 58% | 441 66% DEg LMNQ | 565 72% ADE FGLMNo Q | 83 53% | 442 75% AST U | 399 66% U | 276 64% U | 286 55% | 841 70% AW | 562 59% | |
| Several times a day | 275 13% CDE FgLMNo QtuW | 166 15% AC | 109 10% | 7 5% | 11 5% | 29 8% | 29 9% l | 41 12% deL Mnq | 50 16% DEF GLMNoQ | 61 24% ADE FGHLM NOQ | 47 22% ADE GHLMNOQ | 18 5% | 13 5% | 42 7% | 70 10% deL mnq | 158 20% ADE GHLMNO Q | 8 5% | 104 18% AsT U | 77 13% | 41 9% | 54 10% | 180 15% AW | 95 10% | |
| About once a day | 277 13% CFI mNu | 160 15% AC | 116 11% | 14 10% | 20 9% | 29 9% | 39 12% | 49 14% fn | 47 15% flm N | 38 15% flm N | 20 12% 8% | 25 12% | 36 10% | 24 10% | 65 11% | 90 14% ej | 83 16% AeF LMN | 19 12% d | 86 15% u | 83 14% | 55 13% | 53 10% | 170 14% aw | 108 11% |
| Several times a week | 250 12% cu | 143 13% ac | 106 10% | 18 13% | 18 8% | 41 12% | 41 13% | 49 14% ej | 38 12% | 20 8% | 25 12% | 36 10% | 24 10% | 65 11% | 90 14% ej | 83 16% AeF LMN | 19 12% d | 74 13% | 64 11% | 64 15% aU | 47 9% | 137 12% | 112 12% | |
| About once a week | 174 8% os | 85 8% | 89 8% | 9 7% | 19 9% | 36 10% ho | 20 6% | 20 6% | 29 9% | 24 10% | 16 7% | 29 8% | 23 9% | 59 10% ho | 40 6% | 69 9% o | 10 7% | 62 11% aSu | 38 6% | 39 9% | 35 7% | 99 8% | 74 8% | |
| Several times a month | 109 5% iP | 55 5% | 53 5% | 6 4% | 17 8% alkP | 20 6% ip | 18 6% i | 23 7% ip | 7 2% | 11 4% | 7 3% | 23 7% IPq | 19 7% IP | 38 6% IP | 41 6% IP | 25 3% | 6 4% | 33 6% | 32 5% | 21 5% | 24 5% | 65 5% | 44 5% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 180
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
BBC radio stations
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--------------------|----------------------|------------|--------------|----------------------|----------------------|----------------------|----------------------|------------|------------|-----------|-----------|-----------------------|-----------------------|-----------------------|-------------|------------|----------------------|------------|-------------|-------------|--------------------|------------|--------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| About once a month | 86 4%dq | 48 4% | 37 3% | 1 1% | 11 5%dlq | 14 4%q | 17 5%dq | 16 5%dq | 13 4%dq | 8 3% | 5 3% | 12 3%DQ | 11 5%dq | 26 4%dq | 33 5%dq | 27 3% | 1 1% | 17 3% | 29 5% | 22 5% | 18 3% | 47 4% | 40 4% |
| Less often | 234 11%t | 109 10% | 123 12% | 17 12% | 24 11% | 37 11% | 34 11% | 45 13% | 35 11% | 23 9% | 19 9% | 41 11% | 27 11% | 64 11% | 79 12% | 78 10% | 20 13% | 67 11% | 76 13%t | 34 8% | 56 11% | 143 12% | 90 9% |
| Never | 747 35%BU KPRV | 306 29% | 437 41%AB | 69 49%AgH JKOP | 94 44%AHl JKOP | 139 40%aHl JKP | 122 38%hiJ KoP | 104 30% | 91 29% | 70 27% | 58 27% | 163 46%AgH JKOP | 110 44%AHl JKOP | 249 42%AHl JKOP | 226 34%p | 219 28% | 73 47%AHl JKOP | 144 25% | 209 34%R | 158 36%R | 235 45%ARS T | 353 30% | 393 41%AV |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 181
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
BBC radio stations
Base: All respondents

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|-----------------------------|-------------------|---------------------|----------------|-------------------------------|---------------------|-------------------|---------------------|---------------------|--------------------|------------------|------------------------------------|-----------------------------------|-------------------|----------------------|-----------|---------------------|--------------------|---------------------|---------------------------------|-----------------------|--------------------------|------------------------------------|--------------------|----------------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 552 26%Uy | 47 27% | 29 33% <i>m</i> | 53 23% | 42 24% | 44 23% | 39 26% | 32 29% <i>m</i> | 55 28% | 70 25% | 71 24% | 59 30% <i>m</i> | 13 19% | 461 26% | 496 26% | 7 15% | 27 27% | 13 29% | 2 8% | 50 22% | 40 16% | 84 25% <i>U</i> | 421 27% <i>aUy</i> | 41 23% <i>u</i> | 119 22% <i>U</i> |
| NET: Weekly | 976 45% <i>pTU</i> Y | 84 49% | 42 49% | 94 40% | 83 48% | 88 45% | 65 43% | 55 51% <i>d</i> | 91 47% | 117 42% | 125 42% | 102 53% <i>adj</i> <i>kn</i> | 29 45% | 808 45% | 881 46% <i>pT</i> | 15 30% | 38 37% | 22 49% <i>t</i> | 7 24% | 81 36% | 86 35% | 143 43% <i>u</i> | 738 47% <i>ALY</i> | 70 40% | 217 40% <i>ku</i> |
| NET: Monthly | 1171 54% <i>pUY</i> | 100 58% | 49 57% | 114 48% | 104 60% <i>d</i> | 105 54% | 75 50% | 64 59% <i>d</i> | 106 55% | 144 52% | 156 52% | 117 60% <i>d</i> | 37 58% | 970 54% | 1044 55% <i>p</i> | 19 39% | 53 52% | 24 54% | 12 43% | 108 49% | 110 45% | 169 50% | 881 56% <i>ALV</i> <i>xY</i> | 83 47% | 263 48% |
| NET: Ever | 1405 65% <i>dpU</i> Y | 114 66% | 55 64% | 140 59% | 123 72% <i>dg</i> | 126 65% | 89 59% | 71 66% | 131 67% | 184 66% | 196 65% | 133 69% | 46 71% <i>dg</i> | 1175 65% | 1244 65% <i>p</i> | 25 51% | 69 68% | 32 71% | 15 55% | 141 63% | 141 58% | 208 62% | 1050 67% <i>ALY</i> | 106 60% | 323 60% |
| Several times a day | 275 13% <i>U</i> | 22 13% | 12 14% | 27 11% | 16 9% | 17 9% | 20 13% | 14 13% | 30 16% <i>f</i> | 43 15% <i>f</i> | 37 12% | 32 16% <i>f</i> | 7 10% | 232 13% | 245 13% | 4 9% | 11 11% | 8 18% | 2 8% | 26 12% | 17 7% | 43 13% <i>U</i> | 208 13% <i>U</i> | 18 10% | 58 11% <i>U</i> |
| About once a day | 277 13% | 25 14% | 17 20% <i>jm</i> | 27 11% | 26 15% | 27 14% | 19 13% | 18 16% <i>j</i> | 25 13% | 28 10% | 34 11% | 27 14% | 6 9% | 229 13% | 251 13% | 3 6% | 17 16% <i>t</i> | 5 10% | - - | 24 11% | 23 9% | 41 12% | 212 14% | 23 13% | 61 11% |
| Several times a week | 250 12% <i>xy</i> | 22 13% | 8 9% | 24 10% | 21 12% | 30 16% <i>jk</i> | 18 12% | 17 16% <i>jk</i> | 25 13% | 24 9% | 27 9% | 23 12% | 11 17% <i>adJ</i> <i>Kn</i> | 200 11% | 225 12% | 4 9% | 9 9% | 7 16% | 1 4% | 22 10% | 21 9% | 32 9% | 196 13% <i>axy</i> | 11 6% | 49 9% |
| About once a week | 174 8% <i>Qt</i> | 15 9% | 5 6% | 17 7% | 20 12% | 13 7% | 8 6% | 6 6% | 12 6% | 23 8% | 27 9% | 20 11% | 5 8% | 147 8% | 160 8% <i>Qt</i> | 3 6% | 1 1% | 2 4% | 3 12% | 9 4% <i>q</i> | 25 10% | 28 8% | 121 8% | 17 10% | 48 9% |
| Several times a month | 109 5% <i>g</i> | 10 6% <i>g</i> | 5 6% | 11 5% | 11 6% <i>g</i> | 14 7% <i>g</i> | 2 1% | 6 6% <i>g</i> | 8 4% | 11 4% | 9 6% <i>g</i> | 9 4% | 5 8% <i>G</i> | 88 5% <i>g</i> | 92 5% | 2 4% | 11 10% <i>ao</i> | 2 5% | 3 11% | 18 8% <i>a</i> | 18 7% <i>v</i> | 13 4% | 79 5% | 7 4% | 28 5% |
| About once a month | 86 4% | 5 3% | 2 3% | 9 4% | 9 5% <i>f</i> | 3 2% | 8 5% | 3 3% | 7 3% | 17 6% <i>f</i> | 14 5% | 6 3% | 3 5% <i>f</i> | 75 4% | 71 4% | 2 5% | 5 5% | - - | 2 8% | 10 4% | 6 3% | 13 4% | 64 4% | 7 4% | 18 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 181
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
BBC radio stations
Base: All respondents

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|---------------|-------------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|------------|----------------|----------------|------------------------|-------------------|------------|-------------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|------------|-----------|--------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 234 11% | 14 8% | 5 6% | 25 11% | 20 11% | 21 11% | 13 9% | 7 7% | 25 13% | 40 14%h | 40 13%h | 16 8% | 8 13% | 205 11% | 200 11% | 6 13% | 16 15% | 8 17% | 3 12% | 33 15% | 31 13% | 39 12% | 169 11% | 23 13% | 61 11% |
| Never | 747 35%W | 58 34% | 31 36% | 97 41%aem | 49 28% | 68 35% | 62 41%em | 37 34% | 63 33% | 96 34% | 106 35% | 61 31% | 19 29% | 633 35% | 656 35% | 24 49%ao | 33 32% | 13 29% | 12 45% | 82 37% | 104 42%AW | 128 38% | 511 33% | 70 40% | 219 40%AW |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 182
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
BBC radio stations
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 552 | 404 | 80 | 55 | 37 | - | 148 | 61 | 130 | 123 | 18 | 64 | 108 | 127 | 90 | 27 | 25 | 23 | 10 | 14 | 7 | 4 | 12 |
| | 26%ijk | 27%agi | 22% | 25% | 28% | - | 23% | 24% | 22% | 22% | 17% | 21% | 26%kP | 31%aKLP | 27%kP | 16% | 31%kP | 37%aKIP | 27% | 52% | 26% | 4 | 27% |
| NET: Weekly | 976 | 704 | 146 | 93 | 57 | 5 | 266 | 105 | 237 | 227 | 29 | 112 | 183 | 209 | 162 | 81 | 40 | 36 | 21 | 18 | 16 | 8 | 18 |
| | 45%cgj | 47%Acg | 40% | 42% | 42% | 35% | 41% | 41% | 41% | 41% | 26% | 37%k | 44%K | 51%aKL | 48%KL | 47%KI | 48%K | 56%KL | 56%KI | 70% | 56% | 51% | 57%KI |
| NET: Monthly | 1171 | 832 | 189 | 112 | 69 | 8 | 331 | 123 | 294 | 284 | 41 | 139 | 225 | 237 | 193 | 95 | 52 | 45 | 24 | 19 | 17 | 10 | 22 |
| | 54%hiK | 56%hi | 52% | 51% | 52% | 56% | 51% | 48% | 51% | 51% | 37% | 46% | 54%K | 57%KL | 57%KL | 56%K | 64%KL | 70%aKLm | 62%K | 74% | 60% | 66% | 71%KL |
| NET: Ever | 1405 | 994 | 222 | 135 | 88 | 9 | 402 | 154 | 353 | 344 | 55 | 178 | 257 | 282 | 228 | 118 | 65 | 50 | 29 | 22 | 21 | 11 | 25 |
| | 65%gIK | 67%gah | 61% | 61% | 65% | 64% | 62% | 60% | 61% | 62% | 49% | 60% | 62%k | 68%KI | 68%KI | 69%KI | 78%aKLM | 79%aKLm | 76%KI | 82% | 75% | 72% | 80%KIm |
| Several times a day | 275 | 215 | 29 | 19 | 15 | - | 60 | 28 | 50 | 51 | 11 | 28 | 64 | 63 | 48 | 10 | 9 | 12 | 4 | 5 | 3 | 1 | 8 |
| | 13%CGI | 14%ACdG | 8% | 9% | 11% | - | 9% | 11% | 9% | 9% | 10% | 9% | 15%IP | 15%IP | 14%P | 6% | 11% | 19%IP | 11% | 18% | 11% | 6% | 24%kIP |
| About once a day | 277 | 190 | 51 | 35 | 22 | - | 88 | 33 | 80 | 72 | 8 | 36 | 44 | 65 | 42 | 17 | 16 | 11 | 6 | 9 | 4 | 3 | 5 |
| | 13% | 13% | 14% | 16% | 16% | - | 14% | 13% | 14% | 13% | 7% | 12% | 11% | 16%km | 13% | 10% | 19%kmp | 18%k | 15% | 34% | 15% | 21% | 14% |
| Several times a week | 250 | 166 | 46 | 27 | 14 | 3 | 81 | 27 | 73 | 73 | 5 | 25 | 45 | 50 | 38 | 33 | 7 | 8 | 9 | 1 | 6 | * | 5 |
| | 12%k | 11% | 13% | 12% | 10% | 21% | 12% | 11% | 13% | 13% | 5% | 8% | 11%k | 12%k | 11%k | 20%AKLMn | 9% | 13%k | 23%aKLmn | 6% | 22% | 3% | 17%k |
| About once a week | 174 | 134 | 19 | 11 | 6 | 2 | 38 | 16 | 33 | 30 | 5 | 23 | 30 | 31 | 33 | 20 | 7 | 4 | 2 | 3 | 2 | 3 | 1 |
| | 8%cgj | 9%acdG | 5% | 5% | 4% | 14% | 6% | 6% | 6% | 5% | 5% | 8% | 7% | 8% | 10% | 12%k | 9% | 6% | 5% | 12% | 8% | 21% | 2% |
| Several times a month | 109 | 68 | 29 | 10 | 6 | - | 42 | 14 | 38 | 35 | 6 | 13 | 26 | 18 | 17 | 8 | 6 | 5 | 2 | - | 1 | 2 | 2 |
| | 5% | 5% | 8%ab | 5% | 5% | - | 6% | 5% | 7% | 6% | 5% | 4% | 6% | 4% | 5% | 5% | 7% | 7% | 4% | - | 4% | 13% | 7% |
| About once a month | 86 | 60 | 15 | 9 | 7 | 3 | 23 | 3 | 19 | 22 | 6 | 15 | 16 | 10 | 14 | 6 | 7 | 4 | 1 | 1 | - | * | 2 |
| | 4%h | 4%h | 4%H | 4% | 5%h | 21% | 4%H | 1% | 3%h | 4%h | 6% | 5% | 4% | 2% | 4% | 4% | 8%n | 7% | 2% | 4% | - | 3% | 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 182
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
BBC radio stations
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|-------------------|------------------|-------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Less often | 234 | 163 | 33 | 23 | 18 | 1 | 71 | 31 | 60 | 60 | 14 | 39 | 32 | 45 | 35 | 23 | 12 | 5 | 5 | 2 | 4 | 1 | 3 |
| | 11% _m | 11% | 9% | 10% | 14% | 8% | 11% | 12% | 10% | 11% | 13% | 13% _m | 8% | 11% | 10% | 13% _m | 15% _m | 8% | 14% | 8% | 15% | 6% | 9% |
| Never | 747 | 496 | 140 | 86 | 46 | 5 | 245 | 104 | 228 | 208 | 56 | 121 | 159 | 132 | 109 | 53 | 18 | 14 | 9 | 5 | 7 | 4 | 6 |
| | 35% _{bqr} | 33% | 39% | 39% | 35% | 36% | 38% _{ab} | 40% _b | 39% _{Ab} | 38% | 51% _{AmNO} | 40% _{anop} | 38% _{Qrw} | 32% | 32% | 31% | 22% | 21% | 24% | 18% | 25% | 28% | 20% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 183
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
BBC radio stations
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 552 | 543 | 9 | 552 | - | 449 | 103 | 552 | - | 552 | - |
| | 26%CEG | 27%AC | 6% | 38%AE | - | 31%AG | 15% | 27%AI | - | 27%AK | - |
| | IK | | | | | | | | | | |
| NET: Weekly | 976 | 950 | 26 | 976 | - | 779 | 197 | 976 | - | 976 | - |
| | 45%CEG | 48%AC | 16% | 68%AE | - | 53%AG | 29% | 48%AI | - | 48%AK | - |
| | IK | | | | | | | | | | |
| NET: Monthly | 1171 | 1139 | 32 | 1171 | - | 939 | 232 | 1171 | - | 1171 | - |
| | 54%CEG | 57%AC | 19% | 81%AE | - | 64%AG | 34% | 57%AI | - | 57%AK | - |
| | IK | | | | | | | | | | |
| NET: Ever | 1405 | 1368 | 38 | 1405 | - | 1110 | 295 | 1405 | - | 1405 | - |
| | 65%CEG | 69%AC | 23% | 98%AE | - | 76%AG | 43% | 68%AI | - | 69%AK | - |
| | IK | | | | | | | | | | |
| Several times a day | 275 | 271 | 4 | 275 | - | 225 | 50 | 275 | - | 275 | - |
| | 13%CEG | 14%AC | 2% | 19%AE | - | 15%AG | 7% | 13%AI | - | 13%AK | - |
| | IK | | | | | | | | | | |
| About once a day | 277 | 272 | 5 | 277 | - | 224 | 53 | 277 | - | 277 | - |
| | 13%CEG | 14%AC | 3% | 19%AE | - | 15%AG | 8% | 14%AI | - | 14%AK | - |
| | IK | | | | | | | | | | |
| Several times a week | 250 | 244 | 6 | 250 | - | 197 | 53 | 250 | - | 250 | - |
| | 12%CEG | 12%AC | 4% | 17%AE | - | 13%AG | 8% | 12%AI | - | 12%AK | - |
| | IK | | | | | | | | | | |
| About once a week | 174 | 163 | 11 | 174 | - | 132 | 41 | 174 | - | 174 | - |
| | 8%EGIK | 8% | 6% | 12%AE | - | 9%ag | 6% | 8%AI | - | 8%AK | - |
| Several times a month | 109 | 104 | 5 | 109 | - | 94 | 15 | 109 | - | 109 | - |
| | 5%EGIK | 5% | 3% | 8%AE | - | 6%AG | 2% | 5%ai | - | 5%ak | - |
| About once a month | 86 | 85 | 1 | 86 | - | 66 | 20 | 86 | - | 86 | - |
| | 4%cEIk | 4%ac | 1% | 6%AE | - | 4% | 3% | 4%ai | - | 4%ak | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 183
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
BBC radio stations
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|--------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 234 | 229 | 5 | 234 | - | 171 | 63 | 234 | - | 234 | - |
| | 11%CEI | 12%AC | 3% | 16%AE | - | 12% | 9% | 11%AI | - | 11%AK | - |
| | K | | | | | | | | | | |
| Never | 747 | 617 | 130 | 35 | 712 | 357 | 389 | 648 | 99 | 646 | 100 |
| | 35%BDF | 31% | 77%AB | 2% | 100%AD | 24% | 57%AF | 32% | 100%AH | 31% | 100%AJ |
| | HJ | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 184
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
BBC Sounds
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-----------------------|----------------------|--------------|------------|------------|-------------|-------------------|--------------|-------------|--------------|-------------|-----------|-------------|-------------|---------------|--------------|-------------|-----------------|--------------------|--------------|------------|------------|--------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 157 7%CuW | 99 9%AC | 58 5% | 9 6% | 13 6% | 34 10%ajkp | 24 7% | 26 8% | 29 9%jp | 12 5% | 10 5% | 22 6% | 15 6% | 50 8% | 50 7% | 51 6% | 11 7% | 72 12%ASTU | 37 6% | 21 5% | 26 5% | 109 9%AW | 48 5% |
| NET: Weekly | 365 17%CKP tUW | 226 21%AC | 137 13% | 26 18%k | 37 17%k | 72 21%ajk P | 56 17%K | 65 19%Kp | 56 18%Kp | 33 13% | 20 9% | 63 18%K | 43 17%k | 115 19%jKp | 121 18%Kp | 109 14%k | 31 20%K U | 149 25%AST U | 95 16% | 57 13% | 63 12% | 243 20%AW | 120 13% |
| NET: Monthly | 514 24%CKP TUW | 313 29%AC | 197 18% | 31 22%k | 52 24%K | 92 27%Kp | 89 28%jKp | 89 26%K | 81 26%Kp | 52 20% | 30 14% | 82 23%K | 58 23%K | 150 25%Kp | 178 27%Kp | 162 21%K | 36 23%k U | 189 32%AST U | 147 24%tu | 79 18% | 98 19% | 336 28%AW | 177 19% |
| NET: Ever | 703 33%CKT UW | 418 39%AC | 280 26% | 41 29% | 77 35%K | 123 36%K | 114 35%K | 112 32%K | 108 35%Kp | 82 32%k | 47 21% | 117 33%K | 84 34%K | 207 35%K | 226 34%K | 236 30%K | 48 31%k U | 252 43%AST U | 205 34%TU | 109 25% | 136 26% | 457 38%AW | 245 26% |
| Several times a day | 62 3% | 36 3% | 26 2% | 4 3% | 4 2% | 13 4% | 10 3% | 7 2% | 8 2% | 10 4% | 7 3% | 8 2% | 5 2% | 17 3% | 18 3% | 24 3% | 5 3% | 28 5%Astu | 13 2% | 10 2% | 11 2% | 42 3% | 21 2% |
| About once a day | 94 4%CJku W | 63 6%AC | 32 3% | 4 3% | 10 5%j | 22 6%JkP | 13 4%j | 19 5%Jk | 21 7%ajkP | 2 1% | 3 1% | 14 4%j | 11 4%j | 33 5%Jk | 32 5%Jk | 26 3%J | 5 3% | 44 8%ASTU | 23 4% | 12 3% | 15 3% | 67 6%AW | 27 3% |
| Several times a week | 130 6%ckUW | 77 7%ac | 53 5% | 10 7%k | 12 6%k | 21 6%k | 24 8%K | 24 7%K | 18 6%k | 17 7%k | 4 2% | 22 6%k | 13 5% | 34 6%k | 48 7%K | 39 5%K | 11 7%k | 50 9%ATU | 39 6% | 17 4% | 22 4% | 90 8%AW | 39 4% |
| About once a week | 78 4%CP | 50 5%aC | 26 2% | 8 5%jp | 12 5%jp | 17 5%jp | 8 2% | 15 4% | 10 3% | 4 2% | 5 2% | 19 5%gP | 14 6%gjp | 31 5%agjP | 22 3% | 19 2% | 9 6%gjp | 26 4% | 19 3% | 18 4% | 15 3% | 45 4% | 33 3% |
| Several times a month | 76 4% | 46 4% | 31 3% | 3 2% | 6 3% | 15 4% | 18 6%alp | 10 3% | 10 3% | 9 3% | 5 2% | 9 3% | 7 3% | 22 4% | 28 4% | 24 3% | 3 2% | 18 3% | 28 5% | 16 4% | 14 3% | 46 4% | 30 3% |
| About once a month | 74 3%fnt | 42 4% | 30 3% | 2 1% | 8 4%n | 4 1% | 15 5%fn | 15 4%f | 14 5%fn | 10 4%f | 5 2% | 10 3% | 8 3% | 12 2% | 29 4%fn | 30 4%f | 2 1% | 22 4%t | 24 4%t | 7 2% | 21 4%t | 46 4% | 28 3% |
| Less often | 189 9%w | 105 10% | 83 8% | 10 7% | 25 12%ho | 32 9% | 25 8% | 23 7% | 27 9% | 30 12%ho | 17 8% | 35 10% | 26 10% | 57 10% | 48 7% | 74 9% | 12 8% | 63 11%atu | 58 10% | 30 7% | 38 7% | 121 10%aw | 68 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 184
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?

BBC Sounds
Base: All respondents

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Never | 1449 | 653 | 791 | 100 | 139 | 221 | 207 | 234 | 204 | 173 | 171 | 239 | 166 | 387 | 441 | 548 | 108 | 334 | 403 | 325 | 385 | 737 | 710 |
| | 67%BRV | 61% | 74%AB | 71% | 65% | 64% | 65% | 68% | 65% | 68% | 79%AEF | 67% | 66% | 65% | 66% | 70%i | 69% | 57% | 66%R | 75%ARS | 74%ARS | 62% | 74%AV |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 185
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
BBC Sounds
Base: All respondents

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 157 | 11 | 7 | 19 | 10 | 14 | 9 | 5 | 10 | 32 | 15 | 19 | 4 | 137 | 126 | 5 | 16 | 10 | - | 31 | 11 | 17 | 127 | 7 | 28 |
| | 7%Oy | 6% | 8% | 8% | 6% | 7% | 6% | 5% | 5% | 12%AhiK | 5% | 10%k | 6% | 8% | 7% | 11% | 15%AO | 22%AO | - | 14%AO | 4% | 5% | 8%auy | 4% | 5% |
| NET: Weekly | 365 | 32 | 12 | 37 | 19 | 33 | 21 | 22 | 24 | 65 | 48 | 41 | 11 | 300 | 297 | 8 | 28 | 17 | 5 | 59 | 34 | 37 | 287 | 16 | 66 |
| | 17%eOV | 18% | 14% | 16% | 11% | 17% | 14% | 21%ei | 12% | 23%AdE | 16% | 21%ei | 17% | 17%e | 16% | 17% | 28%AO | 38%AOp | 19% | 26%AO | 14% | 11% | 18%AVXY | 9% | 12% |
| NET: Monthly | 514 | 40 | 19 | 46 | 36 | 45 | 33 | 26 | 36 | 90 | 75 | 56 | 12 | 435 | 429 | 11 | 38 | 19 | 7 | 75 | 54 | 56 | 400 | 27 | 100 |
| | 24%OVX | 23% | 22% | 19% | 21% | 23% | 22% | 25% | 18% | 32%ADe | 25% | 29%dim | 19% | 24% | 23% | 22% | 37%AO | 43%AOp | 26% | 33%AO | 22%v | 16% | 26%AVX | 15% | 19% |
| NET: Ever | 703 | 54 | 27 | 69 | 51 | 56 | 50 | 33 | 48 | 128 | 100 | 69 | 19 | 598 | 586 | 14 | 49 | 29 | 9 | 101 | 70 | 81 | 547 | 41 | 139 |
| | 33%OV | 31% | 31% | 29% | 29% | 29% | 33% | 31% | 25% | 46%ABc | 33% | 35%i | 29% | 33%i | 31% | 28% | 48%AOp | 63%AOP | 34% | 45%AOP | 29% | 24% | 35%AVX | 23% | 26% |
| Several times a day | 62 | 3 | 2 | 7 | 3 | 5 | 5 | 2 | 2 | 11 | 12 | 8 | 2 | 55 | 52 | 3 | 3 | 4 | - | 10 | 2 | 8 | 49 | 3 | 11 |
| | 3%u | 2% | 2% | 3% | 2% | 3% | 3% | 2% | 1% | 4% | 4% | 4% | 3% | 3% | 3% | 6% | 3% | 9%ao | - | 5% | 1% | 2% | 3%u | 2% | 2% |
| About once a day | 94 | 7 | 5 | 12 | 7 | 9 | 4 | 3 | 8 | 21 | 3 | 11 | 2 | 82 | 73 | 2 | 13 | 6 | - | 21 | 9 | 9 | 78 | 4 | 16 |
| | 4%KO | 4%k | 6%K | 5%K | 4%k | 5%k | 3% | 3% | 4% | 8%AgKN | 1% | 6%K | 3% | 5%K | 4% | 4% | 12%AO | 13%AO | - | 9%AO | 4% | 3% | 5%a | 2% | 3% |
| Several times a week | 130 | 13 | 1 | 13 | 5 | 14 | 10 | 9 | 9 | 22 | 20 | 10 | 4 | 104 | 104 | 3 | 10 | 5 | 2 | 21 | 15 | 15 | 96 | 8 | 27 |
| | 6%O | 7%c | 1% | 5% | 3% | 7%c | 6% | 9%ce | 5% | 8%ce | 7% | 5% | 6%c | 6% | 5% | 7% | 10%o | 11% | 8% | 9%ao | 6% | 4% | 6% | 5% | 5% |
| About once a week | 78 | 8 | 3 | 5 | 4 | 5 | 2 | 8 | 4 | 11 | 13 | 11 | 3 | 59 | 68 | - | 2 | 2 | 3 | 7 | 8 | 5 | 64 | 1 | 11 |
| | 4%vxy | 5% | 4% | 2% | 2% | 3% | 2% | 7%adeg | 2% | 4% | 4% | 6% | 4% | 3% | 4% | - | 2% | 4% | 10% | 3% | 3%x | 1% | 4%vxy | 1% | 2% |
| Several times a month | 76 | 4 | 3 | 6 | 7 | 8 | 5 | 3 | 7 | 11 | 12 | 9 | * | 69 | 67 | 1 | 6 | 1 | 1 | 10 | 14 | 8 | 57 | 3 | 18 |
| | 4%rn | 2% | 4% | 2% | 4% | 4% | 3% | 3% | 3% | 4% | 4% | 5% | 1% | 4%rn | 4% | 2% | 6% | 2% | 4% | 4% | 6%vxy | 2% | 4% | 2% | 3% |
| About once a month | 74 | 4 | 4 | 3 | 10 | 3 | 6 | 1 | 5 | 13 | 15 | 7 | 1 | 67 | 65 | 1 | 3 | 1 | 1 | 6 | 6 | 10 | 56 | 8 | 16 |
| | 3% | 2% | 5% | 1% | 6%dfn | 2% | 4% | 1% | 3% | 5%d | 5%d | 3% | 2% | 4%d | 3% | 2% | 3% | 2% | 4% | 3% | 3% | 3% | 4% | 4% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 185
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
BBC Sounds
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|----------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|--------------------|----------------|----------------|------------------------|------------------|---------------------|--------------|-----------|-------------|-------------------|--------------------------------|----------------------|------------------------|-------------|--------------|--------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 189 9%o | 13 8% | 8 9% | 23 10% | 14 8% | 12 6% | 18 12% | 7 6% | 13 6% | 38 13%Ahi IN | 25 8% | 13 6% | 7 10% | 162 9% | 158 8% | 3 6% | 12 11% | 9 21%AOp | 2 8% | 26 12% | 16 7% | 25 7% | 147 9% | 14 8% | 38 7% |
| Never | 1449 67%JQR TW | 119 69%J | 60 69%j | 167 71%J | 121 71%J | 137 71%J | 100 67%j | 75 69%J | 145 75%aJl n | 152 54% | 201 67%J | 125 65%j | 46 71%J | 1210 67%J | 1313 69%AQR T | 35 72%qRT | 53 52% | 17 37% | 18 66% | 123 55%R | 175 71% | 256 76%AW | 1014 65% | 135 77%AW | 404 74%AW |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 186

Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?

BBC Sounds

Base: All respondents

Absolutes/col percents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 157 | 98 | 37 | 23 | 13 | - | 59 | 26 | 52 | 52 | 10 | 16 | 21 | 35 | 23 | 6 | 13 | 7 | 4 | 3 | 5 | 2 | 9 |
| | 7% | 7% | 10%ab | 10% | 10% | - | 9%ab | 10% | 9% | 9%ab | 9% | 5% | 5% | 8%p | 7% | 4% | 15%ALMn | 11%p | 11% | 13% | 18% | 13% | 28%AKLMNOPr |
| NET: Weekly | 365 | 226 | 78 | 46 | 23 | 5 | 133 | 58 | 122 | 114 | 16 | 42 | 57 | 77 | 64 | 19 | 15 | 17 | 8 | 9 | 6 | 3 | 17 |
| | 17%Bp | 15% | 22%aB | 21%b | 17% | 35% | 21%AB | 23%aB | 21%AB | 21%aB | 14% | 14% | 14% | 19%p | 19%p | 11% | 18% | 27%akIM | 20% | 35% | 21% | 19% | 53%AKLMNOPQrS |
| NET: Monthly | 514 | 332 | 100 | 66 | 32 | 6 | 175 | 75 | 161 | 150 | 24 | 65 | 85 | 103 | 90 | 31 | 23 | 22 | 13 | 9 | 8 | 4 | 18 |
| | 24%b | 22% | 28%b | 30%ab | 24% | 43% | 27%ab | 29%ab | 28%ab | 27%ab | 22% | 22% | 21% | 25% | 27%p | 18% | 28% | 35%aimP | 33%p | 35% | 29% | 26% | 56%AKLMNOPQ |
| NET: Ever | 703 | 476 | 126 | 81 | 40 | 6 | 221 | 95 | 203 | 189 | 34 | 89 | 120 | 140 | 124 | 47 | 34 | 27 | 15 | 10 | 12 | 7 | 18 |
| | 33% | 32% | 35% | 37% | 30% | 43% | 34% | 37% | 35% | 34% | 31% | 30% | 29% | 34% | 37%mp | 28% | 41%mp | 42%kmp | 39% | 39% | 44% | 45% | 58%AKLMNoP |
| Several times a day | 62 | 44 | 13 | 6 | 3 | - | 19 | 11 | 17 | 17 | 2 | 7 | 9 | 16 | 7 | 2 | 7 | - | 1 | 2 | 2 | 1 | 6 |
| | 3% | 3% | 4% | 3% | 2% | - | 3% | 4% | 3% | 3% | 2% | 2% | 2% | 4% | 2% | 1% | 9%AKLMn | - | 3% | 7% | 7% | 6% | 20%AKLMNOPrS |
| About once a day | 94 | 54 | 24 | 16 | 10 | - | 40 | 14 | 35 | 35 | 8 | 10 | 13 | 19 | 16 | 4 | 5 | 7 | 3 | 1 | 3 | 1 | 3 |
| | 4%B | 4% | 7%ab | 7%ab | 7%b | - | 6%aB | 6% | 6%ab | 6%aB | 7%am | 3% | 3% | 5% | 5% | 2% | 7% | 11%aimnP | 8% | 5% | 11% | 7% | 8% |
| Several times a week | 130 | 78 | 30 | 17 | 6 | 3 | 49 | 22 | 48 | 43 | 3 | 17 | 21 | 27 | 27 | 7 | 1 | 7 | 2 | 2 | 1 | 1 | 5 |
| | 6%b | 5% | 8%b | 7% | 5% | 21% | 8%b | 8%b | 8%ab | 8%b | 3% | 6% | 5% | 7% | 8%q | 4% | 1% | 11%kq | 6% | 8% | 4% | 7% | 17%AKIMnPO |
| About once a week | 78 | 50 | 11 | 7 | 4 | 2 | 25 | 11 | 23 | 19 | 3 | 8 | 16 | 15 | 15 | 6 | 1 | 4 | 1 | 4 | - | - | 2 |
| | 4% | 3% | 3% | 3% | 3% | 14% | 4% | 4% | 4% | 3% | 2% | 3% | 4% | 4% | 4% | 3% | 1% | 6% | 3% | 14% | - | - | 8%q |
| Several times a month | 76 | 52 | 10 | 11 | 4 | 1 | 23 | 12 | 22 | 18 | 3 | 8 | 14 | 17 | 13 | 7 | 3 | 2 | 3 | - | 2 | 1 | 1 |
| | 4% | 3% | 3% | 5% | 4% | 8% | 4% | 5% | 4% | 3% | 3% | 3% | 3% | 4% | 4% | 4% | 4% | 3% | 3% | 8% | - | 8% | 7% |
| About once a month | 74 | 55 | 12 | 9 | 4 | - | 19 | 4 | 17 | 19 | 5 | 16 | 14 | 8 | 13 | 5 | 5 | 3 | 2 | - | - | - | - |
| | 3% | 4% | 3% | 4% | 3% | - | 3% | 2% | 3% | 3% | 5% | 5%n | 3% | 2% | 4% | 3% | 6%n | 5% | 5% | - | - | - | - |
| Less often | 189 | 143 | 26 | 16 | 9 | - | 46 | 20 | 41 | 38 | 10 | 24 | 34 | 37 | 35 | 16 | 11 | 4 | 2 | 1 | 4 | 3 | 1 |
| | 9% | 10%a | 7% | 7% | 6% | - | 7% | 8% | 7% | 7% | 9% | 8% | 8% | 9% | 10% | 10% | 13% | 7% | 5% | 4% | 15% | 18% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 186
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?

BBC Sounds
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 1449 | 1015 | 236 | 139 | 94 | 9 | 426 | 162 | 378 | 363 | 77 | 210 | 296 | 274 | 213 | 124 | 49 | 37 | 24 | 16 | 16 | 8 | 13 |
| | 67%W | 68% | 65% | 63% | 70% | 57% | 66% | 63% | 65% | 66% | 69%W | 70%W | 71%oqrW | 66%W | 63%w | 72%oqrW | 59% | 58% | 61% | 61% | 56% | 55% | 42% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 187
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
BBC Sounds
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 157 | 157 | - | 157 | - | 145 | 11 | 157 | - | 157 | - |
| | 7%CEGI | 8%AC | - | 11%AE | - | 10%AG | 2% | 8%AI | - | 8%AK | - |
| | K | | | | | | | | | | |
| NET: Weekly | 365 | 358 | 6 | 365 | - | 335 | 30 | 365 | - | 365 | - |
| | 17%CEGI | 18%AC | 4% | 25%AE | - | 23%AG | 4% | 18%AI | - | 18%AK | - |
| | IK | | | | | | | | | | |
| NET: Monthly | 514 | 505 | 10 | 514 | - | 473 | 42 | 514 | - | 514 | - |
| | 24%CEGI | 25%AC | 6% | 36%AE | - | 32%AG | 6% | 25%AI | - | 25%AK | - |
| | IK | | | | | | | | | | |
| NET: Ever | 703 | 689 | 14 | 703 | - | 641 | 62 | 703 | - | 703 | - |
| | 33%CEGI | 35%AC | 8% | 49%AE | - | 44%AG | 9% | 34%AI | - | 34%AK | - |
| | IK | | | | | | | | | | |
| Several times a day | 62 | 62 | - | 62 | - | 58 | 4 | 62 | - | 62 | - |
| | 3%CEGI | 3%ac | - | 4%AE | - | 4%AG | 1% | 3% | - | 3% | - |
| | | | | | | | | | | | |
| About once a day | 94 | 94 | - | 94 | - | 87 | 7 | 94 | - | 94 | - |
| | 4%CEGI | 5%AC | - | 7%AE | - | 6%AG | 1% | 5%ai | - | 5%ak | - |
| | k | | | | | | | | | | |
| Several times a week | 130 | 125 | 5 | 130 | - | 124 | 6 | 130 | - | 130 | - |
| | 6%EGIk | 6% | 3% | 9%AE | - | 8%AG | 1% | 6%ai | - | 6%ak | - |
| | | | | | | | | | | | |
| About once a week | 78 | 77 | 1 | 78 | - | 66 | 12 | 78 | - | 78 | - |
| | 4%CEGI | 4%ac | 1% | 5%AE | - | 4%AG | 2% | 4% | - | 4% | - |
| | | | | | | | | | | | |
| Several times a month | 76 | 76 | - | 76 | - | 72 | 4 | 76 | - | 76 | - |
| | 4%CEGI | 4%ac | - | 5%AE | - | 5%AG | 1% | 4% | - | 4% | - |
| | | | | | | | | | | | |
| About once a month | 74 | 70 | 3 | 74 | - | 66 | 7 | 74 | - | 74 | - |
| | 3%EG | 4% | 2% | 5%AE | - | 5%AG | 1% | 4% | - | 4% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 187
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?

BBC Sounds
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|--------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 189 | 185 | 4 | 189 | - | 168 | 21 | 189 | - | 189 | - |
| | 9%CEGI | 9%AC | 3% | 13%AE | - | 11%AG | 3% | 9%AI | - | 9%AK | - |
| | K | | | | | | | | | | |
| Never | 1449 | 1296 | 153 | 737 | 712 | 827 | 622 | 1350 | 99 | 1349 | 100 |
| | 67%BDF | 65% | 92%AB | 51% | 100%AD | 56% | 91%AF | 66% | 100%AH | 66% | 100%AJ |
| | HJ | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 188
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
NET: BBC
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | |
|-----------------------|-----------------------------------|------------------|---------------|-----------------|------------------|------------------|-------------------|---------------------------|----------------------------------|-----------------------------------|----------------------------------|----------------|------------------|---------------------------|-----------------------------------|----------------------------------|------------------------|------------------------|-----------------|-----------------|------------------|------------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 579 27% CDE FGLMNQ UW | 346 32% AC | 232 22% | 21 15% | 35 16% | 65 19% | 71 22% l | 94 27% DEF LMNq | 103 33% ADE FGLMNO Q | 88 41% ADE FGLHMN OQ | 56 16% | 39 16% | 104 18% | 165 25% def LMNq | 293 37% ADE FGLHMN OQ | 27 17% d | 198 34% AST U | 167 27% u | 102 23% | 113 22% | 364 31% AW | 215 22% | |
| NET: Weekly | 1019 47% CdE fLMNqU W | 580 54% AC | 437 41% | 53 37% | 72 33% | 144 42% e | 137 43% el | 168 49% dEL MNq | 146 54% aDE FGLMNO Q | 131 60% ADE FGLHMN OQ | 125 35% | 87 35% | 231 39% e | 305 46% ELM n | 445 57% ADE FGLHMN OQ | 60 39% | 335 57% AST U | 274 45% u | 208 48% U | 201 39% | 609 51% AW | 409 43% | |
| NET: Monthly | 1214 56% CDE fLMNQ W | 680 63% AC | 529 49% | 60 42% | 102 47% | 174 51% | 174 54% dlq | 205 59% DEF LMNQ | 192 62% ADE FLMNQ | 164 84% ADE FGLMNO Q | 142 86% ADE FGLMNO Q | 162 45% | 118 47% | 292 49% | 379 57% DeL mNQ | 499 84% ADE FGLMNO Q | 67 43% | 385 66% AST U | 341 56% U | 247 57% U | 240 46% | 726 61% AW | 487 51% |
| NET: Ever | 1440 67% CDE fLMNQ W | 783 73% AC | 650 61% | 74 52% | 124 58% | 210 61% | 206 64% dlq | 246 71% DEF LMNQ | 228 73% ADE FGLMNQ | 191 75% ADE FGLMNO Q | 162 74% aDE FGLMNQ | 198 56% | 143 57% | 353 59% | 452 68% DEF gLMNQ | 580 74% ADE FGLMNO Q | 84 54% | 448 76% AST U | 411 68% U | 281 65% u | 299 57% | 859 72% AW | 579 61% |
| Several times a day | 295 14% CDE fLMNQt uW | 180 17% AC | 115 11% | 8 6% | 14 6% | 34 10% | 34 11% l | 43 12% deL mq | 52 17% DEF gLMNOQ | 61 24% ADE FGHLM NOQ | 49 22% ADE GHLMNOQ | 22 6% | 16 6% | 50 8% | 77 12% deL mq | 162 21% ADE GHLMNO Q | 9 6% | 108 18% AsT U | 85 14% | 45 10% | 57 11% | 193 16% AW | 102 11% |
| About once a day | 284 13% Cfl N | 166 15% AC | 117 11% | 13 9% | 21 10% | 31 9% | 37 11% | 51 15% fn | 51 16% deF lmN | 40 16% flm N | 39 18% ade FgLMN | 35 10% | 23 9% | 54 9% | 87 13% n | 131 17% Ade FgLMN | 18 11% d | 89 15% u | 82 13% | 57 13% | 56 11% | 171 14% | 113 12% |
| Several times a week | 260 12% cp | 146 14% ac | 113 11% | 21 15% ej | 18 8% | 42 12% | 45 14% ej | 53 15% ejm p | 33 10% | 21 8% | 26 12% | 39 11% e | 24 10% | 66 11% | 99 15% aej mp | 80 10% | 22 14% | 76 13% | 68 11% | 64 15% u | 51 10% | 145 12% | 114 12% |
| About once a week | 180 8% os | 88 8% | 91 9% | 10 7% | 19 9% | 38 11% gho | 20 6% | 21 6% | 32 10% o | 23 9% | 17 8% | 29 8% | 23 9% | 61 10% gho | 42 6% | 72 9% o | 11 7% | 61 10% as | 39 6% | 42 10% | 38 7% | 100 8% | 80 8% |
| Several times a month | 105 5% P | 52 5% | 53 5% | 5 4% | 17 8% aikP | 16 5% | 21 7% ikp | 20 6% | 10 3% | 10 4% | 6 3% | 22 6% pq | 18 7% ikPq | 34 6% p | 42 6% IP | 26 3% | 5 3% | 32 5% | 34 6% | 20 5% | 20 4% | 66 5% | 40 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 188
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
NET: BBC
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | SEG | | | | | | | | | |
|--------------------|----------------------|-------------|---------------|-----------------------|----------------------|-----------------------|--------------------|--------------|--------------|--------------|------------|------------------------|-----------------------|-----------------------|--------------|------------|-----------------------|------------|-------------|-------------|--------------------|-------------|--------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| About once a month | 90 4% | 48 4% | 40 4% | 2 1% | 13 6%dlq | 14 4% | 16 5%q | 16 5% | 15 5% | 8 3% | 5 3% | 15 4%dQ | 13 5%q | 27 5% | 32 5%q | 28 4% | 2 1% | 18 3% | 34 6%r | 19 4% | 19 4% | 51 4% | 38 4% |
| Less often | 226 11% | 103 10% | 121 11% | 14 10% | 22 10% | 35 10% | 32 10% | 42 12% | 36 12% | 26 10% | 19 9% | 36 10% | 25 10% | 61 10% | 74 11% | 81 10% | 17 11% | 63 11% | 70 11% | 34 8% | 59 11% | 132 11% | 93 10% |
| Never | 712 33%BJ kPRV | 289 27% | 421 39%AB | 67 48%AgH IJKOP | 91 42%AHl JKOP | 134 39%aHI JKoP | 115 36%lK oP | 100 29% | 84 27% | 65 25% | 56 26% | 159 44%AgH IJKOP | 106 43%AHl JKOP | 241 41%AHl JKOP | 215 32%jp | 204 26% | 72 46%AgH IJKOP | 138 24% | 197 32%R | 153 35%R | 222 43%ARS t | 335 28% | 376 39%AV |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 189
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
NET: BBC
Base: All respondents

Absolutes/col percents

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|-----------------------|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|------------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|----------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 579 | 48 | 30 | 55 | 45 | 44 | 39 | 32 | 60 | 76 | 78 | 60 | 14 | 486 | 516 | 9 | 30 | 15 | 2 | 56 | 43 | 86 | 441 | 45 | 126 |
| | 27%Uy | 28% | 35%fm | 23% | 26% | 23% | 26% | 29% | 31%am | 27% | 26% | 31% | 21% | 27% | 27% | 19% | 29% | 34% | 8% | 25% | 18% | 26%U | 28%aUy | 25%u | 23%U |
| NET: Weekly | 1019 | 86 | 42 | 97 | 84 | 91 | 68 | 58 | 94 | 126 | 135 | 107 | 31 | 844 | 915 | 16 | 41 | 25 | 7 | 88 | 93 | 149 | 768 | 74 | 231 |
| | 47%ptUy | 50% | 49% | 41% | 49% | 47% | 45% | 54%d | 48% | 45% | 45% | 55%aDJkn | 48% | 47% | 48%apt | 32% | 40% | 54%pt | 27% | 40% | 38% | 44% | 49%ALY | 42% | 43% |
| NET: Monthly | 1214 | 101 | 52 | 116 | 105 | 108 | 81 | 65 | 106 | 156 | 168 | 120 | 38 | 1010 | 1081 | 20 | 54 | 27 | 12 | 113 | 117 | 175 | 910 | 88 | 277 |
| | 56%dpUY | 59% | 60% | 49% | 61%d | 56% | 54% | 60%d | 55% | 56% | 56% | 62%d | 59% | 56%d | 57%p | 41% | 53% | 59% | 43% | 50% | 48% | 52% | 58%ALvxy | 50% | 51% |
| NET: Ever | 1440 | 116 | 56 | 142 | 125 | 129 | 93 | 73 | 133 | 191 | 200 | 136 | 46 | 1205 | 1276 | 25 | 70 | 33 | 15 | 143 | 145 | 213 | 1075 | 110 | 334 |
| | 67%dpUY | 67% | 65% | 60% | 73%dg | 67% | 62% | 68% | 68% | 68% | 66% | 70%d | 72%d | 67%d | 67%p | 51% | 69%p | 73%p | 55% | 64%p | 59% | 63% | 69%ALY | 62% | 62% |
| Several times a day | 295 | 22 | 13 | 29 | 16 | 19 | 21 | 15 | 31 | 45 | 43 | 34 | 8 | 250 | 262 | 5 | 12 | 9 | 2 | 29 | 18 | 44 | 225 | 20 | 62 |
| | 14%U | 13% | 15% | 12% | 9% | 10% | 14% | 14% | 16% | 16%e | 14% | 18%ef | 12% | 14% | 14% | 11% | 12% | 21% | 8% | 13% | 7% | 13%U | 14%U | 12% | 11%U |
| About once a day | 284 | 26 | 17 | 27 | 29 | 25 | 18 | 17 | 29 | 31 | 34 | 26 | 6 | 235 | 254 | 4 | 18 | 6 | - | 28 | 25 | 42 | 216 | 24 | 64 |
| | 13% | 15% | 20%jm | 11% | 17% | 13% | 12% | 16% | 15% | 11% | 11% | 13% | 9% | 13% | 13% | 8% | 17% | 13% | - | 12% | 10% | 12% | 14% | 14% | 12% |
| Several times a week | 260 | 22 | 7 | 24 | 20 | 34 | 21 | 18 | 23 | 26 | 26 | 26 | 12 | 207 | 234 | 3 | 9 | 7 | 2 | 22 | 22 | 34 | 202 | 13 | 52 |
| | 12%xy | 13% | 8% | 10% | 12% | 18%acdJKN | 14% | 17%cdjKn | 12% | 9% | 9% | 14% | 19%AcddJKN | 11% | 12% | 7% | 9% | 16% | 8% | 10% | 9% | 10% | 13%axy | 7% | 10% |
| About once a week | 180 | 16 | 5 | 18 | 19 | 13 | 9 | 8 | 11 | 25 | 31 | 21 | 5 | 151 | 165 | 3 | 2 | 2 | 3 | 10 | 28 | 29 | 124 | 17 | 53 |
| | 8%qt | 10% | 6% | 8% | 11% | 6% | 6% | 7% | 6% | 9% | 10% | 11% | 8% | 8% | 9%qt | 6% | 2% | 4% | 10% | 4% | 11% | 9% | 8% | 10% | 10% |
| Several times a month | 105 | 9 | 5 | 11 | 12 | 13 | 3 | 4 | 9 | 9 | 17 | 8 | 4 | 87 | 90 | 2 | 9 | 2 | 2 | 15 | 19 | 13 | 75 | 4 | 28 |
| | 5% | 5% | 6% | 5% | 7%g | 7% | 2% | 4% | 5% | 3% | 6% | 4% | 6%g | 5% | 5% | 4% | 8% | 5% | 9% | 7% | 8%avwXy | 4% | 5% | 3% | 5% |
| About once a month | 90 | 5 | 4 | 8 | 8 | 4 | 9 | 3 | 3 | 20 | 16 | 6 | 3 | 79 | 76 | 2 | 5 | - | 2 | 9 | 5 | 13 | 67 | 9 | 18 |
| | 4% | 3% | 5% | 3% | 5% | 2% | 6%ii | 3% | 2% | 7%affn | 5% | 3% | 4% | 4% | 4% | 5% | 5% | - | 8% | 4% | 2% | 4% | 4% | 5% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 189
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
NET: BBC
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|-------------------------|--------------|----------------|---------------------------------|------------------------------|-------------------|------------------------|-----------|------------------------|------------|----------------|----------------|------------------------|------------------|------------|---------------------------------|-----------|-----------|-------------------|--------------------------------|--------------------------|------------------------|------------|-----------|--------------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 226 11% | 15 9% | 4 5% | 26 11% | 21 12% | 21 11% | 12 8% | 9 8% | 27 14% ^c | 35 13% | 32 11% | 16 8% | 8 13% ^c | 194 11% | 195 10% | 5 11% | 16 15% | 6 14% | 3 12% | 31 14% | 28 11% | 38 11% | 165 11% | 22 12% | 57 10% |
| Never | 712 33% ^W | 56 33% | 30 35% | 95 40% ^{ael mn} | 47 27% | 65 33% | 58 38% ^e | 34 32% | 61 32% | 89 32% | 101 34% | 58 30% | 18 28% | 603 33% | 624 33% | 24 49% ^{aoq rt} | 32 31% | 12 27% | 12 45% | 80 36% | 100 41% ^{AW} | 124 37% | 486 31% | 66 38% | 209 38% ^{AW} |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 190
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
NET: BBC
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|-----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 579 | 425 | 84 | 56 | 37 | - | 153 | 64 | 136 | 128 | 24 | 69 | 113 | 131 | 93 | 28 | 26 | 23 | 11 | 14 | 7 | 4 | 13 |
| | 27%gijP | 29%acgij | 23% | 25% | 28% | - | 24% | 25% | 23% | 23% | 21% | 23% | 27%P | 32%akiP | 28%P | 16% | 32%P | 37%kiP | 30% | 52% | 26% | 27% | 43%akiP |
| NET: Weekly | 1019 | 730 | 156 | 96 | 59 | 6 | 283 | 110 | 253 | 241 | 32 | 120 | 192 | 215 | 169 | 83 | 42 | 39 | 22 | 18 | 16 | 8 | 20 |
| | 47%gikL | 49%acgij | 43% | 44% | 44% | 42% | 44% | 43% | 44% | 44% | 29% | 40%k | 46%K | 52%aKL | 50%KI | 48%K | 51%K | 61%aKLm | 57%KI | 70% | 56% | 51% | 64%aKLm |
| NET: Monthly | 1214 | 863 | 197 | 115 | 72 | 8 | 343 | 127 | 304 | 295 | 44 | 147 | 232 | 242 | 199 | 99 | 55 | 48 | 24 | 19 | 17 | 10 | 24 |
| | 56%ghiKL | 58%aghij | 54% | 52% | 53% | 56% | 53% | 49% | 52% | 53% | 39% | 49% | 56%K | 59%KI | 59%KI | 58%K | 67%KL | 75%AKLMnop | 62%k | 74% | 60% | 66% | 77%aKLmnop |
| NET: Ever | 1440 | 1024 | 226 | 138 | 89 | 9 | 407 | 154 | 359 | 349 | 59 | 184 | 266 | 285 | 232 | 121 | 67 | 51 | 29 | 22 | 21 | 12 | 25 |
| | 67%cghijk | 69%AcgHij | 62% | 63% | 66% | 64% | 63% | 60% | 62% | 63% | 53% | 61% | 64%k | 69%KI | 69%K | 71%KI | 82%AKLMno | 80%aKLm | 76%k | 82% | 75% | 77% | 80%KI |
| Several times a day | 295 | 229 | 32 | 21 | 15 | - | 66 | 32 | 56 | 55 | 12 | 29 | 65 | 53 | 11 | 13 | 12 | 4 | 5 | 4 | 1 | 10 | |
| | 14%CGIJIP | 15%ACdGij | 9% | 9% | 11% | - | 10% | 12% | 10% | 10% | 10% | 10% | 16%iP | 16%iP | 6% | 16%p | 19%iP | 11% | 18% | 14% | 6% | 31%AKLmnoPs | |
| About once a day | 284 | 196 | 51 | 35 | 22 | - | 88 | 32 | 80 | 72 | 12 | 39 | 48 | 65 | 40 | 17 | 13 | 11 | 7 | 9 | 3 | 3 | 4 |
| | 13% | 13% | 14% | 16% | 16% | - | 14% | 12% | 14% | 13% | 11% | 13% | 11% | 16% | 12% | 10% | 16% | 18% | 18% | 34% | 11% | 21% | 11% |
| Several times a week | 260 | 169 | 52 | 30 | 15 | 3 | 88 | 31 | 81 | 81 | 3 | 27 | 45 | 50 | 44 | 35 | 7 | 11 | 8 | 1 | 7 | * | 5 |
| | 12%k | 11% | 14% | 13% | 11% | 21% | 14% | 12% | 14% | 15%kab | 3% | 9%k | 11%K | 12%K | 13%K | 21%AKLMNoq | 9% | 17%K | 21%Klm | 6% | 26% | 3% | 16%K |
| About once a week | 180 | 136 | 20 | 11 | 7 | 3 | 41 | 16 | 36 | 32 | 6 | 24 | 34 | 34 | 32 | 19 | 8 | 5 | 2 | 3 | 1 | 3 | 2 |
| | 8%cdgij | 9%cdgij | 6% | 5% | 5% | 21% | 6% | 6% | 6% | 6% | 5% | 8% | 8% | 8% | 9% | 11% | 10% | 7% | 5% | 12% | 4% | 21% | 5% |
| Several times a month | 105 | 68 | 25 | 9 | 6 | 1 | 35 | 12 | 32 | 31 | 5 | 9 | 24 | 19 | 18 | 8 | 6 | 5 | 1 | - | 1 | 2 | 2 |
| | 5% | 5% | 7%ai | 4% | 5% | 8% | 5% | 5% | 5% | 6% | 5% | 3% | 6% | 4% | 5% | 5% | 7% | 8% | 3% | - | 4% | 13% | 6% |
| About once a month | 90 | 65 | 16 | 10 | 7 | 1 | 24 | 5 | 20 | 23 | 6 | 18 | 17 | 9 | 13 | 8 | 8 | 4 | 1 | 1 | - | * | 2 |
| | 4%hn | 4% | 5%h | 4% | 5% | 6% | 4%h | 2% | 3%h | 4%h | 5% | 6%n | 4% | 2% | 4% | 5% | 9%amNo | 7%n | 2% | 4% | - | 3% | 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 190
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
NET: BBC
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|------------------|-----------------|------------------|------------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Less often | 226 | 161 | 29 | 23 | 17 | 1 | 64 | 28 | 55 | 53 | 15 | 37 | 34 | 43 | 33 | 22 | 12 | 3 | 5 | 2 | 4 | 2 | 1 |
| | 11% | 11% | 8% | 10% | 13% | 8% | 10% ^c | 11% | 9% | 10% ^c | 14% | 12% | 8% | 10% | 13% | 15% | 5% | 14% | 8% | 15% | 11% | 3% | |
| Never | 712 | 466 | 136 | 82 | 45 | 5 | 240 | 103 | 222 | 203 | 52 | 115 | 150 | 129 | 105 | 50 | 15 | 13 | 9 | 5 | 7 | 3 | 6 |
| | 33%BQr | 31% | 38%ab | 37% | 34% | 36% | 37%ab | 40%aB | 38%AB | 37%ab | 47%AmNO PQRsW | 39%anpQ Rw | 36%Qr | 31%q | 31%q | 29% | 18% | 20% | 24% | 18% | 25% | 23% | 20% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 191
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
NET: BBC
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 579 | 570 | 9 | 579 | - | 474 | 105 | 579 | - | 579 | - |
| | 27%CEG IK | 29%AC | 6% | 40%AE | - | 32%AG | 15% | 28%AI | - | 28%AK | - |
| NET: Weekly | 1019 | 992 | 27 | 1019 | - | 816 | 204 | 1019 | - | 1019 | - |
| | 47%CEG IK | 50%AC | 16% | 71%AE | - | 56%AG | 30% | 50%AI | - | 50%AK | - |
| NET: Monthly | 1214 | 1180 | 35 | 1214 | - | 977 | 237 | 1214 | - | 1214 | - |
| | 56%CEG IK | 59%AC | 21% | 84%AE | - | 67%AG | 35% | 59%AI | - | 59%AK | - |
| NET: Ever | 1440 | 1400 | 40 | 1440 | - | 1139 | 301 | 1440 | - | 1440 | - |
| | 67%CEG IK | 71%AC | 24% | 100%AE | - | 78%AG | 44% | 70%AI | - | 70%AK | - |
| Several times a day | 295 | 291 | 4 | 295 | - | 245 | 50 | 295 | - | 295 | - |
| | 14%CEG IK | 15%AC | 2% | 20%AE | - | 17%AG | 7% | 14%AI | - | 14%AK | - |
| About once a day | 284 | 279 | 5 | 284 | - | 229 | 55 | 284 | - | 284 | - |
| | 13%CEG IK | 14%AC | 3% | 20%AE | - | 16%AG | 8% | 14%AI | - | 14%AK | - |
| Several times a week | 260 | 253 | 7 | 260 | - | 207 | 53 | 260 | - | 260 | - |
| | 12%CEG IK | 13%AC | 4% | 18%AE | - | 14%AG | 8% | 13%AI | - | 13%AK | - |
| About once a week | 180 | 170 | 11 | 180 | - | 135 | 46 | 180 | - | 180 | - |
| | 8%EIK | 9% | 6% | 13%AE | - | 9% | 7% | 9%AI | - | 9%AK | - |
| Several times a month | 105 | 100 | 5 | 105 | - | 93 | 12 | 105 | - | 105 | - |
| | 5%EGk | 5% | 3% | 7%AE | - | 6%AG | 2% | 5%ai | - | 5%ak | - |
| About once a month | 90 | 87 | 2 | 90 | - | 68 | 21 | 90 | - | 90 | - |
| | 4%Eik | 4% | 1% | 6%AE | - | 5% | 3% | 4%ai | - | 4%ak | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Ofcom BBC COVID Research
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Absolutes/col percents

Table 191
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?

NET: BBC

Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------------|--------------|--------------------|--------------|-----------------|------------|--|--------------|--|--------------|---------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 226 11%CEI | 221 11%AC | 5 3% | 226 16%AE | - | 162 11% | 64 9% | 226 11%AI | - | 226 11%AK | - |
| Never | 712 33%BDF HJ | 584 29% | 127 76%AB | - | 712 100%AD | 329 22% | 383 56%AF | 613 30% | 99 100%AH | 611 30% | 100 100%AJ |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 192
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Non-BBC radio stations
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|-----------------------|--------------------|--------------------|--------------------|-----------|--------------------|--------------------|--------------------|--------------------|---------------------|--------------------|---------|-----------|-----------|--------------------|---------------------|--------------------|------------------|-------------------|------------------|--------------------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 468 | 243 | 225 | 22 | 31 | 78 | 85 | 83 | 75 | 61 | 33 | 53 | 34 | 112 | 168 | 169 | 28 | 123 | 141 | 106 | 98 | 264 | 204 |
| M | 22% ^{EKL} | 23% | 21% | 16% | 14% | 23% ^{ekL} | 26% ^{adE} | 24% ^{dEK} | 24% ^{dEK} | 24% ^{ekL} | 15% | 15% | 14% | 19% ^{elM} | 25% ^{adE} | 22% ^{ekL} | 18% ^d | 21% | 23% | 24% ^u | 19% | 22% | 21% |
| NET: Weekly | 957 | 487 | 470 | 51 | 72 | 160 | 169 | 184 | 143 | 109 | 69 | 123 | 84 | 243 | 353 | 321 | 58 | 253 | 282 | 216 | 205 | 535 | 421 |
| LMnpU | 44% ^{dEK} | 45% | 44% | 36% | 33% | 46% ^{dEK} | 53% ^{ADE} | 53% ^{ADE} | 46% ^{EKL} | 43% ^{ekL} | 32% | 35% | 34% | 41% ^{EKL} | 53% ^{ADE} | 41% ^{ekL} | 37% | 43% | 46% ^u | 50% ^{arU} | 39% | 45% | 44% |
| NET: Monthly | 1163 | 601 | 560 | 68 | 98 | 192 | 200 | 212 | 171 | 137 | 86 | 166 | 115 | 306 | 412 | 394 | 75 | 317 | 335 | 259 | 252 | 651 | 510 |
| 54% ^{EKL} | 56% | 52% | 48% | 45% | 56% ^{ekL} | 62% ^{ADE} | 61% ^{ADE} | 61% ^{ADE} | 55% ^{ekL} | 54% ^K | 40% | 47% | 46% | 52% ^{ekL} | 62% ^{ADE} | 50% ^K | 48% | 54% | 55% ^u | 60% ^{aU} | 48% | 55% | 53% |
| MPU | 68% ^{dEK} | 68% ^a | 64% | 57% | 64% ^K | 71% ^{adE} | 76% ^{ADE} | 76% ^{ADE} | 68% ^{dEK} | 70% ^{DEK} | 52% | 57% | 56% | 61% ^k | 74% ^{ADE} | 64% ^{ekL} | 57% | 66% | 67% | 69% ^u | 61% | 67% | 65% |
| NET: Ever | 1415 | 727 | 684 | 80 | 122 | 219 | 229 | 262 | 211 | 178 | 113 | 202 | 141 | 360 | 491 | 502 | 89 | 389 | 405 | 299 | 320 | 794 | 618 |
| 66% ^{dEK} | 68% ^a | 64% | 57% | 56% | 64% ^K | 71% ^{adE} | 76% ^{ADE} | 76% ^{ADE} | 68% ^{dEK} | 70% ^{DEK} | 52% | 57% | 56% | 61% ^k | 74% ^{ADE} | 64% ^{ekL} | 57% | 66% | 67% | 69% ^u | 61% | 67% | 65% |
| LMNqu | 9% ^{EkL} | 10% | 8% | 6% | 3% | 10% ^{EKL} | 11% ^{EKL} | 11% ^{EKL} | 11% ^{dEKL} | 9% ^{EkLM} | 4% | 4% | 3% | 7% ^{ELM} | 11% ^{adEK} | 9% ^{EKLM} | 6% | 7% | 10% | 9% | 4% | 10% | 9% |
| Mr | 10% | 8% | 8% | 6% | 3% | 10% ^{EKL} | 11% ^{EKL} | 11% ^{EKL} | 11% ^{dEKL} | 9% ^{EkLM} | 4% | 4% | 3% | 7% ^{ELM} | 11% ^{adEK} | 9% ^{EKLM} | 6% | 7% | 10% | 9% | 4% | 10% | 9% |
| Several times a day | 192 | 105 | 86 | 8 | 6 | 34 | 36 | 38 | 35 | 24 | 9 | 14 | 7 | 42 | 74 | 69 | 9 | 41 | 62 | 41 | 48 | 103 | 89 |
| 9% ^{EkL} | 10% | 8% | 6% | 3% | 3% | 10% ^{EKL} | 11% ^{EKL} | 11% ^{EKL} | 11% ^{dEKL} | 9% ^{EkLM} | 4% | 4% | 3% | 7% ^{ELM} | 11% ^{adEK} | 9% ^{EKLM} | 6% | 7% | 10% | 9% | 4% | 10% | 9% |
| Mr | 10% | 8% | 8% | 6% | 3% | 10% ^{EKL} | 11% ^{EKL} | 11% ^{EKL} | 11% ^{dEKL} | 9% ^{EkLM} | 4% | 4% | 3% | 7% ^{ELM} | 11% ^{adEK} | 9% ^{EKLM} | 6% | 7% | 10% | 9% | 4% | 10% | 9% |
| About once a day | 277 | 137 | 139 | 14 | 25 | 44 | 49 | 45 | 40 | 36 | 24 | 39 | 27 | 71 | 94 | 100 | 19 | 82 | 80 | 66 | 50 | 161 | 115 |
| 13% ^U | 13% | 13% | 10% | 11% | 13% | 15% | 13% | 13% | 14% | 11% | 11% | 11% | 11% | 12% | 14% | 13% | 12% ^d | 14% ^u | 13% | 15% ^u | 10% | 14% | 12% |
| Several times a week | 306 | 154 | 152 | 19 | 24 | 50 | 61 | 67 | 37 | 29 | 18 | 43 | 31 | 81 | 129 | 85 | 20 | 67 | 91 | 75 | 73 | 158 | 147 |
| 14% ^{KPr} | 14% | 14% | 13% | 11% | 15% ^k | 19% ^{Aei} | 19% ^{Aei} | 19% ^{Aei} | 12% | 11% | 8% | 12% | 12% | 14% | 19% ^{AEI} | 11% | 13% | 11% | 15% | 17% ^r | 14% | 13% | 15% |
| jkImnP | 19% ^{Aei} | 19% ^{Aei} | 19% ^{Aei} | 12% | 11% | 8% | 12% | 12% | 14% | 19% ^{AEI} | 11% | 13% | 11% | 15% | 17% ^r | 14% | 13% | 11% | 15% | 17% ^r | 14% | 13% | 15% |
| About once a week | 183 | 90 | 92 | 10 | 16 | 31 | 23 | 34 | 31 | 20 | 17 | 27 | 19 | 51 | 56 | 68 | 10 | 63 | 50 | 35 | 34 | 113 | 69 |
| 8% | 8% | 9% | 7% | 8% | 9% | 7% | 7% | 10% | 10% | 8% | 8% | 8% | 8% | 9% | 8% | 9% | 7% | 11% ^{au} | 8% | 8% | 7% | 9% | 7% |
| Several times a month | 116 | 60 | 56 | 8 | 15 | 19 | 16 | 19 | 17 | 16 | 7 | 23 | 18 | 37 | 35 | 39 | 8 | 36 | 29 | 20 | 31 | 65 | 51 |
| 5% | 6% | 5% | 5% | 7% | 5% | 5% | 5% | 5% | 5% | 3% | 3% | 6% | 6% | 7% ^k | 5% | 5% | 6% | 5% | 5% | 5% | 6% | 5% | 5% |
| About once a month | 90 | 54 | 34 | 9 | 11 | 14 | 14 | 9 | 11 | 12 | 10 | 20 | 13 | 26 | 23 | 33 | 9 | 28 | 23 | 23 | 16 | 51 | 39 |
| 4% ^c | 5% ^c | 3% | 6% | 5% | 4% | 4% | 4% | 3% | 4% | 5% | 5% | 6% | 5% | 4% | 3% | 4% | 6% | 5% | 4% | 5% | 3% | 4% | 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 192
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Non-BBC radio stations
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------|--------------------|------------|------------|--------------------|---------------------|---------------|-----------|--------------|-------------|----------------------|------------------------|----------------------|----------------------|----------------------|------------|--------------------|--------------------|------------|------------|------------|--------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 252 12%fn | 126 12% | 124 12% | 12 9% | 24 11% | 28 8% | 29 9% | 50 14%fgn | 39 13% | 42 16%adF GINq | 27 13% | 36 10% | 26 10% | 54 9% | 79 12%g | 109 14%aFgN | 14 9% | 73 12% | 70 12% | 40 9% | 68 13% | 143 12% | 108 11% |
| Never | 737 34%bgH O | 345 32% | 388 36% | 61 43%aGH UO | 94 44%AGH UOp | 125 36%gHO | 92 29% | 84 24% | 101 32%h | 77 30% | 104 48%AFG HUnOP | 155 43%AGH UOp | 109 44%AGH UOp | 234 39%AGH ijO | 176 26% | 282 36%gHj O | 67 43%aGH UO | 197 34% | 203 33% | 135 31% | 201 39%at | 400 33% | 337 35% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 193
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Non-BBC radio stations
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|------------|---------------------|------------|----------------|----------------|------------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental con-dition (u) | Physic-al con-dition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 468 | 28 | 25 | 55 | 41 | 38 | 28 | 20 | 38 | 78 | 63 | 42 | 14 | 407 | 412 | 12 | 26 | 8 | 4 | 50 | 57 | 76 | 335 | 42 | 124 |
| | 22% | 16% | 29%b | 23% | 24% | 20% | 19% | 18% | 20% | 28%aBfghn | 21% | 21% | 22% | 22% | 22% | 24% | 25% | 18% | 16% | 23% | 23% | 23% | 21% | 24% | 23% |
| NET: Weekly | 957 | 64 | 44 | 109 | 89 | 87 | 51 | 52 | 92 | 124 | 136 | 77 | 31 | 811 | 851 | 20 | 40 | 22 | 8 | 91 | 98 | 140 | 711 | 78 | 228 |
| | 44%bG | 37% | 52%bg | 46%g | 52%aBGI | 45%g | 34% | 48%g | 48%g | 44%g | 45%g | 40% | 48%g | 45%G | 45% | 41% | 39% | 49% | 30% | 41% | 40% | 41% | 46% | 44% | 42% |
| NET: Monthly | 1163 | 81 | 51 | 125 | 101 | 105 | 69 | 58 | 114 | 154 | 164 | 104 | 36 | 988 | 1032 | 25 | 51 | 24 | 14 | 115 | 124 | 175 | 862 | 89 | 274 |
| | 54%g | 47% | 60%g | 53% | 59%bg | 54% | 54% | 54% | 59%bg | 55% | 54% | 54% | 56% | 55%g | 54% | 52% | 50% | 54% | 51% | 51% | 51% | 52% | 55% | 51% | 51% |
| NET: Ever | 1415 | 111 | 57 | 143 | 118 | 120 | 92 | 69 | 132 | 199 | 204 | 129 | 41 | 1194 | 1249 | 29 | 68 | 33 | 17 | 147 | 157 | 213 | 1045 | 108 | 336 |
| | 66%y | 64% | 66% | 60% | 69% | 62% | 61% | 64% | 68% | 71%adfg | 68% | 67% | 64% | 66% | 66% | 61% | 66% | 73% | 62% | 66% | 64% | 63% | 67%y | 62% | 62% |
| Several times a day | 192 | 12 | 8 | 30 | 18 | 12 | 11 | 9 | 12 | 35 | 22 | 16 | 6 | 165 | 165 | 4 | 10 | 6 | 3 | 24 | 25 | 24 | 141 | 14 | 44 |
| | 9% | 7% | 9% | 13%afi | 10% | 6% | 7% | 9% | 6% | 13%afikn | 7% | 8% | 9% | 9% | 9% | 9% | 9% | 14% | 13% | 11% | 10% | 7% | 9% | 8% | 8% |
| About once a day | 277 | 16 | 17 | 25 | 23 | 25 | 17 | 11 | 26 | 42 | 41 | 25 | 8 | 242 | 248 | 7 | 17 | 2 | 1 | 27 | 32 | 53 | 195 | 27 | 80 |
| | 13% | 9% | 20%bdh | 10% | 14% | 13% | 11% | 10% | 14% | 15% | 13% | 13% | 13% | 13% | 15% | 16% | 4% | 4% | 4% | 12% | 13% | 16% | 12% | 16% | 15% |
| Several times a week | 306 | 19 | 8 | 38 | 31 | 30 | 15 | 22 | 35 | 30 | 45 | 22 | 12 | 253 | 270 | 9 | 12 | 10 | 1 | 31 | 24 | 38 | 239 | 23 | 62 |
| | 14%uy | 11% | 9% | 16% | 18%gj | 16% | 10% | 20%abcgJln | 18%gj | 11% | 15% | 11% | 19%bcgJl | 14% | 14% | 18% | 12% | 22% | 4% | 14% | 10% | 11% | 15%auy | 13% | 11% |
| About once a week | 183 | 17 | 12 | 17 | 17 | 19 | 9 | 10 | 19 | 17 | 28 | 13 | 4 | 151 | 169 | - | 2 | 4 | 3 | 9 | 18 | 26 | 136 | 14 | 41 |
| | 8%ppt | 10% | 14%gj | 7% | 10% | 10% | 6% | 10% | 10% | 6% | 9% | 7% | 8% | 9%ppt | - | 2 | 9%p | 3 | 4% | 4% | 7% | 8% | 9% | 8% | 8% |
| Several times a month | 116 | 9 | 4 | 8 | 10 | 11 | 7 | 5 | 15 | 15 | 13 | 16 | 4 | 99 | 100 | 2 | 8 | - | 5 | 15 | 16 | 23 | 83 | 5 | 29 |
| | 5% | 5% | 5% | 3% | 6% | 5% | 5% | 5% | 8% | 5% | 4% | 8%d | 6% | 5% | 5% | 4% | 8% | - | 20% | 7% | 6% | 7%x | 5% | 3% | 5% |
| About once a month | 90 | 8 | 3 | 8 | 2 | 7 | 10 | 1 | 7 | 14 | 15 | 11 | 2 | 78 | 80 | 3 | 3 | 2 | - | 8 | 10 | 13 | 69 | 6 | 18 |
| | 4%e | 5% | 4% | 3% | 1% | 4% | 7%eh | 1% | 4% | 5%e | 5% | 6%eh | 3% | 4%e | 4% | 7% | 3% | 5% | - | 4% | 4% | 4% | 4% | 3% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 193
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Non-BBC radio stations
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|-------------------------|---------------------------------|----------------|------------------------|-------------------------------|------------------------|-------------------------|-----------|----------------------|---------------------------------|------------------------|----------------|------------------------|-------------------|------------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|------------|-----------|--------------------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 252 12% ^d | 30 17% ^{ac} Finn | 6 6% | 18 8% | 17 10% | 15 8% | 23 15% ^{df} | 11 10% | 18 9% | 46 16% ^{ac} Finn | 40 13% ^d | 25 13% | 5 8% | 206 11% | 217 11% | 4 9% | 17 16% | 9 19% | 3 11% | 33 15% | 33 13% | 38 11% | 183 12% | 19 11% | 61 11% |
| Never | 737 34% ^j | 61 36% | 29 34% | 94 40% ^j | 54 31% | 74 38% ^j | 59 39% ^j | 39 36% | 62 32% | 81 29% | 98 32% | 64 33% | 23 36% | 614 34% | 651 34% | 19 39% | 34 34% | 12 27% | 10 38% | 76 34% | 88 36% | 124 37% | 516 33% | 68 38% | 207 38% ^{aw} |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
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Absolutes/col percents

Table 194
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Non-BBC radio stations
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|--------------------|--------------------|-------------------|--------------------------|--------------------|------------------|--------------------|--------------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 468 | 292 | 109 | 73 | 36 | 2 | 174 | 61 | 160 | 154 | 15 | 50 | 86 | 87 | 92 | 42 | 25 | 20 | 5 | 8 | 9 | 4 | 5 |
| | 22% ^{bkl} | 20% | 30% ^{ABg} | 33% ^{ABg} | 27% | 14% | 27% ^{AB} | 24% | 28% ^{AB} | 28% ^{AB} | 13% | 17% | 21% | 21% | 27% ^{aKLM} | 25% ^{kl} | 30% ^{KL} | 31% ^{KI} | 14% | 32% | 33% | 28% | 17% |
| NET: Weekly | 957 | 613 | 196 | 127 | 70 | 6 | 338 | 123 | 305 | 296 | 35 | 97 | 175 | 187 | 167 | 98 | 44 | 34 | 16 | 16 | 17 | 10 | 12 |
| | 44% ^{BKL} | 41% | 54% ^{ABh} | 58% ^{ABh} | 52% ^b | 43% | 52% ^{AB} | 48% | 53% ^{ABh} | 54% ^{ABh} | 31% | 32% | 42% ^{kl} | 45% ^{kL} | 50% ^{aKLM} | 57% ^{AKLM} | 54% ^{KL} | 54% ^{KL} | 42% | 61% | 61% | 64% | 37% |
| NET: Monthly | 1163 | 752 | 233 | 147 | 80 | 8 | 403 | 150 | 365 | 348 | 46 | 129 | 219 | 222 | 191 | 109 | 51 | 43 | 26 | 16 | 19 | 11 | 21 |
| | 54% ^{BKL} | 50% | 64% ^{ABh} | 67% ^{ABh} | 59% | 52% | 62% ^{AB} | 58% ^b | 63% ^{AB} | 63% ^{AB} | 42% | 43% | 53% ^{kl} | 54% ^{kL} | 57% ^{KL} | 64% ^{AKLM} | 62% ^{KL} | 68% ^{aKLM} | 68% ^{KL} | 61% | 69% | 72% | 67% ^{kL} |
| NET: Ever | 1415 | 950 | 256 | 165 | 97 | 9 | 455 | 165 | 406 | 396 | 57 | 175 | 260 | 282 | 235 | 128 | 59 | 44 | 30 | 19 | 20 | 12 | 24 |
| | 66% ^{BKL} | 64% | 71% ^{aab} | 75% ^{ABH} | 72% | 59% | 70% ^{ABH} | 64% | 70% ^{aab} | 72% ^{ABH} | 51% | 58% | 62% ^{kk} | 68% ^{KI} | 70% ^{KLM} | 75% ^{aKLM} | 71% ^{KI} | 70% ^{kk} | 79% ^{Klm} | 73% | 72% | 79% | 77% ^{KI} |
| Several times a day | 192 | 117 | 48 | 30 | 17 | 1 | 73 | 25 | 67 | 65 | 8 | 15 | 41 | 42 | 29 | 18 | 14 | 7 | 2 | 2 | 1 | 1 | 3 |
| | 9% ^{bl} | 8% | 13% ^{AB} | 14% ^{aB} | 13% ^b | 7% | 11% ^{ab} | 10% | 11% ^{ab} | 12% ^{aB} | 7% | 5% | 10% ^l | 10% ^l | 9% | 11% ^l | 17% ^{AKLo} | 11% | 4% | 9% | 4% | 5% | 11% |
| About once a day | 277 | 175 | 61 | 43 | 18 | 1 | 101 | 36 | 94 | 90 | 6 | 35 | 44 | 45 | 63 | 24 | 11 | 13 | 4 | 6 | 8 | 3 | 2 |
| | 13% ^{bk} | 12% | 17% ^{ab} | 20% ^{AB} | 14% | 7% | 16% ^{ab} | 14% | 16% ^{AB} | 16% ^{AB} | 6% | 12% | 11% | 11% | 19% ^{AKIM} | 14% ^{kk} | 13% | 20% ^{Kmn} | 10% | 23% | 29% | 22% | 6% |
| Several times a week | 306 | 197 | 55 | 39 | 26 | 3 | 106 | 33 | 94 | 93 | 13 | 33 | 56 | 61 | 47 | 32 | 10 | 12 | 10 | 2 | 7 | 2 | 2 |
| | 14% ^b | 13% | 15% | 18% | 19% | 22% | 16% ^h | 13% | 16% | 17% ^{ab} | 12% | 11% | 13% | 15% | 14% | 18% ^l | 12% | 19% | 26% ^{akLmo} | 6% | 25% | 15% | 7% |
| About once a week | 183 | 123 | 32 | 14 | 9 | 1 | 59 | 28 | 51 | 49 | 7 | 13 | 33 | 39 | 28 | 24 | 10 | 3 | 1 | 6 | 1 | 3 | 4 |
| | 8% ^L | 8% | 9% | 6% | 6% | 7% | 9% | 11% | 9% | 9% | 7% | 4% | 8% ^l | 9% ^l | 8% ^l | 14% ^{ALMors} | 12% ^l | 4% | 3% | 23% | 4% | 22% | 13% ^l |
| Several times a month | 116 | 74 | 19 | 16 | 7 | * | 42 | 20 | 37 | 33 | 10 | 17 | 20 | 22 | 14 | 5 | 5 | 6 | 6 | - | - | - | 6 |
| | 5% | 5% | 5% | 7% | 6% | 3% | 6% | 8% | 6% | 6% | 9% ^p | 6% | 5% | 5% | 4% | 3% | 6% | 10% ^p | 15% ^{AlMno} | - | - | - | 18% ^{ALMNOPq} |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
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Absolutes/col percents

Table 194
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Non-BBC radio stations
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| About once a month | 90 | 66 | 18 | 4 | 2 | 1 | 23 | 8 | 22 | 19 | 2 | 15 | 24 | 14 | 10 | 6 | 2 | 3 | 4 | - | 2 | 1 | 4 |
| | 4% | 4% | 5%dj | 2% | 2% | 6% | 4% | 3% | 4% | 3% | 2% | 5% | 6% | 3% | 3% | 4% | 3% | 5% | 10%kno | - | 7% | 7% | 11%aknoq |
| Less often | 252 | 198 | 23 | 18 | 18 | 1 | 52 | 15 | 41 | 48 | 10 | 46 | 41 | 59 | 44 | 18 | 8 | 1 | 4 | 3 | 1 | 1 | 3 |
| | 12%CGH | 13%ACdG | 6% | 8% | 13%cg | 8% | 8%l | 6% | 7% | 9%Cl | 9% | 15%amR | 10%r | 14%R | 13%r | 11%r | 9% | 2% | 11%r | 13% | 4% | 8% | 10% |
| | Ij | HJ | | j | | | | | | | | | | | | | | | | | | | |
| Never | 737 | 540 | 106 | 56 | 37 | 6 | 192 | 92 | 175 | 156 | 54 | 124 | 156 | 132 | 102 | 43 | 24 | 19 | 8 | 7 | 8 | 3 | 7 |
| | 34%cDG | 36%AcD | 29% | 25% | 28% | 41% | 30% | 36%cDG | 30%d | 28% | 49%AmNO | 42%AnOP | 38%oPs | 32% | 30% | 25% | 29% | 30% | 21% | 27% | 28% | 21% | 23% |
| | ijp | GJ | | | | | | Ij | | | PQrSW | qsw | | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 195

Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?

Non-BBC radio stations

Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------------|---------------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 488 | 446 | 22 | 347 | 121 | 337 | 131 | 459 | 9 | 459 | 9 |
| | 22%CEg | 22%AC | 13% | 24%AE | 17% | 23%ag | 19% | 22%AI | 10% | 22%AK | 9% |
| NET: Weekly | 957 | 904 | 53 | 737 | 220 | 705 | 252 | 936 | 22 | 936 | 22 |
| | 44%CEg | 46%AC | 32% | 51%AE | 31% | 48%AG | 37% | 46%AI | 22% | 46%AK | 21% |
| NET: Monthly | 1163 | 1101 | 62 | 908 | 255 | 864 | 299 | 1137 | 26 | 1137 | 26 |
| | 54%CEg | 55%AC | 37% | 63%AE | 36% | 59%AG | 44% | 55%AI | 26% | 55%AK | 26% |
| NET: Ever | 1415 | 1345 | 69 | 1136 | 278 | 1065 | 349 | 1389 | 26 | 1389 | 26 |
| | 66%CEg | 68%AC | 41% | 79%AE | 39% | 73%AG | 51% | 68%AI | 26% | 68%AK | 26% |
| Several times a day | 192 | 179 | 12 | 140 | 52 | 137 | 55 | 188 | 4 | 188 | 4 |
| | 9% | 9% | 7% | 10% | 7% | 9% | 8% | 9% | 4% | 9% | 4% |
| About once a day | 277 | 266 | 10 | 208 | 69 | 201 | 76 | 271 | 6 | 271 | 6 |
| | 13%CEi | 13%AC | 6% | 14%AE | 10% | 14% | 11% | 13%ai | 6% | 13%ak | 6% |
| Several times a week | 306 | 288 | 18 | 240 | 66 | 229 | 77 | 297 | 9 | 297 | 9 |
| | 14%EG | 15% | 11% | 17%AE | 9% | 16%AG | 11% | 14% | 9% | 14% | 9% |
| About once a week | 183 | 171 | 12 | 149 | 33 | 138 | 45 | 180 | 3 | 180 | 3 |
| | 8%EG | 9% | 7% | 10%AE | 5% | 9%ag | 7% | 9% | 3% | 9% | 3% |
| Several times a month | 116 | 110 | 6 | 98 | 19 | 89 | 27 | 113 | 3 | 113 | 3 |
| | 5%E | 6% | 4% | 7%AE | 3% | 6% | 4% | 5% | 3% | 6% | 3% |
| About once a month | 90 | 86 | 4 | 73 | 17 | 70 | 20 | 89 | 1 | 89 | 1 |
| | 4%EG | 4% | 2% | 5%AE | 2% | 5%ag | 3% | 4% | 1% | 4% | 1% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 195
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Non-BBC radio stations
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|-------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 252 | 245 | 7 | 229 | 23 | 202 | 50 | 252 | - | 252 | - |
| | 12%CEG | 12%AC | 4% | 16%AE | 3% | 14%AG | 7% | 12%AI | - | 12%AK | - |
| Never | 737 | 639 | 98 | 304 | 433 | 402 | 335 | 665 | 73 | 663 | 74 |
| | 34%BDF | 32% | 59%AB | 21% | 61%AD | 27% | 49%AF | 32% | 74%AH | 32% | 74%AJ |
| | HJ | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 196
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Spotify
Base: All respondents

| | Gender | | | Age | | | | | | | | | | SEG | | | | | | | | | |
|-----------------------|-------------------------|--------------|------------|------------------------|------------------------------|-----------------------|---------------------|--------------------|--------------|------------|-----------|------------------------------|------------------------------|-------------------------|--------------------|-------------|------------------------|--------------|--------------|-------------|------------|--------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 356 17%hJ KPUW | 193 18% | 162 15% | 53 37%AGH JKOP | 83 39%AFG HIJKOP | 103 30%AGH JKOP | 54 17%LJK P | 42 12%LJKP | 15 5%KP | 5 2% | 1 1% | 136 38%AFG HIJKOP | 100 40%AFG HIJKOP | 203 34%AFG HIJKOP | 95 14%LJKP | 21 3%k | 59 38%AGH JKOP | 114 19%aU | 117 19%aU | 68 16%u | 57 11% | 230 19%AW | 125 13% |
| NET: Weekly | 623 29%CHI JKoPUW | 345 32%AC | 272 25% | 84 60%AFG HIJKOP | 133 61%AFG HIJKNO P | 163 48%AGH JKOP | 93 29%LJK P | 78 22%LJK P | 39 13%Kp | 21 8% | 12 5% | 217 61%AFG HIJKNO P | 155 62%AFG HIJKNO P | 319 54%AFG HIJKOP | 171 26%LJKP | 72 9%k | 94 60%AFG HIJKOP | 200 34%aU | 192 32%U | 120 28%u | 112 21% | 392 33%AW | 231 24% |
| NET: Monthly | 749 35%CHI JKoPUW | 404 38%AC | 335 31% | 90 64%AGH JKOP | 146 68%AFG HIJKNO P | 194 56%AGH JKOP | 112 35%LJK P | 98 28%LJK P | 64 20%JKP | 30 12%k | 14 6% | 237 66%AFG HIJKNO P | 169 68%AFG HIJKNO P | 364 61%AFG HIJKOP | 210 31%LJK P | 108 14%K | 101 64%AGH JKOP | 234 40%aU | 230 38%U | 144 33%u | 141 27% | 464 39%AW | 284 30% |
| NET: Ever | 922 43%CU KPUW | 490 46%AC | 423 39% | 102 72%AGH JKOP | 155 72%AGH JKOP | 227 66%AGH JKOP | 145 45%LJK P | 132 38%LJK P | 85 27%KP | 52 20%K | 24 11% | 257 72%AGH JKOP | 180 72%AGH JKOP | 407 69%AGH JKOP | 278 42%LJK P | 161 20%K | 115 74%AGH JKOP | 283 48%aU | 282 46%aU | 181 42%u | 176 34% | 566 47%AW | 357 37% |
| Several times a day | 223 10%HIJ KOPu | 124 12% | 98 9% | 36 26%AGH JKOP | 59 28%AFG HIJKOP | 69 20%AGH JKOP | 31 10%hLJK oP | 19 5%LJKP | 6 2% | 3 1% | - | 96 27%AFG HIJKOP | 71 29%AFG HIJKNO P | 140 24%AFGH JKOP | 50 8%hLJK P | 9 1% | 42 27%AGH JKOP | 67 11%u | 71 12%u | 45 10% | 40 8% | 137 12% | 86 9% |
| About once a day | 133 6%LJKP UW | 69 6% | 63 6% | 16 12%AJJ KoP | 24 11%AJJ KoP | 34 10%AJJK P | 23 7%LJKP | 23 7%LJKP | 10 3%kp | 2 1% | 1 1% | 40 11%AhI JKoP | 28 11%AhI JKoP | 63 11%AhJ KoP | 45 7%LJKP | 13 2% | 17 11%AJJK P | 47 8%aU | 46 8%U | 23 5% | 17 3% | 93 8%AW | 40 4% |
| Several times a week | 194 9%clJ KP | 112 10%ac | 80 7% | 21 15%aHI JKoP | 39 18%AgH JKOP | 44 13%ahI JKP | 35 11%LJKP | 24 7% | 15 5% | 10 4% | 7 3% | 60 17%AgH JKOP | 44 17%AgH JKOP | 87 15%AHJJ KOP | 59 9%ijKP | 32 4% | 23 15%AHJ JKoP | 60 10% | 55 9% | 36 8% | 43 8% | 116 10% | 79 8% |
| About once a week | 73 3%gp | 41 4% | 30 3% | 11 8%AGJ KOP | 10 5%gp | 17 5%gp | 5 1% | 13 4% | 9 3% | 5 2% | 4 2% | 21 5%AGjk OP | 12 5%gp | 29 5%aGoP | 17 3%g | 18 2% | 12 7%AGJJ KOP | 26 4%u | 20 3% | 15 4% | 12 2% | 46 4% | 27 3% |
| Several times a month | 70 3%Kp | 37 3% | 30 3% | 5 4%K | 7 3%K | 21 6%AJKo P | 10 3%k | 11 3%k | 11 4%Kp | 5 2%k | - | 12 3%K | 7 3%k | 28 5%aKP | 21 3%k | 16 2%k | 5 3%K | 19 3% | 22 4% | 15 3% | 14 3% | 41 3% | 29 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 196
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Spotify
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | |
|--------------------|--------------------------------|-------------|---------------|--------------|--------------|--------------|-----------------------|-----------------------|-------------------------------|-------------------------------|---------------------------------|--------------|--------------|--------------|-----------------------|-------------------------------|--------------|------------|------------|-------------|--------------------|-------------|--------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| About once a month | 56 3% | 22 2% | 33 3% | 1 1% | 7 3% | 10 3% | 9 3% | 9 3% | 13 4%dkp | 4 2% | 2 1% | 8 2% | 7 3% | 17 3% | 18 3% | 20 3% | 2 1% d | 15 3% | 16 3% | 10 2% | 14 3% | 32 3% | 24 3% |
| Less often | 174 8%em | 86 8% | 88 8% | 12 8% | 9 4% | 32 9%emn | 33 10%EKl Mp | 35 10%eklm | 21 7% | 22 8% | 10 5% | 20 6% | 11 4% | 43 7%em | 68 10%aEKl Mp | 53 7% | 15 9%elm | 49 8% | 52 9% | 37 8% | 35 7% | 101 8% | 72 8% |
| Never | 1230 57%BDE FLMNQR sV | 581 54% | 648 61%AB | 39 28% | 60 28% | 117 34% | 176 55%DEF LMNQ | 214 62%DEF LMNQ | 227 73%ADE FGHLMN OQ | 204 80%ADE FGHLMN OQ | 193 89%ADE FGHJL MNOPO | 99 28% | 69 28% | 187 31% | 389 58%DEF LMNQ | 624 80%ADE FGHLM NOQ | 41 26% | 303 52% | 325 54% | 253 58%r | 345 66%ARS t | 628 53% | 598 63%AV |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 197
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Spotify
Base: All respondents

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|----------------------|-----------------------|--------------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|------------------------|----------------|----------------|------------------------|------------------|------------|-------------|-------------|--------------|-------------------|--------------------------------|----------------------|------------------------|--------------------|-----------|--------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 356 17%OV xy | 37 21%l | 22 26%ael n | 40 17%i | 26 15% | 31 16% | 23 15% | 17 16% | 17 9% | 52 19%i | 50 16%i | 32 16%i | 15 15% | 292 16%i | 288 15% | 16 32%AO | 23 22% | 14 32%AO | 7 28% | 60 27%AO | 46 19%VXY | 28 8% | 275 18%aVx y | 17 10% | 74 14%V |
| NET: Weekly | 623 29%InO VXY | 67 39%Aef gkLMN | 32 38%ln | 70 30%i | 46 27%i | 55 28%i | 42 28%i | 33 31%i | 32 17% | 93 33%ln | 85 28%i | 49 25%i | 18 27%i | 505 28%i | 515 27% | 23 46%AO | 35 34% | 24 54%AOq | 13 48% | 95 43%AOq | 82 33%VXY | 62 18% | 474 30%aVX Y | 31 17% | 130 24%Vx |
| NET: Monthly | 749 35%OV XY | 75 44%aef ln | 35 40%l | 84 35%i | 52 30% | 62 32% | 49 33% | 37 35%i | 47 24% | 116 41%aef IN | 105 35%i | 63 32% | 22 34%i | 614 34%i | 621 33% | 28 57%AO | 45 44%ao | 26 56%AO | 13 48% | 112 50%AO | 102 42%aVX Y | 78 23% | 567 36%aVX Y | 37 21% | 158 29%VX |
| NET: Ever | 922 43%OV XY | 90 52%aef ghln | 39 46%i | 100 42%i | 64 37% | 79 41%i | 60 40% | 44 41%i | 58 30% | 147 53%AdE fghIN | 134 45%i | 78 40% | 29 45%i | 759 42%i | 769 40% | 30 62%AO | 57 56%AO | 34 74%AOq | 14 52% | 135 60%AO | 120 49%aVX Y | 96 28% | 701 45%AVX Y | 49 28% | 192 35%Vx |
| Several times a day | 223 10%OV | 22 13%i | 15 17%alk mn | 30 13%i | 17 10% | 19 10% | 13 9% | 11 10% | 10 5% | 33 12%i | 27 9% | 21 11%i | 4 7% | 196 10%i | 176 9% | 11 23%AO | 13 12% | 11 23%AO | 6 23% | 41 18%AOq | 33 13%VXY | 16 5% | 169 11%V | 13 7% | 47 9%V |
| About once a day | 133 6%vx | 15 9% | 7 8% | 10 4% | 8 5% | 12 6% | 9 6% | 6 6% | 8 4% | 19 7% | 23 8% | 10 5% | 5 8% | 107 6% | 112 6% | 4 9% | 10 10% | 4 8% | 1 5% | 19 9% | 13 5% | 13 4% | 106 7%vx | 4 3% | 27 5% |
| Several times a week | 194 9% | 19 11% | 6 7% | 25 10% | 16 9% | 19 10% | 14 9% | 10 9% | 12 6% | 24 9% | 29 10% | 15 8% | 6 10% | 159 9% | 164 9% | 6 12% | 8 8% | 8 18%ao | 3 11% | 26 11% | 27 11%y | 25 8% | 145 9% | 11 6% | 43 8% |
| About once a week | 73 3%n | 11 7%adik Ln | 4 5% | 5 2% | 4 2% | 5 3% | 6 4% | 6 6%kln | 3 2% | 16 6%aikl N | 7 2% | 2 1% | 2 3% | 53 3% | 63 3% | 1 2% | 4 4% | 2 4% | 2 9% | 9 4% | 8 3% | 8 2% | 55 3% | 2 1% | 14 3% |
| Several times a month | 70 3%b | 1 1% | - - | 9 4%b | 4 2% | 5 3% | 3 2% | 3 3% | 8 4%b | 12 4%b | 12 4%b | 7 3% | 4 6%BC | 62 3% | 61 3% | 2 4% | 6 6% | - - | - - | 8 4% | 10 4% | 10 3% | 53 3% | 3 2% | 15 3% |
| About once a month | 56 3% | 7 4% | 2 3% | 4 2% | 2 1% | 2 1% | 4 3% | 1 1% | 6 3% | 11 4% | 8 3% | 7 4% | 1 1% | 48 3% | 45 2% | 3 7%o | 4 4% | 1 2% | - - | 9 4% | 10 4%vy | 6 2% | 40 3% | 3 2% | 13 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 197
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Spotify
Base: All respondents

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|---------------|-------------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-------------|------------------------------|-------------|----------------|----------------|----------------------|------------------|----------------------|-----------|------------|-------------|-------------------|--------------------------------|----------------------|------------------------|------------|---------------------|----------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 174 8% | 15 9% | 4 5% | 16 7% | 12 7% | 16 8% | 11 7% | 6 6% | 11 6% | 31 11%in | 29 10% | 15 8% | 7 11% | 145 8% | 148 8% | 2 4% | 12 11% | 8 18%aop | 1 4% | 23 10% | 18 7% | 18 5% | 134 9% | 12 7% | 34 6% |
| Never | 1230 57%bJP QRTuW | 82 48% | 47 54% | 137 58%j | 108 63%BJ | 115 59%bj | 91 60%bj | 64 59%bj | 135 70%ABc dfhJKM N | 133 47% | 167 55% | 116 60%bj | 35 55% | 1049 58%bJ | 1131 60%APQ RT | 19 38% | 46 44%r | 12 26% | 13 48% | 89 40%r | 125 51% | 241 72%AUIW Y | 860 55% | 127 72%AUIW y | 350 65%AUIW |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Table 198
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Spotify
Base: All respondents

Absolutes/col percents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 356 | 214 | 91 | 42 | 15 | 4 | 138 | 65 | 129 | 115 | 15 | 34 | 49 | 73 | 45 | 36 | 22 | 14 | 12 | 6 | 9 | 4 | 14 |
| | 17%BIM | 14% | 25%ABd | 19%e | 12% | 29% | 21%ABE | 25%ABE | 22%ABE | 21%ABE | 13% | 11% | 12% | 18%lm | 13% | 21%LMo | 27%akLM | 22%lm | 32%AKLM | 23% | 34% | 28% | 45%AKLMNOPr |
| NET: Weekly | 623 | 380 | 147 | 73 | 35 | 9 | 234 | 108 | 217 | 197 | 27 | 74 | 87 | 115 | 101 | 59 | 32 | 23 | 20 | 10 | 16 | 9 | 19 |
| | 29%BM | 25% | 41%ABd | 33%b | 26% | 59% | 36%ABE | 42%ABd | 37%ABE | 36%ABe | 24% | 25% | 21% | 28%lm | 30%M | 35%IM | 39%kIM | 35%lm | 52%AKLM | 38% | 58% | 59% | 59%AKLMNOPqr |
| NET: Monthly | 749 | 465 | 168 | 84 | 42 | 9 | 275 | 127 | 256 | 229 | 37 | 94 | 108 | 143 | 119 | 64 | 34 | 27 | 21 | 12 | 19 | 10 | 20 |
| | 35%BM | 31% | 46%ABd | 38%b | 32% | 59% | 43%ABE | 49%ABD | 44%ABd | 41%ABE | 33% | 31% | 26% | 35%M | 35%M | 38%M | 42%M | 42%lm | 55%AKLM | 45% | 69% | 66% | 64%AKLMNOPqr |
| NET: Ever | 922 | 583 | 199 | 106 | 54 | 9 | 330 | 146 | 307 | 278 | 42 | 122 | 139 | 176 | 146 | 76 | 43 | 33 | 23 | 18 | 22 | 11 | 22 |
| | 43%BM | 39% | 55%ABE | 48%b | 40% | 59% | 51%ABE | 57%ABd | 53%ABE | 50%ABE | 38% | 41% | 33% | 43%M | 43%M | 45%lm | 52%M | 52%M | 59%akIM | 69% | 77% | 71% | 70%AKLMNOP |
| Several times a day | 223 | 128 | 64 | 28 | 7 | 4 | 91 | 46 | 86 | 76 | 8 | 21 | 29 | 53 | 23 | 26 | 12 | 7 | 8 | 4 | 8 | 2 | 7 |
| | 10%BeIm | 9% | 18%ABE | 13%E | 5% | 29% | 14%ABE | 18%ABE | 15%ABE | 14%ABE | 8% | 7% | 7% | 13%IMO | 7% | 15%aLMO | 14%lmo | 11% | 22%akLM | 14% | 28% | 16% | 23%akLMO |
| About once a day | 133 | 85 | 27 | 14 | 8 | - | 47 | 19 | 43 | 40 | 6 | 13 | 21 | 20 | 10 | 10 | 7 | 4 | 2 | 2 | 2 | 2 | 7 |
| | 6% | 6% | 7% | 6% | 6% | - | 7% | 7% | 7% | 7% | 6% | 4% | 5% | 5% | 6% | 13%aLmN | 11%ln | 10% | 8% | 5% | 12% | 22%AKLMNOP | |
| Several times a week | 194 | 123 | 42 | 23 | 9 | 3 | 69 | 33 | 66 | 57 | 8 | 25 | 26 | 33 | 39 | 17 | 8 | 5 | 7 | 2 | 7 | 4 | 3 |
| | 9%lm | 8% | 12% | 11% | 7% | 17% | 11% | 13%ab | 11%ab | 10% | 7% | 8% | 6% | 8% | 12%lm | 10% | 10% | 8% | 17%mn | 7% | 25% | 28% | 10% |
| About once a week | 73 | 44 | 14 | 8 | 11 | 2 | 27 | 10 | 22 | 25 | 5 | 14 | 11 | 9 | 16 | 6 | 2 | 4 | 1 | 2 | - | - | 1 |
| | 3% | 3% | 4% | 3% | 8%ABd | 13% | 4% | 4% | 4% | 4% | 4% | 5% | 3% | 2% | 5%ln | 4% | 2% | 6% | 3% | 8% | - | 3% | 4% |
| Several times a month | 70 | 45 | 14 | 5 | 4 | - | 25 | 14 | 24 | 19 | 8 | 8 | 10 | 13 | 11 | 3 | 1 | 3 | 1 | 1 | 2 | 1 | 1 |
| | 3% | 3% | 4% | 2% | 3% | - | 4% | 5%ab | 4% | 3% | 7%almp | 3% | 3% | 3% | 3% | 2% | 2% | 5% | 3% | 3% | 7% | 7% | 4% |
| About once a month | 56 | 40 | 7 | 7 | 3 | - | 16 | 5 | 16 | 13 | 2 | 12 | 11 | 15 | 8 | 2 | 1 | 1 | - | 1 | 1 | - | - |
| | 3% | 3% | 2% | 3% | 3% | - | 2% | 2% | 3% | 2% | 2% | 4% | 3% | 4% | 2% | 1% | 1% | 2% | - | 4% | 4% | - | - |
| Less often | 174 | 119 | 31 | 22 | 12 | - | 55 | 19 | 50 | 49 | 5 | 28 | 31 | 33 | 26 | 12 | 8 | 7 | 2 | 6 | 2 | 1 | 2 |
| | 8% | 8% | 9% | 10% | 9% | - | 8% | 7% | 9% | 9% | 5% | 9% | 8% | 8% | 8% | 7% | 10% | 11% | 4% | 23% | 8% | 6% | 6% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 198
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Spotify
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|---------------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 1230 | 907 | 164 | 115 | 80 | 6 | 317 | 111 | 274 | 274 | 69 | 178 | 277 | 238 | 191 | 95 | 40 | 30 | 16 | 8 | 6 | 4 | 10 |
| | 57%CGH IJsW | 61%ACd GHU | 45% | 52%h | 60%CGH U | 41% | 49%chl | 43% | 47% | 50%Chi | 62%w | 59%w | 67%ANOp QRSW | 57%w | 57%W | 55%W | 48% | 48% | 41% | 31% | 23% | 29% | 30% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 199
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Spotify
Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------------|-------------|-----------------------|--------------|--------------------|--------------|---|-------------|---|-------------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 356 17%G | 320 16% | 35 21% | 245 17% | 111 16% | 267 18%AG | 89 13% | 334 16% | 22 22% | 333 16% | 23 22% |
| NET: Weekly | 623 29%BEG | 559 28% | 64 38%AB | 448 31%AE | 175 25% | 474 32%AG | 149 22% | 587 29% | 36 37% | 586 29% | 37 37% |
| NET: Monthly | 749 35%bEG | 677 34% | 71 43%ab | 544 38%AE | 205 29% | 572 39%AG | 177 26% | 708 34% | 40 41% | 707 34% | 41 41% |
| NET: Ever | 922 43%EG | 840 42% | 82 49% | 675 47%AE | 247 35% | 710 48%AG | 212 31% | 876 43% | 46 47% | 875 43% | 47 47% |
| Several times a day | 223 10%BHJ | 196 10% | 27 16%aB | 148 10% | 75 11% | 163 11% | 60 9% | 204 10% | 20 20%AH | 203 10% | 21 20%AJ |
| About once a day | 133 6%G | 125 6% | 8 5% | 96 7% | 36 5% | 104 7%ag | 29 4% | 131 6% | 2 2% | 131 6% | 2 2% |
| Several times a week | 194 9%eg | 176 9% | 18 11% | 145 10%ae | 49 7% | 145 10%ag | 49 7% | 185 9% | 10 10% | 185 9% | 10 10% |
| About once a week | 73 3%beG | 62 3% | 10 6%ab | 58 4%ae | 15 2% | 62 4%AG | 11 2% | 68 3% | 5 5% | 68 3% | 5 5% |
| Several times a month | 70 3%g | 67 3% | 3 2% | 52 4% | 18 2% | 55 4% | 15 2% | 67 3% | 3 3% | 67 3% | 3 3% |
| About once a month | 56 3%e | 52 3% | 4 2% | 44 3% | 12 2% | 43 3% | 13 2% | 55 3% | 1 1% | 55 3% | 1 1% |
| Less often | 174 8%eG | 163 8% | 11 7% | 131 9%ae | 42 6% | 138 9%AG | 36 5% | 168 8% | 6 6% | 168 8% | 6 6% |
| Never | 1230 57%DF | 1145 58% | 85 51% | 765 53% | 464 65%AD | 758 52% | 472 69%AF | 1177 57% | 53 53% | 1176 57% | 53 53% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 200
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Amazon Music
Base: All respondents

| | Gender | | | Age | | | | | | | | | | SEG | | | | | | | | | |
|-----------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 190 | 107 | 83 | 18 | 19 | 45 | 48 | 31 | 13 | 10 | 6 | 37 | 20 | 66 | 79 | 29 | 19 | 70 | 51 | 35 | 35 | 121 | 69 |
| | 9%LJK | 10% | 8% | 13%LJKP | 9%ijK | 13%ALJ | 15%Aehl | 9%ijKP | 4% | 4% | 3% | 10%LJKm | 8%ijk | 11%aLJ | 12%AHJ | 4% | 12%LJK | 12%AsU | 8% | 8% | 7% | 10%aw | 7% |
| NET: Weekly | 399 | 222 | 177 | 36 | 37 | 85 | 81 | 68 | 47 | 29 | 16 | 73 | 42 | 128 | 149 | 92 | 39 | 133 | 109 | 81 | 76 | 243 | 157 |
| | 19%cJK | 21%ac | 16% | 25%aLJ | 17%Kp | 25%Ael | 25%Ael | 20%JKP | 15%Kp | 11% | 7% | 20%JKm | 17%Kp | 22%ael | 22%ALJ | 12%k | 25%aLJ | 23%AsU | 18% | 19% | 15% | 20%aw | 16% |
| NET: Monthly | 538 | 293 | 243 | 40 | 53 | 120 | 103 | 93 | 66 | 41 | 21 | 93 | 58 | 178 | 196 | 129 | 45 | 169 | 141 | 117 | 111 | 310 | 228 |
| | 25%cJK | 27%ac | 23% | 28%JKP | 24%ijKP | 35%Aeh | 32%ALJ | 27%JKP | 21%Kp | 16%k | 10% | 26%uJKP | 23%ijKp | 30%Ael | 29%ALJ | 16%K | 29%JKP | 29%asU | 23% | 27% | 21% | 26% | 24% |
| NET: Ever | 706 | 388 | 315 | 50 | 68 | 150 | 139 | 117 | 95 | 54 | 31 | 118 | 76 | 226 | 257 | 180 | 57 | 221 | 188 | 145 | 151 | 410 | 296 |
| | 33%CJK | 36%AC | 29% | 35%JKP | 32%ijKP | 44%AEh | 43%AEh | 34%JKP | 30%JKP | 21% | 14% | 33%JKP | 30%ijKp | 38%Ael | 38%Ahi | 23%K | 37%JKP | 38%AsU | 31% | 33% | 29% | 34% | 31% |
| Several times a day | 86 | 48 | 38 | 9 | 6 | 21 | 25 | 15 | 6 | - | 3 | 15 | 7 | 28 | 40 | 9 | 9 | 21 | 16 | 18 | 52 | 34 | |
| | 4%JKP | 4% | 4% | 6%JKP | 3%J | 6%aLJK | 8%Ael | 4%JP | 2%j | - | 1% | 4%JmP | 3%J | 5%LJKm | 6%AiJK | 1% | 6%JKP | 5% | 4% | 4% | 4% | 4% | 4% |
| About once a day | 104 | 59 | 45 | 9 | 13 | 24 | 23 | 16 | 6 | 10 | 3 | 22 | 14 | 38 | 39 | 19 | 10 | 40 | 29 | 19 | 16 | 69 | 35 |
| | 5%ikPu | 6% | 4% | 6%ikp | 6%ikp | 7%IKP | 7%aIKP | 5% | 2% | 4% | 1% | 6%IKP | 5%ikp | 6%ikP | 6%ikP | 2% | 6%ikp | 7%aU | 5% | 4% | 3% | 6%aw | 4% |
| Several times a week | 152 | 80 | 72 | 14 | 13 | 31 | 26 | 27 | 24 | 14 | 5 | 27 | 17 | 48 | 53 | 42 | 16 | 49 | 40 | 32 | 31 | 89 | 63 |
| | 7%Kp | 7% | 7% | 10%Kp | 6% | 9%Kp | 8%K | 8%K | 8%Kp | 5% | 2% | 7%K | 7%k | 8%K | 8%K | 5%K | 10%Kp | 8% | 7% | 7% | 6% | 7% | 7% |
| About once a week | 57 | 35 | 22 | 4 | 5 | 9 | 7 | 10 | 6 | 5 | 9 | 5 | 14 | 17 | 21 | 4 | 4 | 15 | 18 | 14 | 10 | 33 | 24 |
| | 3% | 3% | 2% | 3% | 2% | 3% | 2% | 3% | 3% | 2% | 2% | 3% | 2% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% |
| Several times a month | 79 | 39 | 40 | - | 9 | 20 | 17 | 13 | 10 | 7 | 2 | 9 | 9 | 30 | 31 | 19 | 2 | 19 | 19 | 18 | 22 | 38 | 40 |
| | 4%dkp | 4% | 4% | - | 4%dkl | 6%aDKI | 5%DKpq | 4%dk | 3%dk | 3% | 1% | 3% | 4%dk | 5%DKLp | 5%DKp | 2% | 1% | 3% | 3% | 4% | 4% | 3% | 4% |
| About once a month | 60 | 32 | 26 | 4 | 7 | 14 | 5 | 11 | 10 | 5 | 3 | 11 | 7 | 21 | 17 | 18 | 4 | 17 | 12 | 18 | 13 | 29 | 31 |
| | 3% | 3% | 2% | 3% | 3% | 4% | 2% | 3% | 3% | 2% | 2% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 2% | 4% | 2% | 2% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 200
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Amazon Music
Base: All respondents

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------|-----------------------|------------|--------------|-----------|---------------|------------|---------------|---------------|---------------|-------------------------------|-------------------------------|---------------|---------------|-------------|-------------|-------------------------------|-----------|------------|-------------|------------|--------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 168 8% | 96 9% | 72 7% | 10 7% | 16 7% | 30 9% | 36 11%aJKp | 25 7% | 29 9%p | 13 5% | 10 5% | 26 7% | 18 7% | 48 8% | 60 9%jk | 51 7% | 12 8% | 52 9% | 48 8% | 28 7% | 40 8% | 100 8% | 68 7% |
| Never | 1446 67%BFG NOR | 683 64% | 757 71%AB | 91 65% | 147 68%FGn | 194 56% | 182 57% | 229 66%lgo | 217 70%FGn | 201 79%ADe FGHLM NOQ | 186 86%ADE FGHLM NOQ | 238 67%FGn | 174 70%FGn | 368 62%F | 411 62%g | 604 77%ADE FGHLM NOQ | 99 63% | 365 62% | 420 69%r | 289 67% | 370 71%aR | 784 66% | 659 69% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 201
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Amazon Music
Base: All respondents

Absolutes/col percents

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|-----------------------|-----------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|----------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|------------|-------------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: MIn-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 190 | 8 | 8 | 27 | 19 | 19 | 14 | 8 | 10 | 34 | 25 | 17 | 4 | 171 | 160 | 5 | 14 | 7 | 1 | 27 | 18 | 16 | 151 | 15 | 36 |
| | 9%bVy | 4% | 9% | 11%bi | 11%bi | 10% | 9% | 7% | 5% | 12%aBi | 8% | 9% | 6% | 9%abi | 8% | 10% | 13% | 16% | 4% | 12% | 7% | 5% | 10%aVy | 9%v | 7%v |
| NET: Weekly | 399 | 29 | 18 | 49 | 36 | 38 | 22 | 20 | 26 | 59 | 55 | 37 | 10 | 340 | 346 | 9 | 22 | 14 | 3 | 48 | 40 | 51 | 304 | 29 | 87 |
| | 19% | 17% | 21% | 21% | 21% | 20% | 15% | 18% | 13% | 21%i | 18% | 19% | 15% | 19%i | 18% | 19% | 22% | 31%ao | 10% | 21% | 16% | 15% | 19% | 16% | 16% |
| NET: Monthly | 538 | 39 | 20 | 63 | 56 | 51 | 30 | 25 | 36 | 87 | 72 | 45 | 14 | 460 | 460 | 13 | 36 | 17 | 3 | 69 | 62 | 71 | 404 | 40 | 121 |
| | 25%io | 23% | 23% | 27% | 33%agl mn | 26% | 20% | 23% | 19% | 31%agl mn | 24% | 23% | 22% | 25%i | 24% | 27% | 35%ao | 38%o | 10% | 31%ao | 25% | 21% | 26% | 23% | 22% |
| NET: Ever | 706 | 60 | 30 | 76 | 66 | 59 | 44 | 29 | 51 | 112 | 99 | 60 | 20 | 598 | 601 | 18 | 46 | 24 | 6 | 94 | 88 | 89 | 525 | 51 | 161 |
| | 33%OV | 35% | 35% | 32% | 39%hi | 31% | 29% | 27% | 26% | 40%Afg HimN | 33% | 31% | 30% | 33%i | 32% | 37% | 45%AO | 52%AO | 22% | 42%AO | 36%VY | 26% | 34%v | 29% | 30%v |
| Several times a day | 86 | 3 | 5 | 12 | 8 | 6 | 6 | 4 | 9 | 13 | 9 | 9 | 1 | 78 | 73 | 2 | 5 | 5 | 1 | 13 | 11 | 4 | 66 | 8 | 17 |
| | 4%V | 2% | 6% | 5% | 5% | 3% | 4% | 4% | 4% | 5% | 3% | 5% | 2% | 4% | 4% | 4% | 5% | 11%ao | 4% | 6% | 4%V | 1% | 4%v | 4%V | 3%V |
| About once a day | 104 | 4 | 2 | 15 | 10 | 12 | 7 | 3 | 1 | 21 | 16 | 8 | 3 | 93 | 87 | 3 | 8 | 2 | - | 13 | 7 | 12 | 85 | 8 | 18 |
| | 5%l | 3% | 3% | 6%l | 6%l | 5%i | 3% | 3% | 1% | 7%abl | 5%l | 4%i | 5%l | 5%l | 5% | 6% | 8% | 4% | - | 6% | 3% | 3% | 5%a | 4% | 3% |
| Several times a week | 152 | 15 | 8 | 17 | 15 | 12 | 7 | 8 | 10 | 16 | 25 | 16 | 4 | 126 | 134 | 4 | 9 | 3 | 2 | 17 | 17 | 26 | 107 | 10 | 42 |
| | 7% | 9% | 9% | 7% | 9% | 6% | 5% | 7% | 5% | 6% | 8% | 8% | 6% | 7% | 7% | 8% | 8% | 6% | 6% | 8% | 7% | 8% | 7% | 6% | 8% |
| About once a week | 57 | 7 | 3 | 5 | 2 | 8 | 1 | 4 | 6 | 8 | 5 | 4 | 2 | 44 | 52 | - | - | 4 | - | 4 | 4 | 9 | 46 | 3 | 10 |
| | 3% | 4% | 4% | 2% | 1% | 4% | 1% | 4% | 3% | 3% | 2% | 2% | 3% | 2% | 3% | - | - | 9%aopQ T | - | 2% | 2% | 3% | 3% | 2% | 2% |
| Several times a month | 79 | 10 | 1 | 5 | 10 | 8 | 4 | 4 | 5 | 13 | 10 | 6 | 2 | 62 | 67 | 2 | 7 | 2 | - | 11 | 13 | 13 | 59 | 7 | 17 |
| | 4% | 6% | 2% | 2% | 6% | 4% | 3% | 4% | 2% | 5% | 3% | 3% | 4% | 3% | 4% | 4% | 7% | 5% | - | 5% | 5% | 4% | 4% | 4% | 3% |
| About once a month | 60 | - | - | 9 | 9 | 5 | 4 | 1 | 6 | 14 | 7 | 2 | 2 | 57 | 47 | 2 | 6 | 1 | - | 9 | 11 | 7 | 42 | 5 | 16 |
| | 3%bO | - | - | 4%b | 5%aBcl | 3%b | 3%b | 1% | 3%b | 5%aBcl | 2% | 1% | 2%B | 3%ab | 2% | 4% | 6%o | 2% | - | 4% | 4% | 2% | 3% | 3% | 3% |
| Less often | 168 | 21 | 11 | 13 | 10 | 9 | 13 | 3 | 15 | 26 | 27 | 15 | 6 | 138 | 141 | 5 | 11 | 6 | 3 | 25 | 26 | 18 | 121 | 11 | 41 |
| | 8%h | 12%adf H | 12%dfh | 5% | 6% | 4% | 9% | 3% | 8% | 9%h | 9%h | 8% | 9%h | 8%h | 7% | 10% | 10% | 14% | 11% | 11%ao | 11%Vy | 5% | 8% | 6% | 8%v |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 201
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Amazon Music
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|---------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northem Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Never | 1446 | 112 | 56 | 161 | 106 | 134 | 107 | 79 | 143 | 168 | 202 | 134 | 45 | 1210 | 1299 | 30 | 56 | 22 | 21 | 129 | 157 | 248 | 1036 | 125 | 381 |
| | T | 67%JQR | 65% | 68% | 61% | 69%j | 71%j | 73%eJ | 74%eJn | 60% | 67% | 69% | 70%j | 67%J | 68%AGR | 63% | 55% | 48% | 78% | 58% | 64% | 74%AUw | 66% | 71% | 70%U |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 202
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Amazon Music
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 190 | 86 | 63 | 40 | 22 | 1 | 103 | 43 | 95 | 92 | 8 | 16 | 27 | 41 | 31 | 15 | 15 | 7 | 2 | 5 | 8 | 3 | 9 |
| | 9%B | 6% | 17%AB | 18%AB | 16%AB | 7% | 16%AB | 17%AB | 16%AB | 17%AB | 7% | 5% | 7% | 10%l | 9% | 9% | 18%AKLM | 11% | 5% | 20% | 27% | 18% | 27%AKLMNOPrs |
| NET: Weekly | 399 | 207 | 105 | 75 | 31 | 5 | 188 | 86 | 176 | 160 | 15 | 37 | 62 | 84 | 72 | 28 | 22 | 17 | 8 | 10 | 10 | 6 | 11 |
| | 19%B | 14% | 29%AB | 34%ABe | 23%B | 31% | 29%AB | 34%ABe | 30%ABg | 29%AB | 13% | 12% | 15% | 20%Lm | 21%Lm | 16% | 27%kLm | 27%kLm | 22% | 36% | 35% | 38% | 35%aKLMnp |
| NET: Monthly | 538 | 286 | 138 | 90 | 45 | 5 | 248 | 108 | 229 | 208 | 19 | 67 | 88 | 107 | 95 | 38 | 24 | 20 | 10 | 10 | 14 | 6 | 16 |
| | 25%B | 19% | 38%AB | 41%AB | 33%aB | 31% | 38%AB | 42%AB | 39%AB | 38%AB | 17% | 22% | 21% | 26% | 28%km | 22% | 29%k | 32%k | 26% | 38% | 50% | 40% | 49%AKLMNOPqs |
| NET: Ever | 706 | 407 | 162 | 106 | 54 | 6 | 293 | 124 | 269 | 248 | 24 | 89 | 128 | 134 | 123 | 55 | 32 | 22 | 13 | 12 | 15 | 6 | 21 |
| | 33%B | 27% | 45%AB | 48%AB | 41%B | 38% | 45%AB | 48%AB | 46%AB | 45%AB | 22% | 30% | 31% | 32%k | 37%K | 32% | 39%k | 35% | 34% | 46% | 54% | 40% | 65%AKLMNOPqRS |
| Several times a day | 86 | 31 | 31 | 20 | 14 | - | 55 | 24 | 51 | 46 | 3 | 6 | 12 | 22 | 11 | 8 | 7 | 4 | 2 | 1 | 4 | 1 | 4 |
| | 4%B | 2% | 9%AB | 9%AB | 11%AB | - | 8%AB | 9%AB | 9%AB | 8%AB | 2% | 2% | 3% | 5%l | 3% | 5% | 8%aLmo | 7% | 5% | 5% | 13% | 5% | 13%AKLMnO |
| About once a day | 104 | 55 | 31 | 19 | 8 | 1 | 48 | 19 | 44 | 46 | 5 | 10 | 15 | 20 | 7 | 8 | 3 | - | 4 | 4 | 4 | 2 | 4 |
| | 5%B | 4% | 9%AB | 9%AB | 6% | 7% | 7%AB | 7%aB | 8%AB | 8%AB | 5% | 3% | 4% | 5% | 6% | 4% | 10%alms | 4% | - | 15% | 14% | 13% | 14%aLMnps |
| Several times a week | 152 | 84 | 34 | 26 | 8 | 3 | 66 | 34 | 62 | 52 | 5 | 15 | 24 | 31 | 30 | 8 | 4 | 7 | 4 | 4 | 2 | 3 | 1 |
| | 7%B | 6% | 9%b | 12%ABe | 6% | 18% | 10%AB | 13%ABc | 11%AB | 9%aB | 4% | 5% | 6% | 8% | 9% | 5% | 5% | 12% | 9% | 16% | 7% | 20% | 5% |
| About once a week | 57 | 36 | 9 | 9 | 1 | 1 | 19 | 9 | 19 | 16 | 2 | 6 | 10 | 11 | 5 | 3 | 3 | 3 | - | - | - | - | 1 |
| | 3% | 2% | 3% | 4%e | 1% | 7% | 3% | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 4% | 3% | 3% | 4% | 7%l | - | - | - | 3% |
| Several times a month | 79 | 39 | 21 | 13 | 9 | - | 39 | 15 | 36 | 29 | 2 | 16 | 11 | 18 | 16 | 5 | 1 | - | 1 | * | 2 | - | 4 |
| | 4%B | 3% | 6%aB | 6%B | 7%aB | - | 6%AB | 6%aB | 6%AB | 5%aB | 2% | 5% | 3% | 4% | 5% | 3% | 1% | - | 3% | 2% | 8% | - | 11%akMpqR |
| About once a month | 60 | 40 | 12 | 2 | 4 | - | 21 | 6 | 17 | 18 | 2 | 15 | 14 | 5 | 7 | 5 | 1 | 3 | * | - | 2 | * | 1 |
| | 3%h | 3% | 3% | 1% | 3% | - | 3%h | 2% | 3%h | 3%h | 2% | 5%aN | 3%h | 1% | 2% | 3% | 1% | 5%h | 1% | - | 7% | 3% | 3% |
| Less often | 168 | 121 | 24 | 16 | 10 | 1 | 46 | 16 | 40 | 40 | 5 | 21 | 40 | 27 | 28 | 17 | 8 | 2 | 3 | 2 | 1 | - | 5 |
| | 8% | 8% | 7% | 7% | 7% | 6% | 7% | 6% | 7% | 7% | 5% | 7% | 10% | 7% | 8% | 10% | 10% | 3% | 8% | 8% | 4% | - | 16%knr |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 202
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Amazon Music
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 1446 | 1083 | 200 | 114 | 80 | 9 | 354 | 134 | 312 | 304 | 87 | 211 | 288 | 281 | 214 | 116 | 50 | 41 | 25 | 14 | 13 | 9 | 11 |
| | 67%CDG | 73%ACD | 55% | 52% | 59% | 62% | 55% | 52% | 54% | 55% | 78%anOq | 70%W | 69%W | 68%W | 63%W | 68%W | 61%w | 65%W | 66%W | 54% | 46% | 60% | 35% |
| | HUJW | EGHIJ | | | | | | | | | W | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 203
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Amazon Music
Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|--------------|---------------------|---------------------|-----------------------|---------------------|---------------------|---------------------|---|---------------------|---|---------------------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 190 | 182 | 8 | 147 | 43 | 149 | 41 | 186 | 4 | 186 | 4 |
| | | 9% ^c EG | 9% | 10% ^a AE | 6% | 10% ^a AG | 6% | 9% | 4% | 9% | 4% |
| NET: Weekly | 399 | 375 | 24 | 305 | 94 | 311 | 88 | 387 | 12 | 387 | 12 |
| | | 19% ^e EG | 19% | 21% ^a AE | 13% | 21% ^a AG | 13% | 19% | 12% | 19% | 12% |
| NET: Monthly | 538 | 511 | 27 | 418 | 120 | 424 | 115 | 525 | 13 | 525 | 13 |
| | | 25% ^c EG | 26% ^a AC | 16% | 29% ^a AE | 17% | 29% ^a AG | 17% | 26% ^a AI | 14% | 28% ^a AK |
| NET: Ever | 706 | 667 | 39 | 555 | 151 | 561 | 145 | 687 | 19 | 687 | 19 |
| | | 33% ^c EG | 34% ^a AC | 23% | 39% ^a AE | 21% | 38% ^a AG | 21% | 33% ^a AI | 19% | 33% ^a AK |
| Several times a day | 86 | 81 | 5 | 65 | 21 | 63 | 24 | 83 | 3 | 83 | 3 |
| | | 4% | 4% | 3% | 5% | 4% | 3% | 4% | 3% | 4% | 3% |
| About once a day | 104 | 101 | 3 | 82 | 22 | 86 | 18 | 103 | 1 | 103 | 1 |
| | | 5% ^c EG | 5% | 6% ^a AE | 3% | 6% ^a AG | 3% | 5% | 1% | 5% | 1% |
| Several times a week | 152 | 139 | 13 | 114 | 39 | 121 | 31 | 147 | 5 | 147 | 5 |
| | | 7% ^e G | 7% | 8% ^a e | 5% | 8% ^a G | 5% | 7% | 5% | 7% | 5% |
| About once a week | 57 | 54 | 3 | 44 | 13 | 41 | 16 | 54 | 3 | 54 | 3 |
| | | 3% | 3% | 3% | 2% | 3% | 2% | 3% | 3% | 3% | 3% |
| Several times a month | 79 | 78 | 1 | 66 | 13 | 63 | 16 | 79 | - | 79 | - |
| | | 4% ^c EG | 4% ^a ac | 1% | 5% ^a AE | 2% | 4% ^a ag | 2% | 4% | 4% ^k | - |
| About once a month | 60 | 58 | 2 | 47 | 13 | 50 | 11 | 59 | 1 | 59 | 1 |
| | | 3% ^e g | 3% | 1% | 3% | 3% ^a g | 2% | 3% | 1% | 3% | 1% |
| Less often | 168 | 156 | 12 | 136 | 31 | 137 | 30 | 162 | 6 | 162 | 6 |
| | | 8% ^e G | 8% | 9% ^a AE | 4% | 9% ^a AG | 4% | 8% | 6% | 8% | 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Absolutes/col percents

Table 203

Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?

Amazon Music

Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Never | 1446 | 1318 | 128 | 886 | 561 | 907 | 540 | 1367 | 80 | 1365 | 81 |
| | 67%BDF | 66% | 77%AB | 61% | 79%AD | 62% | 79%AF | 67% | 81%AH | 67% | 81%AJ |
| | HJ | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 204
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Apple Music/ Apple podcasts/ iTunes
Base: All respondents

| | Gender | | | Age | | | | | | | | | SEG | | | | | | | | | | |
|-----------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 142 | 89 | 52 | 17 | 28 | 46 | 28 | 14 | 7 | 2 | - | 45 | 29 | 75 | 41 | 9 | 19 | 56 | 41 | 26 | 19 | 97 | 44 |
| | 7%ChIJ | 8%AC | 5% | 12%AHJ | 13%AHJ | 13%AHIJ | 9%hJJK | 4%jKP | 2%kp | 1% | - | 13%AHJ | 12%AHJ | 13%AHIJ | 6%hJJK | 1% | 12%AHJ | 10%AU | 7%u | 6% | 4% | 8%AW | 5% |
| | KPUW | | | JKoP | JKOP | KOP | oP | | | | | JKOP | JKOP | KOP | P | | JKOP | | | | | | |
| NET: Weekly | 283 | 175 | 107 | 30 | 55 | 81 | 55 | 32 | 22 | 7 | - | 85 | 58 | 139 | 87 | 29 | 36 | 116 | 79 | 50 | 39 | 194 | 89 |
| | 13%ChIJ | 16%AC | 10% | 21%AHJ | 26%AgH | 24%AgH | 17%aHJ | 9%JJKP | 7%JKP | 3%k | - | 24%AgH | 23%AHJ | 23%AgH | 13%HUJK | 4%K | 23%AHJ | 20%AST | 13%U | 11%u | 7% | 16%AW | 9% |
| | JKPUW | | | JKoP | JKmOP | JKOP | KOP | | | | | JKOP | JKOP | JKOP | P | | JKOP | U | | | | | |
| NET: Monthly | 369 | 221 | 145 | 36 | 65 | 102 | 69 | 50 | 33 | 14 | - | 101 | 70 | 171 | 119 | 47 | 43 | 145 | 97 | 69 | 58 | 242 | 127 |
| | 17%CIJ | 21%AC | 14% | 26%AHJ | 30%AgH | 30%AgH | 22%ahl | 14%JJKP | 11%JKP | 5%K | - | 28%AgH | 28%AHJ | 29%AgH | 18%hJJK | 6%K | 27%AHJ | 25%AST | 16%u | 16%u | 11% | 20%AW | 13% |
| | KPUW | | | JKoP | JKOP | JKOP | JKoP | | | | | JKOP | JKOP | JKOP | P | | JKOP | U | | | | | |
| NET: Ever | 507 | 285 | 219 | 47 | 83 | 125 | 91 | 71 | 51 | 31 | 9 | 130 | 91 | 215 | 161 | 91 | 54 | 190 | 141 | 88 | 88 | 331 | 176 |
| | 24%CIJ | 27%AC | 20% | 33%AHJ | 39%AgH | 36%AgH | 28%ahl | 20%jKP | 16%KP | 12%K | 4% | 37%AgH | 36%AgH | 36%AgH | 24%hJJK | 12%K | 35%AHJ | 32%AST | 23%U | 20% | 17% | 28%AW | 18% |
| | KPUW | | | JKoP | JKOP | JKOP | JKoP | | | | | JKOP | JKOP | JKOP | KP | | JKOP | U | | | | | |
| Several times a day | 65 | 41 | 25 | 6 | 12 | 20 | 15 | 6 | 5 | 1 | - | 18 | 13 | 33 | 21 | 6 | 6 | 22 | 19 | 11 | 13 | 41 | 24 |
| | 3%JKP | 4% | 2% | 4%JKP | 6%ahIJ | 6%AHIJ | 5%hJJK | 2% | 2% | * | - | 5%ahIJ | 5%ahIJ | 6%AHJ | 3%hJJK | 1% | 4%jKP | 4% | 3% | 3% | 2% | 3% | 3% |
| | | | | | KP | KP | oP | | | | | KP | KP | KoP | | | | | | | | | |
| About once a day | 76 | 49 | 27 | 11 | 16 | 26 | 12 | 8 | 2 | 1 | - | 27 | 16 | 42 | 20 | 3 | 13 | 34 | 22 | 14 | 6 | 56 | 20 |
| | 4%cIJ | 5%ac | 3% | 8%AHJ | 7%AHJ | 8%AgHJ | 4%JJKP | 2%kP | 1% | * | - | 7%AgHJ | 6%ahIJ | 7%AgHJ | 3%jKP | * | 8%AgHJ | 6%AU | 4%U | 3%u | 1% | 5%AW | 2% |
| | PUW | | | KOP | KOP | JKOP | | | | | | JKOP | KoP | JKOP | | | JKOP | | | | | | |
| Several times a week | 102 | 60 | 42 | 9 | 16 | 29 | 23 | 15 | 8 | 3 | - | 25 | 18 | 46 | 38 | 12 | 12 | 43 | 27 | 20 | 13 | 69 | 33 |
| | 5%JKPU | 6% | 4% | 6%JKP | 7%JKP | 8%AhJ | 7%ahJJK | 4%jKP | 3%kp | 1% | - | 7%ahJJK | 7%JKP | 8%AhJ | 6%JKP | 1% | 7%JKP | 7%AsU | 4% | 5% | 3% | 6%aw | 3% |
| | w | | | | KP | KP | P | | | | | P | KP | KP | | | | | | | | | |
| About once a week | 39 | 26 | 13 | 4 | 11 | 7 | 4 | 4 | 6 | 2 | - | 16 | 11 | 18 | 8 | 8 | 6 | 17 | 11 | 4 | 7 | 28 | 11 |
| | 2%ckp | 2%ac | 1% | 3%Kp | 5%AFGH | 2%k | 1% | 1% | 2%k | 1% | - | 4%AgHJ | 5%AgHj | 3%akoP | 1% | 1% | 4%jKop | 3%at | 2% | 1% | 1% | 2% | 1% |
| | | | | | JKnOP | | | | | | | KOP | KOP | | | | | | | | | | |
| Several times a month | 44 | 21 | 23 | 4 | 4 | 16 | 7 | 8 | 5 | 1 | - | 8 | 4 | 20 | 15 | 5 | 4 | 17 | 9 | 7 | 11 | 26 | 18 |
| | 2%jKp | 2% | 2% | 3%jKp | 2%k | 5%AIJK | 2%kp | 2%jKp | 1% | * | - | 2%jKp | 2% | 3%AJKm | 2%jKp | 1% | 3%jKp | 3% | 1% | 1% | 2% | 2% | 2% |
| | | | | | | oP | | | | | | | P | | | | | | | | | | |
| About once a month | 42 | 25 | 16 | 2 | 6 | 4 | 7 | 9 | 7 | 6 | - | 8 | 8 | 12 | 17 | 12 | 2 | 12 | 9 | 13 | 7 | 21 | 20 |
| | 2%k | 2% | 1% | 2% | 3%k | 1% | 2%k | 3%k | 2%k | 2%k | - | 2%k | 3%k | 2%k | 3%k | 2% | 2% | 2% | 2% | 3% | 1% | 2% | 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 204
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Apple Music/ Apple podcasts/ iTunes
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------|------------------------|-------------|---------------|--------------|--------------|--------------|---------------|------------------|-----------------------|------------------------|----------------------------|--------------|--------------|--------------|-----------------|-------------------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 139 | 64 | 74 | 11 | 19 | 23 | 21 | 21 | 18 | 17 | 9 | 29 | 21 | 44 | 42 | 44 | 12 | 46 | 44 | 19 | 30 | 90 | 49 |
| | 6%w | 6% | 7% | 8% | 9% | 7% | 7% | 6% | 6% | 7% | 4% | 8% | 9% | 7% | 6% | 6% | 7% | 8%t | 7% | 4% | 6% | 8%aw | 5% |
| Never | 1645 | 786 | 852 | 94 | 132 | 219 | 230 | 275 | 261 | 224 | 208 | 226 | 159 | 378 | 508 | 693 | 102 | 396 | 467 | 346 | 433 | 862 | 779 |
| | 76%BDE FgLMNQ RV | 73% | 80%AB | 67% | 61% | 64% | 72%efll mn | 80%DEF gLMNoQ | 84%ADE FGLMNO Q | 88%ADE FGHLMN OQ | 96%ADE FCHI JL MNOPQ | 63% | 64% | 64% | 76%DEF gLMVQ | 88%ADE FGHILM NOQ | 65% | 68% | 77%R | 80%R | 83%ARS | 72% | 82%AV |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 205
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Apple Music/ Apple podcasts/ iTunes
Base: All respondents

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|-------------------|-----------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|--------------------------|----------------|----------------|------------------------|------------------|-----------|-----------|------------|------------|-------------------|--------------------------------|----------------------|------------------------|------------------|-----------|----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 142 | 16 | 5 | 17 | 6 | 10 | 8 | 3 | 12 | 31 | 17 | 14 | 2 | 121 | 104 | 4 | 20 | 9 | 1 | 33 | 12 | 7 | 120 | 3 | 19 |
| | 7% mOVX Y | 9% ehm | 6% | 7% | 4% | 5% | 5% | 3% | 6% | 11% AEFH kMN | 5% | 7% | 3% | 7% m | 5% | 8% | 19% AO | 20% AO | 4% | 15% AO | 5% v | 2% | 8% AVXY | 2% | 4% V |
| NET: Weekly | 283 | 26 | 10 | 35 | 20 | 28 | 18 | 7 | 22 | 52 | 38 | 21 | 7 | 243 | 212 | 9 | 31 | 18 | 6 | 64 | 27 | 19 | 235 | 13 | 43 |
| | 13% hOV XY | 15% h | 11% | 15% h | 12% | 14% h | 12% | 7% | 11% | 19% AHi lmN | 13% | 11% | 10% | 13% h | 11% | 19% | 30% AO | 40% AOp | 23% | 29% AO | 11% Vy | 6% | 15% AVXY | 7% | 8% V |
| NET: Monthly | 369 | 32 | 12 | 45 | 29 | 35 | 24 | 9 | 27 | 69 | 49 | 30 | 9 | 319 | 283 | 10 | 37 | 20 | 8 | 76 | 36 | 31 | 296 | 18 | 66 |
| | 17% HOV XY | 18% H | 14% | 19% H | 17% h | 18% h | 16% h | 8% | 14% | 25% Ace gHklm N | 16% h | 15% h | 14% | 18% H | 15% | 21% | 37% AO | 45% AOp | 30% | 34% AOp | 15% V | 9% | 19% AVX Y | 10% | 12% V |
| NET: Ever | 507 | 45 | 14 | 59 | 39 | 45 | 30 | 16 | 35 | 90 | 75 | 46 | 13 | 434 | 399 | 13 | 47 | 25 | 10 | 96 | 42 | 40 | 408 | 23 | 84 |
| | 24% HOV VXY | 26% h | 16% | 25% h | 23% | 23% | 20% | 15% | 18% | 32% ACe FGHIMN | 25% h | 24% h | 20% | 24% H | 21% | 27% | 46% AOp | 56% AOP | 38% | 43% AOp | 17% v | 12% | 26% AUJ XY | 13% | 15% V |
| Several times a day | 65 | 4 | - | 10 | 2 | 6 | 7 | 1 | 2 | 13 | 11 | 9 | * | 60 | 48 | 2 | 10 | 3 | 1 | 17 | 5 | 2 | 54 | 3 | 11 |
| | 3% OV | 2% | - | 4% | 1% | 3% | 5% chi | 1% | 1% | 5% cehi m | 4% | 5% h | 1% | 3% | 3% | 4% | 10% AO | 7% | 4% | 7% AO | 2% | 1% | 3% V | 2% | 2% V |
| About once a day | 76 | 12 | 5 | 8 | 4 | 4 | 1 | 3 | 10 | 18 | 6 | 5 | 1 | 61 | 56 | 2 | 9 | 6 | - | 17 | 6 | 5 | 66 | - | 9 |
| | 4% OVxY n | 7% afGK n | 6% gk | 3% | 2% | 2% | 1% | 3% | 5% g | 6% afGK N | 2% | 3% | 2% | 3% | 3% | 4% | 9% AO | 13% AO | - | 7% AO | 3% x | 1% | 4% AvXY | - | 9% V |
| Several times a week | 102 | 7 | 1 | 13 | 11 | 14 | 7 | 3 | 8 | 14 | 14 | 6 | 3 | 89 | 77 | 3 | 9 | 7 | 3 | 23 | 9 | 7 | 86 | 4 | 15 |
| | 5% OVY | 4% | 1% | 6% | 7% | 7% c | 5% | 2% | 4% | 5% | 5% | 3% | 5% | 5% | 4% | 7% | 9% ao | 16% AO | 12% | 10% AO | 4% | 2% | 5% aVy | 2% | 3% V |
| About once a week | 39 | 3 | 3 | 4 | 3 | 3 | 2 | 1 | 2 | 7 | 7 | 1 | 2 | 33 | 31 | 2 | 2 | 2 | 2 | 8 | 6 | 5 | 29 | 5 | 9 |
| | 2% o | 2% | 4% | 2% | 2% | 2% | 1% | 1% | 1% | 3% | 2% | 1% | 3% | 2% | 2% | 4% | 2% | 4% | 6% | 3% | 2% | 2% | 2% | 3% | 2% |
| Several times a month | 44 | 2 | 2 | 5 | 3 | 4 | 3 | 1 | 3 | 9 | 6 | 3 | 1 | 39 | 37 | - | 4 | - | 1 | 5 | 4 | 4 | 36 | 1 | 7 |
| | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 2% | 1% | 2% | 2% | - | 4% | - | 4% | 2% | 2% | 1% | 2% | 1% | 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 205
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Apple Music/ Apple podcasts/ iTunes
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--------------------|----------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|----------------------|---------------------|------------|----------------|----------------|------------------------|------------------|---------------------|--------------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|----------------|--------------|--------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| About once a month | 42 2% | 3 2% | - | 5 2% | 5 3%h | 3 2% | 3 2% | - | 2 1% | 7 3% | 5 2% | 6 3% | 2 2%h | 37 2% | 34 2% | 1 2% | 2 2% | 2 5% | 1 4% | 7 3% | 6 2% | 8 2% | 25 2% | 4 2% | 15 3% |
| Less often | 139 6%UVxY | 13 7% | 2 2% | 14 6% | 11 6% | 10 5% | 7 4% | 7 7% | 8 4% | 21 8% | 26 9% | 16 8% | 4 6% | 115 6% | 116 6% | 3 6% | 10 9% | 5 11% | 2 8% | 19 9% | 6 2% | 9 3% | 112 7%aUVxY | 5 3% | 17 3% |
| Never | 1645 76%JQR TW | 128 74% | 72 84%J | 178 75% | 133 77%j | 149 77%j | 120 80%J | 92 85%Abd JKIN | 158 82%J | 189 68% | 226 75% | 148 76% | 52 80%J | 1374 76%J | 1501 79%AQR T | 36 73%qRt | 55 54% | 20 44% | 17 62% | 128 57% | 202 83%aW | 297 88%AuW Y | 1153 74% | 153 87%AW | 459 85%AW |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 206
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Apple Music/ Apple podcasts/ iTunes
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 142 | 66 | 49 | 24 | 12 | 1 | 75 | 34 | 71 | 63 | 10 | 14 | 19 | 28 | 23 | 8 | 6 | 3 | 5 | 4 | 5 | 2 | 6 |
| | 7%B | 4% | 14%ABj | 11%aB | 9%b | 7% | 12%AB | 13%AB | 12%AB | 11%AB | 9% | 5% | 5% | 7% | 7% | 5% | 7% | 5% | 12%km | 16% | 19% | 12% | 20%ALMNOPqr |
| NET: Weekly | 283 | 145 | 82 | 46 | 19 | 4 | 134 | 63 | 129 | 112 | 13 | 29 | 42 | 58 | 44 | 20 | 10 | 10 | 10 | 7 | 9 | 3 | 9 |
| | 13%Bm | 10% | 23%ABe | 21%AB | 14% | 29% | 21%ABe | 24%ABe | 22%ABe | 20%ABe | 12% | 10% | 10% | 14% | 13% | 11% | 12% | 17% | 26%akLMop | 27% | 34% | 19% | 30%AKLMnOPq |
| NET: Monthly | 369 | 199 | 98 | 57 | 27 | 4 | 165 | 72 | 158 | 138 | 15 | 42 | 59 | 73 | 64 | 22 | 12 | 15 | 12 | 8 | 11 | 3 | 12 |
| | 17%B | 13% | 27%AB | 26%AB | 20%b | 29% | 26%AB | 28%AB | 27%ABG | 25%AB | 14% | 14% | 14% | 18% | 19% | 13% | 14% | 23% | 31%akLMnPq | 32% | 41% | 22% | 38%AKLMNOPQ |
| NET: Ever | 507 | 292 | 119 | 69 | 36 | 4 | 211 | 94 | 198 | 171 | 21 | 59 | 83 | 95 | 88 | 41 | 17 | 17 | 15 | 11 | 13 | 4 | 16 |
| | 24%B | 20% | 33%AB | 31%AB | 26% | 29% | 33%AB | 36%ABe | 34%ABg | 31%AB | 19% | 20% | 20% | 23% | 26% | 24% | 21% | 26% | 39%akLMnpq | 41% | 46% | 29% | 50%AKLMNOPQr |
| Several times a day | 65 | 37 | 18 | 11 | 4 | - | 29 | 15 | 29 | 23 | 4 | 5 | 11 | 16 | 6 | 5 | 1 | 3 | 2 | 2 | 2 | - | 3 |
| | 3%b | 2% | 5%aB | 5%b | 3% | - | 4%ab | 6%aB | 5%AB | 4% | 4% | 2% | 3% | 4% | 2% | 3% | 1% | 5% | 5% | 9% | 7% | - | 11%ALMOpq |
| About once a day | 76 | 30 | 31 | 13 | 8 | 1 | 46 | 19 | 42 | 40 | 6 | 9 | 8 | 11 | 17 | 3 | 5 | - | 3 | 2 | 3 | 2 | 3 |
| | 4%B | 2% | 8%AB | 6%B | 6%B | 7% | 7%AB | 7%AB | 7%AB | 7%AB | 5% | 3% | 3% | 3% | 5%km | 2% | 6%km | - | 7%r | 7% | 12% | 12% | 9%Mnpr |
| Several times a week | 102 | 53 | 24 | 19 | 5 | 2 | 47 | 20 | 46 | 38 | 1 | 13 | 10 | 25 | 15 | 7 | 4 | 5 | 4 | 2 | 4 | 1 | 1 |
| | 5%Bm | 4% | 7%B | 9%ABe | 3% | 15% | 7%AB | 8%aB | 8%ABe | 7%AB | 1% | 4% | 2% | 6%km | 4% | 4% | 4% | 7%k | 10%Km | 8% | 14% | 7% | 4% |
| About once a week | 39 | 26 | 9 | 3 | 2 | 1 | 13 | 8 | 13 | 11 | 2 | 2 | 12 | 5 | 6 | 4 | - | 3 | 1 | 1 | - | - | 2 |
| | 2% | 2% | 2% | 1% | 2% | 7% | 2% | 3% | 2% | 2% | 2% | 1% | 3%l | 1% | 2% | 3% | - | 4%l | 4% | 4% | - | - | 5%lq |
| Several times a month | 44 | 24 | 11 | 3 | 4 | - | 19 | 8 | 17 | 15 | 1 | 5 | 7 | 9 | 10 | 2 | 1 | 3 | 1 | 1 | 1 | - | 2 |
| | 2%b | 2% | 3% | 1% | 3% | - | 3%b | 3% | 3% | 3% | 1% | 2% | 2% | 2% | 3% | 1% | 1% | 5% | 3% | 4% | 3% | - | 7%km |
| About once a month | 42 | 30 | 5 | 7 | 5 | - | 12 | 2 | 12 | 12 | 1 | 7 | 11 | 7 | 10 | - | 1 | 1 | 1 | - | 1 | * | * |
| | 2% | 2% | 1% | 3%ch | 4%h | - | 2%h | 1% | 2%h | 2%ch | 1% | 2%p | 3%p | 2% | 3%p | - | 1% | 2% | 3%p | - | 4% | 3% | 1% |
| Less often | 139 | 93 | 21 | 11 | 9 | - | 45 | 21 | 40 | 33 | 5 | 18 | 25 | 21 | 24 | 19 | 5 | 2 | 3 | 3 | 2 | 1 | 4 |
| | 6% | 6% | 6% | 5% | 6% | - | 7%j | 8% | 7% | 6% | 5% | 6% | 6% | 5% | 7% | 11%am | 7% | 3% | 8% | 10% | 6% | 6% | 13% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 206

Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?

Apple Music/ Apple podcasts/ iTunes

Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|---------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 1645 | 1198 | 244 | 152 | 99 | 11 | 436 | 164 | 383 | 380 | 91 | 240 | 333 | 319 | 249 | 130 | 65 | 47 | 23 | 15 | 15 | 11 | 16 |
| | 76%CDG HIUsW | 80%ACD GHU | 67% | 69% | 74%h | 71% | 67%i | 64% | 66% | 69%l | 81%SW | 80%SW | 80%SW | 77%eW | 74%W | 76%eW | 79%eW | 74%w | 61% | 59% | 54% | 71% | 50% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 207
Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?
Apple Music/ Apple podcasts/ iTunes
Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 142 | 132 | 9 | 118 | 24 | 126 | 16 | 139 | 3 | 139 | 3 |
| | | 7%EG | 7% | 8%AE | 3% | 9%AG | 2% | 7% | 3% | 7% | 3% |
| NET: Weekly | 283 | 268 | 15 | 237 | 46 | 242 | 41 | 276 | 8 | 276 | 8 |
| | | 13%EG | 13% | 16%AE | 6% | 17%AG | 6% | 13% | 8% | 13% | 8% |
| NET: Monthly | 369 | 349 | 20 | 306 | 62 | 313 | 56 | 358 | 10 | 358 | 10 |
| | | 17%EG | 18% | 21%AE | 9% | 21%AG | 8% | 17% | 10% | 17% | 10% |
| NET: Ever | 507 | 481 | 26 | 427 | 80 | 423 | 84 | 495 | 12 | 495 | 12 |
| | | 24%cEG | 24%ac | 30%AE | 11% | 29%AG | 12% | 24%AI | 12% | 24%AK | 12% |
| IK | | | | | | | | | | | |
| Several times a day | 65 | 59 | 6 | 53 | 13 | 57 | 8 | 64 | 2 | 64 | 2 |
| | | 3%eG | 3% | 4%ae | 2% | 4%AG | 1% | 3% | 2% | 3% | 2% |
| About once a day | 76 | 73 | 3 | 65 | 11 | 69 | 7 | 75 | 1 | 75 | 1 |
| | | 4%EG | 4% | 5%AE | 2% | 5%AG | 1% | 4% | 1% | 4% | 1% |
| Several times a week | 102 | 98 | 5 | 86 | 16 | 84 | 19 | 99 | 3 | 99 | 3 |
| | | 5%EG | 5% | 6%AE | 2% | 6%AG | 3% | 5% | 3% | 5% | 3% |
| About once a week | 39 | 38 | 1 | 32 | 7 | 33 | 6 | 38 | 1 | 38 | 1 |
| | | 2%eg | 2% | 2%ae | 1% | 2%ag | 1% | 2% | 1% | 2% | 1% |
| Several times a month | 44 | 41 | 3 | 37 | 7 | 38 | 5 | 42 | 1 | 42 | 1 |
| | | 2%eG | 2% | 3%ae | 1% | 3%AG | 1% | 2% | 1% | 2% | 1% |
| About once a month | 42 | 40 | 1 | 32 | 9 | 32 | 10 | 40 | 1 | 40 | 1 |
| | | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% |
| Less often | 139 | 132 | 6 | 121 | 18 | 111 | 28 | 137 | 2 | 137 | 2 |
| | | 6%EGk | 7% | 8%AE | 2% | 8%AG | 4% | 7% | 2% | 7% | 2% |
| Never | 1645 | 1504 | 141 | 1013 | 632 | 1045 | 600 | 1558 | 87 | 1556 | 88 |
| | | 76%bDF | 76% | 84%ab | 70% | 89%AD | 71% | 88%AF | 76% | 88%AH | 76% |
| HJ | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Prepared by Yonder



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Absolutes/col percents

Table 208

Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?

Summary

Base: All respondents who ever listen to each

| | Radio/ Audio Services | | | | | | |
|-------------------------------------|-----------------------|------------|-------------|------------------------|------------|--------------|-------------------------------------|
| | BBC radio stations | BBC Sounds | NET: BBC | Non-BBC radio stations | Spotify | Amazon Music | Apple Music/ Apple podcasts/ iTunes |
| Unweighted base | 1412 | 706 | 1447 | 1408 | 931 | 704 | 506 |
| Weighted base | 1405 | 703 | 1440 | 1415 | 922 | 706 | 507 |
| I've listened more | 215 15% | 190 27% | 309 21% | 264 19% | 379 41% | 207 29% | 108 21% |
| I've listened about the same amount | 944 67% | 396 56% | 1035 72% | 884 62% | 431 47% | 396 56% | 304 60% |
| I've listened less | 223 16% | 83 12% | 263 18% | 233 16% | 91 10% | 77 11% | 70 14% |
| NET: Changed | 437 31% | 273 39% | 551 38% | 497 35% | 469 51% | 284 40% | 179 35% |
| Don't know | 24 2% | 33 5% | 26 2% | 34 2% | 21 2% | 26 4% | 25 5% |

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 209

Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?

BBC radio stations

Base: All respondents who ever listen to each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-------------------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1412 | 794 | 612 | 78 | 127 | 199 | 207 | 225 | 222 | 193 | 161 | 205 | 146 | 345 | 432 | 576 | 90 | 471 | 394 | 252 | 293 | 865 | 545 |
| Weighted base | 1405 | 766 | 634 | 72* | 121 | 205 | 200 | 242 | 220 | 186 | 159 | 193 | 139 | 345 | 441 | 565 | 83* | 442 | 399 | 276 | 286 | 841 | 562 |
| I've listened more | 215 | 117 | 95 | 14 | 15 | 38 | 32 | 29 | 30 | 34 | 22 | 29 | 21 | 59 | 62 | 86 | 17 | 76 | 56 | 31 | 51 | 131 | 82 |
| | 15%t | 15% | 15% | 19% | 12% | 19% | 16% | 12% | 14% | 18% | 14% | 15% | 15%e | 17% | 14% | 15% | 20% | 17%t | 14% | 11% | 18%t | 16% | 15% |
| I've listened about the same amount | 944 | 526 | 416 | 47 | 82 | 119 | 130 | 171 | 156 | 121 | 118 | 129 | 90 | 209 | 301 | 394 | 53 | 281 | 282 | 199 | 183 | 562 | 381 |
| | 67%FNr | 69% | 66% | 65% | 68% | 58% | 65% | 71%Fn | 71%Fn | 65% | 74%FN | 67%n | 65% | 61% | 68%fn | 70%FN | 64% | 63% | 71%r | 72%ru | 64% | 67% | 68% |
| I've listened less | 223 | 110 | 109 | 9 | 22 | 41 | 32 | 37 | 32 | 30 | 19 | 31 | 25 | 66 | 70 | 81 | 11 | 77 | 57 | 43 | 45 | 134 | 88 |
| | 16% | 14% | 17% | 13% | 18% | 20%k | 16% | 15% | 14% | 16% | 12% | 16% | 18% | 19% | 16% | 14% | 13% | 17% | 14% | 15% | 16% | 16% | 16% |
| NET: Changed | 437 | 228 | 205 | 23 | 37 | 79 | 65 | 66 | 62 | 64 | 41 | 60 | 45 | 125 | 131 | 167 | 28 | 153 | 112 | 73 | 97 | 265 | 170 |
| | 31% | 30% | 32% | 32% | 30% | 59%ahikop | 32% | 27% | 28% | 35% | 26% | 31% | 32% | 36%ahk | 30% | 30% | 34% | 34%t | 28% | 27% | 34% | 32% | 30% |
| Don't know | 24 | 11 | 13 | 2 | 3 | 7 | 4 | 4 | 2 | 1 | 1 | 5 | 4 | 11 | 9 | 4 | 2 | 9 | 5 | 4 | 7 | 14 | 11 |
| | 2%P | 1% | 2% | 3% | 2% | 3%JP | 2% | 2% | 1% | * | 1% | 3%p | 3%p | 3%ajP | 2% | 1% | 3% | 2% | 1% | 1% | 2% | 2% | 2% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 210

Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?

BBC radio stations

Base: All respondents who ever listen to each

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-------------------------------------|-------------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------------------|----------------|----------------|------------------------|------------------|---------------------------|-----------|-----------------------|-----------|-------------------|--------------------------------|-------------------------|------------------------|------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1412 | 107 | 51 | 126 | 119 | 119 | 85 | 101 | 121 | 178 | 178 | 117 | 110 | 1094 | 1257 | 24 | 67 | 31 | 14 | 136 | 138 | 211 | 1055 | 108 | 326 |
| Weighted base | 1405 | 114 | 55* | 140 | 123 | 126 | 89* | 71 | 131 | 184 | 196 | 133 | 46 | 1175 | 1244 | 25** | 69* | 32* | 15** | 141 | 141 | 208 | 1050 | 106 | 323 |
| I've listened more | 215 15% | 20 18% | 7 12% | 24 17% | 15 12% | 19 15% | 15 16% | 12 18% | 13 10% | 36 20% ⁱ | 30 15% | 19 14% | 5 12% | 177 15% | 186 15% | 6 25% | 9 13% | 6 19% | 6 37% | 27 19% | 18 13% | 33 16% | 159 15% | 16 15% | 49 15% |
| I've listened about the same amount | 944 67% ^T | 74 65% | 40 73% | 90 64% | 90 73% ^j | 81 64% | 61 69% | 46 65% | 90 69% | 113 62% | 135 69% | 90 67% | 33 73% ^j | 790 67% | 854 69% ^{AqT} | 12 46% | 39 57% | 20 62% | 7 44% | 77 55% | 91 65% | 139 67% | 713 68% | 70 66% | 217 67% |
| I've listened less | 223 16% ^o | 19 17% | 7 13% | 24 17% | 17 14% | 22 18% | 12 14% | 11 16% | 26 20% | 29 16% | 26 14% | 22 16% | 6 13% | 186 16% | 187 15% | 6 25% | 16 23% | 6 20% | 3 19% | 31 22% ^{ao} | 31 22% ^{aw} | 35 17% | 158 15% | 18 17% | 56 17% |
| NET: Changed | 437 31% ^o | 40 35% | 14 25% | 48 35% | 31 25% | 41 32% | 27 30% | 23 33% | 39 30% | 66 36% | 56 29% | 41 31% | 11 25% | 363 31% | 373 30% | 12 49% | 25 36% | 12 38% | 8 56% | 58 41% ^{AO} | 50 35% | 68 33% | 317 30% | 34 32% | 104 32% |
| Don't know | 24 2% ^O | - | 1 2% | 1 1% | 2 2% | 4 3% | 1 1% | 1 2% | 1 1% | 5 3% | 4 2% | 2 2% | 1 2% | 22 2% | 17 1% | 1 4% | 5 7% ^{AO} | - | - | 6 4% ^{ao} | - | 1 1% | 20 2% | 2 2% | 2 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 211
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
BBC radio stations
Base: All respondents who ever listen to each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1412 | 1004 | 221 | 135 | 88 | 9 | 399 | 152 | 351 | 343 | 54 | 173 | 253 | 279 | 223 | 124 | 66 | 51 | 32 | 23 | 23 | 15 | 30 |
| Weighted base | 1405 | 994 | 222 | 135 | 88* | 9** | 402 | 154 | 353 | 344 | 55* | 178 | 257 | 282 | 228 | 118 | 65* | 50* | 29** | 22** | 21** | 11** | 25** |
| I've listened more | 215 | 157 | 30 | 20 | 9 | - | 57 | 22 | 51 | 45 | 4 | 26 | 46 | 46 | 31 | 10 | 14 | 8 | 1 | 2 | 4 | 2 | 6 |
| | 15%p | 16% | 14% | 15% | 10% | - | 14% | 14% | 15% | 13% | 8% | 15% | 18%p | 16%p | 14% | 9% | 22%kp | 17% | 5% | 10% | 19% | 21% | 25% |
| I've listened about the same amount | 944 | 663 | 153 | 89 | 64 | 6 | 275 | 108 | 237 | 238 | 33 | 118 | 169 | 194 | 152 | 85 | 41 | 36 | 23 | 17 | 14 | 7 | 13 |
| | 67% | 67% | 69% | 66% | 73% | 68% | 68% | 70% | 67% | 69% | 61% | 66% | 66% | 69% | 67% | 72% | 63% | 72% | 78% | 78% | 65% | 65% | 51% |
| I've listened less | 223 | 159 | 33 | 24 | 13 | 3 | 60 | 20 | 57 | 52 | 15 | 32 | 40 | 37 | 39 | 18 | 8 | 6 | 5 | 2 | 3 | 2 | 6 |
| | 16% | 16% | 15% | 18% | 15% | 32% | 15% | 13% | 16% | 15% | 27%amNq | 18% | 16% | 13% | 17% | 15% | 13% | 11% | 17% | 11% | 16% | 14% | 24% |
| NET: Changed | 437 | 317 | 63 | 44 | 23 | 3 | 118 | 42 | 108 | 97 | 20 | 58 | 86 | 83 | 70 | 28 | 23 | 14 | 6 | 5 | 7 | 4 | 12 |
| | 31% | 32% | 28% | 32% | 26% | 32% | 29% | 27% | 31% | 28% | 36% | 33% | 34% | 30% | 31% | 24% | 35% | 28% | 22% | 22% | 35% | 35% | 49% |
| Don't know | 24 | 15 | 7 | 2 | 1 | - | 9 | 4 | 8 | 9 | 2 | 2 | 5 | 5 | 5 | 1 | - | - | - | - | - | - | - |
| | 2% | 2% | 3% | 2% | 1% | - | 2% | 3% | 2% | 3% | 4% | 1% | 1% | 2% | 2% | 4%rn | 2% | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 212

**Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
 BBC radio stations**

Base: All respondents who ever listen to each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------------|---------------|-----------|-----------------------|-----------|--------------------|-------------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1412 | 1375 | 37 | 1412 | - | 1123 | 289 | 1412 | - | 1412 | - |
| Weighted base | 1405 | 1368 | 38* | 1405 | -.** | 1110 | 295 | 1405 | -.** | 1405 | -.** |
| I've listened more | 215 | 213 | 1 | 215 | - | 193 | 22 | 215 | - | 215 | - |
| | 15% ^c G | 16% | 4% | 15% | - | 17% ^{AG} | 7% | 15% | - | 15% | - |
| I've listened about the same amount | 944 | 917 | 27 | 944 | - | 723 | 220 | 944 | - | 944 | - |
| | 67% ^F | 67% | 71% | 67% | - | 65% | 75% ^{AF} | 67% | - | 67% | - |
| I've listened less | 223 | 213 | 9 | 223 | - | 179 | 44 | 223 | - | 223 | - |
| | 16% | 16% | 25% | 16% | - | 16% | 15% | 16% | - | 16% | - |
| NET: Changed | 437 | 426 | 11 | 437 | - | 372 | 66 | 437 | - | 437 | - |
| | 31% ^G | 31% | 29% | 31% | - | 33% ^{AG} | 22% | 31% | - | 31% | - |
| Don't know | 24 | 24 | - | 24 | - | 15 | 9 | 24 | - | 24 | - |
| | 2% ^f | 2% | - | 2% | - | 1% | 3% ^f | 2% | - | 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 213
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
BBC Sounds
Base: All respondents who ever listen to each

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|-------------------------------------|---------------------|--------------------|------------|-----------|-------------------------------|------------------|--------------------|--------------------|--------------------|------------------|--------------------|--------------------------|---------------------------|-------------------------|----------------------|---------------------|--------------|---------------------|------------|----------------------|--------------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 706 | 429 | 272 | 44 | 80 | 117 | 118 | 103 | 111 | 86 | 47 | 124 | 88 | 205 | 221 | 244 | 53 | 266 | 200 | 100 | 139 | 466 | 239 |
| Weighted base | 703 | 418 | 280 | 41* | 77* | 123 | 114 | 112* | 108 | 82* | 47* | 117 | 84* | 207 | 226 | 236 | 48* | 252 | 205 | 109* | 136 | 457 | 245 |
| I've listened more | 190 27%t | 103 25% | 85 30% | 15 36% | 17 23% | 34 27% | 30 26% | 31 27% | 34 31% | 22 27% | 9 18% | 32 27% | 23 27%E | 57 27% | 60 27% | 64 27% | 19 39%aek | 69 28% | 61 30%t | 20 18% | 41 30%t | 130 28% | 60 25% |
| I've listened about the same amount | 396 56%mn | 238 57% | 158 57% | 22 53% | 36 47% | 66 53% | 67 58% <i>m</i> | 68 61% <i>m</i> | 65 60% <i>m</i> | 44 53% | 30 64% <i>m</i> | 58 49% | 37 44% | 103 50% | 135 60% <i>mn</i> | 138 58% <i>m</i> | 24 49% | 137 54% | 117 57% | 73 67% <i>arU</i> | 68 50% | 254 56% | 141 57% |
| I've listened less | 83 12% <i>c</i> | 57 14% <i>c</i> | 24 8% | 3 7% | 19 25% <i>AdfghIjlnOPQ</i> | 16 13% | 12 11% | 9 8% | 8 8% | 10 12% | 5 11% | 22 19% <i>adhIOPQ</i> | 20 24% <i>AdgHIOPQ</i> | 37 18% <i>Ahiopq</i> | 21 9% | 24 10% | 3 6% | 36 14% | 19 9% | 10 9% | 17 13% | 55 12% | 28 11% |
| NET: Changed | 273 39% <i>t</i> | 160 38% | 109 39% | 18 43% | 36 48% | 50 41% | 42 37% | 40 35% | 42 39% | 32 39% | 14 30% | 54 46% | 43 51% <i>aeghkop</i> | 93 45% <i>a</i> | 81 36% | 88 37% | 22 45% | 106 42% <i>t</i> | 80 39% | 30 28% | 58 43% <i>t</i> | 185 41% | 88 36% |
| Don't know | 33 5% <i>i</i> | 20 5% | 13 5% | 1 3% | 4 5% | 7 6% <i>i</i> | 6 5% | 5 4% | 1 1% | 6 8% <i>i</i> | 3 7% <i>i</i> | 5 5% | 4 5% | 11 5% | 10 4% | 10 4% <i>l</i> | 2 5% | 9 4% | 8 4% | 6 5% | 10 8% | 17 4% | 16 7% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 214
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
BBC Sounds
Base: All respondents who ever listen to each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-------------------------------------|--------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|--------------|-----------|------------|-----------|-------------------|--------------------------------|----------------------|------------------------|-------------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 706 | 51 | 25 | 63 | 49 | 54 | 48 | 47 | 45 | 125 | 92 | 61 | 46 | 562 | 593 | 13 | 48 | 28 | 9 | 98 | 69 | 80 | 551 | 40 | 139 |
| Weighted base | 703 | 54* | 27** | 69* | 51* | 56* | 50* | 33* | 48* | 128 | 100* | 69* | 19* | 598 | 586 | 14** | 49* | 29** | 9** | 101* | 70* | 81* | 547 | 41* | 139 |
| I've listened more | 190 27% | 20 38% | 6 24% | 20 29% | 12 23% | 19 33% | 14 27% | 10 29% | 10 20% | 34 27% | 26 26% | 16 24% | 5 24% | 156 26% | 160 27% | 5 39% | 9 18% | 9 32% | 4 44% | 27 27%q | 19 27% | 22 27% | 149 27% | 9 23% | 37 26% |
| I've listened about the same amount | 396 56%t | 29 55% | 12 44% | 36 52% | 35 69%k | 32 58% | 27 54% | 20 60% | 36 74%adJkn | 64 50% | 53 53% | 39 57% | 13 67%j | 335 56% | 343 58%at | 4 32% | 28 57%t | 9 32% | 3 36% | 45 45% | 41 59% | 50 63% | 303 55% | 22 54% | 84 60% |
| I've listened less | 83 12%O | 3 6% | 5 19% | 10 14% | 3 6% | 4 7% | 6 12% | 3 8% | 2 4% | 21 16%l | 13 13% | 12 18%i | 1 4% | 76 13% | 58 10% | 4 29% | 7 15% | 8 29% | 2 19% | 21 21%AO | 10 14% | 9 11% | 65 12% | 9 21% | 17 12% |
| NET: Changed | 273 39%io | 23 43% | 11 43% | 30 43%i | 15 29% | 23 41% | 20 40% | 12 38% | 12 24% | 55 43%i | 39 39% | 28 41% | 5 29% | 232 39%i | 218 37% | 9 68% | 16 33% | 17 61% | 6 64% | 49 48%aoQ | 29 41% | 30 37% | 214 39% | 18 44% | 54 39% |
| Don't know | 33 5%Y | 1 2% | 3 13% | 3 5% | 1 2% | 1 2% | 3 6% | 1 2% | 1 2% | 9 7% | 8 8% | 1 2% | 1 4% | 31 5% | 26 4% | - | 5 10% | 2 7% | - | 7 7% | - | - | 30 5%uvy | 1 3% | 1 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 215
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
BBC Sounds
Base: All respondents who ever listen to each

| Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-------------------------------------|---------------------------|---------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|-------------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|-----------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 706 | 481 | 126 | 81 | 38 | 6 | 219 | 95 | 202 | 187 | 34 | 86 | 118 | 139 | 122 | 49 | 35 | 28 | 16 | 12 | 12 | 8 | 21 |
| Weighted base | 703 | 476 | 126 | 81* | 40* | 6** | 221 | 95* | 203 | 189 | 34* | 89* | 120 | 140 | 124 | 47* | 34* | 27** | 15** | 10** | 12** | 7** | 18** |
| I've listened more | 190 27% ^{gij} | 142 30% ^{agi} | 29 23% | 17 21% | 7 16% | 1 17% | 47 21% | 19 20% | 42 21% | 41 22% | 8 23% | 23 26% | 36 30% | 39 28% | 32 26% | 8 17% | 9 27% | 6 24% | 3 22% | 1 10% | 6 48% | 2 28% | 8 43% |
| I've listened about the same amount | 396 56% | 259 54% | 77 61% | 47 58% | 26 65% | 5 83% | 132 60% | 55 57% | 120 59% | 118 62% | 20 60% | 49 55% | 62 52% | 82 59% | 70 56% | 29 61% | 15 45% | 20 76% | 10 65% | 8 80% | 5 43% | 5 66% | 8 42% |
| I've listened less | 83 12% | 53 11% | 14 11% | 12 14% | 4 10% | - - | 30 13% ^j | 17 18% ^{cj} | 30 15% ^{cj} | 19 10% | 2 6% | 15 17% | 16 13% | 15 10% | 15 12% | 6 13% | 5 15% | - - | 2 13% | 1 10% | 1 9% | * 6% | 3 16% |
| NET: Changed | 273 39% ^j | 196 41% ^j | 42 33% | 29 35% | 11 27% | 1 17% | 77 35% ^j | 36 38% | 72 36% ^j | 60 32% | 10 28% | 37 42% | 52 43% | 54 38% | 47 38% | 14 30% | 14 42% | 6 24% | 5 35% | 2 20% | 7 57% | 2 34% | 11 58% |
| Don't know | 33 5% | 21 4% | 7 5% | 5 7% | 3 8% | - - | 13 6% | 4 4% | 10 5% | 11 6% | 4 12% ^{ln} | 2 3% | 5 4% | 4 3% | 8 6% | 4 9% | 4 13% ^{aln} | - - | - - | - - | - - | - - | - - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 216

Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?

BBC Sounds

Base: All respondents who ever listen to each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|------------------------|---------------|-----------|-----------------------|-----------|--------------------|------------------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 706 | 693 | 13 | 706 | - | 645 | 61 | 706 | - | 706 | - |
| Weighted base | 703 | 689 | 14** | 703 | -.** | 641 | 62* | 703 | -.** | 703 | -.** |
| I've listened more | 190 27% | 187 27% | 4 28% | 190 27% | - | 179 28% | 12 19% | 190 27% | - | 190 27% | - |
| I've listened about the same amount | 396 56% | 392 57% | 5 33% | 396 56% | - | 362 57% | 34 55% | 396 56% | - | 396 56% | - |
| I've listened less | 83 12% ^b | 79 11% | 4 32% | 83 12% | - | 74 12% | 9 14% | 83 12% | - | 83 12% | - |
| NET: Changed | 273 39% | 265 38% | 8 59% | 273 39% | - | 253 39% | 21 33% | 273 39% | - | 273 39% | - |
| Don't know | 33 5% ^F | 32 5% | 1 7% | 33 5% | - | 26 4% | 7 12% ^{AF} | 33 5% | - | 33 5% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 217
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
NET: BBC
Base: All respondents who ever listen to each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-------------------------------------|---------------|--------------|------------|-----------|----------------------|-------------------|------------|--------------|--------------|------------|---------------|-------------|--------------|---------------------|--------------|--------------|--------------------|---------------|-------------|------------|--------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1447 | 812 | 628 | 80 | 130 | 203 | 213 | 230 | 230 | 198 | 163 | 210 | 150 | 353 | 443 | 591 | 92 | 477 | 405 | 256 | 307 | 882 | 563 |
| Weighted base | 1440 | 783 | 650 | 74* | 124 | 210 | 206 | 246 | 228 | 191 | 162 | 198 | 143 | 353 | 452 | 580 | 84* | 448 | 411 | 281 | 299 | 859 | 579 |
| I've listened more | 309 21%t | 167 21% | 140 22% | 20 27% | 24 20% | 52 25% | 46 22% | 42 17% | 52 23% | 45 24% | 28 17% | 44 22% | 32 22%e | 84 24% | 88 19% | 125 22% | 25 30%ahk lo | 105 24%t | 88 21% | 43 15% | 71 24%t | 193 23% | 114 20% |
| I've listened about the same amount | 1035 72%fn | 582 74%ac | 452 70% | 50 68% | 87 70%km | 136 65% | 146 71% | 184 75%fn | 171 75%fn | 136 71% | 125 77%fmn | 137 69% | 96 67% | 232 66% | 330 73%fn | 431 74%fn | 56 67% | 312 70% | 309 75%u | 211 75% | 202 68% | 621 72% | 413 71% |
| I've listened less | 263 18% | 142 18% | 117 18% | 9 12% | 31 25%adi klpq | 47 22% | 37 18% | 41 17% | 37 16% | 23 19% | 40 14% | 34 20%dq | 81 24%dkq | 79 23%adk pq | 97 17% | 11 13% | 96 21%as | 66 16% | 45 16% | 55 18% | 161 19% | 100 17% | |
| NET: Changed | 551 38%hT | 295 38% | 250 38% | 28 38% | 54 44%hk | 94 45%aHk o | 82 40% | 78 32% | 85 37% | 78 41% | 51 32% | 82 42%h | 65 45%Hko | 158 45%AHK Op | 161 36% | 214 37% | 35 41% | 196 44%AsT | 147 36% | 85 30% | 121 41%t | 343 40% | 206 36% |
| Don't know | 26 2%P | 12 1% | 14 2% | 3 3%jp | 2 2% | 7 3%jP | 6 3%jp | 4 2% | 2 1% | 1 * | 1 1% | 4 2% | 3 2% | 10 3%p | 11 2%p | 4 1% | 3 3%p | 9 2% | 4 1% | 4 1% | 9 3% s | 13 1% | 13 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 218
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
NET: BBC
Base: All respondents who ever listen to each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-------------------------------------|--------------|--------------------|----------------|--------------------|------------------------------|-------------------|--------------------|--------------------|---------------------|-----------------------|--------------------|--------------------|------------------------|---------------------|---------------|-----------|--------------------|----------------------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1447 | 109 | 52 | 128 | 121 | 122 | 89 | 104 | 123 | 185 | 182 | 120 | 112 | 1122 | 1289 | 24 | 68 | 32 | 14 | 138 | 142 | 216 | 1079 | 112 | 337 |
| Weighted base | 1440 | 116 | 56* | 142 | 125 | 129 | 93* | 73 | 133 | 191 | 200 | 136 | 46 | 1205 | 1276 | 25** | 70* | 33* | 15** | 143 | 145 | 213 | 1075 | 110 | 334 |
| I've listened more | 309 21%i | 28 24% | 11 19% | 31 22% | 21 16% | 25 19% | 24 26%i | 18 25%i | 18 14% | 49 26%i | 47 24%i | 30 22% | 7 16% | 256 21%i | 267 21% | 7 29% | 13 18% | 10 31% | 7 44% | 37 26%q | 27 19% | 42 20% | 235 22% | 21 19% | 66 20% |
| I've listened about the same amount | 1035 72%T | 85 73% | 42 75% | 99 69% | 96 76% | 87 68% | 66 71% | 50 69% | 100 76% | 129 67% | 147 74% | 100 73% | 35 75% | 866 72% | 936 73%AqT | 12 46% | 44 62% | 22 66% | 8 52% | 85 59% | 103 71% | 152 72% | 776 72% | 77 71% | 241 72% |
| I've listened less | 263 18%O | 22 19% | 9 17% | 27 19% | 18 14% | 23 18% | 17 19% | 13 18% | 27 21% | 39 20% | 33 16% | 27 20% | 7 15% | 221 18% | 217 17% | 8 32% | 18 25% | 11 32%ao | 3 19% | 39 27%AO | 34 23% | 40 19% | 190 18% | 23 21% | 64 19% |
| NET: Changed | 551 38%MO | 47 41% <i>m</i> | 19 34% | 58 41% <i>m</i> | 38 31% | 48 37% | 40 43% <i>m</i> | 30 41% <i>m</i> | 41 31% | 85 44% <i>e</i> lM | 77 38% <i>m</i> | 56 41% <i>m</i> | 12 27% | 462 38% <i>m</i> | 468 37% | 15 61% | 30 42% | 20 59% <i>a</i> O | 8 56% | 73 51% <i>A</i> Oq | 59 40% | 80 37% | 408 38% | 43 39% | 126 38% |
| Don't know | 26 2%O | 1 1% | 1 2% | 1 1% | 2 2% | 4 3% | - - | 1 2% | 2 1% | 6 3% | 3 2% | 2 2% | 1 3% <i>g</i> | 22 2% | 19 1% | - - | 5 7% <i>A</i> O | 1 3% | - - | 6 4% <i>a</i> o | - - | 1 1% | 21 2% | 3 2% | 3 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 219
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
NET: BBC
Base: All respondents who ever listen to each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1447 | 1033 | 225 | 138 | 89 | 9 | 405 | 153 | 357 | 348 | 58 | 179 | 262 | 282 | 227 | 127 | 69 | 52 | 32 | 23 | 23 | 16 | 30 |
| Weighted base | 1440 | 1024 | 226 | 138 | 89* | 9** | 407 | 154 | 359 | 349 | 59* | 184 | 266 | 285 | 232 | 121 | 67* | 51* | 29** | 22** | 21** | 12** | 25** |
| I've listened more | 309 | 234 | 40 | 25 | 12 | 1 | 74 | 28 | 66 | 61 | 10 | 37 | 64 | 64 | 48 | 16 | 17 | 11 | 4 | 2 | 8 | 2 | 10 |
| | 21%jp | 23%kj | 18% | 18% | 14% | 11% | 18% | 18% | 18% | 18% | 16% | 20% | 24%p | 23%p | 21% | 13% | 25%p | 21% | 15% | 10% | 38% | 20% | 38% |
| I've listened about the same amount | 1035 | 729 | 165 | 95 | 68 | 7 | 299 | 118 | 261 | 256 | 41 | 132 | 187 | 208 | 170 | 91 | 44 | 40 | 24 | 17 | 15 | 8 | 15 |
| | 72% | 71% | 73% | 69% | 77% | 79% | 74% | 77% | 73% | 74% | 70% | 72% | 70% | 73% | 75% | 65% | 78% | 82% | 78% | 70% | 67% | 57% | |
| I've listened less | 263 | 185 | 39 | 29 | 16 | 3 | 75 | 29 | 71 | 61 | 16 | 37 | 51 | 44 | 44 | 21 | 11 | 6 | 6 | 2 | 4 | 2 | 7 |
| | 18% | 18% | 17% | 21% | 17% | 32% | 18% | 19% | 20%j | 17% | 27%nr | 20% | 19% | 16% | 19% | 17% | 16% | 11% | 20% | 11% | 21% | 16% | 28% |
| NET: Changed | 551 | 403 | 78 | 53 | 28 | 3 | 144 | 55 | 133 | 119 | 25 | 73 | 111 | 104 | 89 | 35 | 27 | 16 | 9 | 5 | 11 | 4 | 16 |
| | 38%p | 39% | 35% | 38% | 32% | 32% | 36% | 35% | 37%j | 34% | 42% | 40% | 42%p | 37% | 39% | 29% | 39% | 32% | 31% | 22% | 54% | 36% | 61% |
| Don't know | 26 | 15 | 8 | 3 | 1 | - | 11 | 4 | 9 | 11 | 1 | 2 | 3 | 5 | 5 | 2 | - | - | - | - | - | - | - |
| | 2% | 1% | 4%b | 3% | 1% | - | 3% | 3% | 3% | 3% | 2% | 1% | 1% | 2% | 2% | 4% | 4% | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 220

Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?

NET: BBC

Base: All respondents who ever listen to each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-------------------------------------|---------------|-------------|--------------------|-------------|-----------------|--------------|--|-------------|--|-------------|-----|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1447 | 1408 | 39 | 1447 | - | 1152 | 295 | 1447 | - | 1447 | - |
| Weighted base | 1440 | 1400 | 40* | 1440 | -** | 1139 | 301 | 1440 | -** | 1440 | -** |
| I've listened more | 309 21%G | 304 22% | 5 11% | 309 21% | - | 279 24%AG | 30 10% | 309 21% | - | 309 21% | - |
| I've listened about the same amount | 1035 72% | 1008 72% | 28 70% | 1035 72% | - | 809 71% | 226 75% | 1035 72% | - | 1035 72% | - |
| I've listened less | 263 18%b | 250 18% | 13 32%ab | 263 18% | - | 217 19% | 46 15% | 263 18% | - | 263 18% | - |
| NET: Changed | 551 38%G | 534 38% | 17 44% | 551 38% | - | 476 42%AG | 74 25% | 551 38% | - | 551 38% | - |
| Don't know | 26 2%F | 25 2% | 1 2% | 26 2% | - | 15 1% | 11 4%af | 26 2% | - | 26 2% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 221
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
Non-BBC radio stations
Base: All respondents who ever listen to each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-------------------------------------|--------------------------|------------|------------|-----------|-------------------------|-------------------------|--------------------------|--------------------------|----------------------------|------------|--------------------------|------------------------|--------------------------|---------------------------|------------------------|--------------------------|------------------------|-------------------------|------------------------|-------------------------|--------------------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1408 | 754 | 650 | 86 | 126 | 210 | 236 | 242 | 211 | 181 | 116 | 212 | 146 | 356 | 478 | 508 | 96 | 419 | 394 | 270 | 323 | 813 | 593 |
| Weighted base | 1415 | 727 | 684 | 80* | 122 | 219 | 229 | 262 | 211 | 178 | 113 | 202 | 141 | 360 | 491 | 502 | 89* | 389 | 405 | 299 | 320 | 794 | 618 |
| I've listened more | 264 19% ^{Hr} | 140 19% | 125 18% | 17 21% | 26 21% ^h | 49 22% ^{Hk} | 54 24% ^{ahK} | 34 13% | 39 19% | 32 18% | 15 13% | 42 21% ^h | 30 21% ^h | 79 22% ^{Hk} | 87 18% ^H | 86 17% | 19 21% ^h | 58 15% | 85 21% ^r | 49 16% | 73 23% ^{aaR} | 142 18% | 122 20% |
| I've listened about the same amount | 884 62% ^{nu} | 462 64% | 422 62% | 47 59% | 69 56% | 129 59% | 140 61% | 174 66% ^{mn} | 143 68% ^{kelm} | 116 65% | 67 59% | 116 57% | 77 55% | 206 57% | 314 64% | 326 65% ^{mn} | 51 57% | 258 66% ^U | 248 61% | 196 66% ^u | 181 57% | 506 64% | 377 61% |
| I've listened less | 233 16% ⁱ | 109 15% | 120 18% | 13 16% | 25 21% ⁱ | 34 16% | 31 14% | 51 20% ⁱ | 23 11% | 26 15% | 28 25% ^{afg} | 38 19% ⁱ | 32 22% ^{agl} | 66 18% ⁱ | 83 17% | 77 15% ⁱ | 16 18% | 67 17% | 61 15% | 50 17% | 52 16% | 129 16% | 103 17% |
| NET: Changed | 497 35% | 249 34% | 245 36% | 30 37% | 51 42% ^{ip} | 83 38% | 85 37% | 85 32% | 62 30% | 58 32% | 43 38% | 81 40% ⁱ | 61 44% ^{ahl} | 144 40% ^{aip} | 170 35% | 163 32% | 35 39% | 125 32% | 146 36% | 99 33% | 125 39% ^r | 271 34% | 225 36% |
| Don't know | 34 2% | 16 2% | 17 2% | 4 4% | 2 2% | 8 3% | 3 1% | 4 1% | 5 2% | 4 2% | 4 3% | 5 3% | 2 1% | 10 3% | 7 1% | 14 3% | 4 4% | 7 2% | 10 2% | 4 1% | 13 4% ^{eat} | 17 2% | 17 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 222
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
Non-BBC radio stations
Base: All respondents who ever listen to each

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|-------------------------------------|-------------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|------------|----------------|----------------|------------------------|-------------------|------------|-----------|------------|------------|---------------------|---------------------------------|-----------------------|--------------------------|-------------|-----------|------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Minor-ity Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1408 | 104 | 53 | 128 | 113 | 113 | 87 | 98 | 122 | 192 | 185 | 113 | 100 | 1106 | 1247 | 28 | 66 | 32 | 16 | 142 | 151 | 209 | 1045 | 108 | 329 |
| Weighted base | 1415 | 111 | 57* | 143 | 118 | 120 | 92* | 69* | 132 | 199 | 204 | 129 | 41* | 1194 | 1249 | 29** | 68* | 33* | 17** | 147 | 157 | 213 | 1045 | 108 | 336 |
| I've listened more | 264 19%v | 21 19% | 12 21% | 30 21% | 29 25% | 22 18% | 16 18% | 10 14% | 24 18% | 39 20% | 35 17% | 19 15% | 7 18% | 227 19% | 231 35% | 10 12% | 8 12% | 4 12% | 7 40% | 29 20%q | 25 16% | 29 14% | 204 20%v | 21 20% | 52 16% |
| I've listened about the same amount | 884 62% | 66 60% | 34 59% | 84 59% | 74 63% | 75 63% | 60 65% | 47 68% | 86 65% | 115 58% | 132 65% | 84 65% | 28 68% | 743 62% | 791 63% | 12 40% | 39 57% | 25 75%t | 6 36% | 82 55% | 100 64% | 136 64% | 656 63% | 72 66% | 213 64% |
| I've listened less | 233 16%w | 24 21% | 9 17% | 25 18% | 15 13% | 21 18% | 16 17% | 11 16% | 20 15% | 37 19% | 27 13% | 23 18% | 5 12% | 193 16% | 199 25% | 7 12% | 15 22% | 4 13% | 4 24% | 30 21% | 32 21% | 45 21%wx | 158 15% | 14 13% | 65 19%x |
| NET: Changed | 497 35% | 45 40% | 21 37% | 55 38% | 44 37% | 43 36% | 32 35% | 20 30% | 44 33% | 77 39% | 62 30% | 42 33% | 12 29% | 420 35% | 430 34% | 18 60% | 23 33% | 8 25% | 11 64% | 59 40%r | 57 36% | 74 35% | 362 35% | 35 32% | 117 35% |
| Don't know | 34 2% | - | 2 4%e | 4 3% | - | 2 2% | - | 1 2% | 2 2% | 7 4%e | 10 5%abeg | 4 3% | 1 3%beg | 31 3% | 27 2% | - | 6 9%AOT | - | - | 6 4% | - | 3 2% | 26 3% | 2 2% | 5 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 223
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
Non-BBC radio stations
Base: All respondents who ever listen to each

| Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|-------------------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|-----------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 1408 | 950 | 255 | 162 | 96 | 9 | 449 | 163 | 401 | 391 | 56 | 170 | 251 | 274 | 228 | 132 | 59 | 45 | 34 | 21 | 22 | 16 | 29 |
| Weighted base | 1415 | 950 | 256 | 165 | 97* | 9** | 455 | 165 | 406 | 396 | 57* | 175 | 260 | 282 | 235 | 128 | 59* | 44* | 30* | 19** | 20** | 12** | 24** |
| I've listened more | 264 19% | 174 18% | 55 21% | 35 21% | 18 18% | 1 12% | 89 20% | 30 18% | 83 21% | 75 19% | 11 19% | 32 19% | 55 21% | 47 17% | 44 19% | 23 18% | 15 25% _s | 8 17% | 2 7% | 2 13% | 8 37% | 2 20% | 3 12% |
| I've listened about the same amount | 884 62% | 592 62% | 158 62% | 106 64% | 61 63% | 5 60% | 287 63% | 106 64% | 251 62% | 254 64% | 33 57% | 104 59% | 155 60% | 186 66% | 146 62% | 85 66% | 31 54% | 23 69% | 15 77% _q | 11 80% | 6 52% | 14 52% | 14 57% |
| I've listened less | 233 16% | 163 17% | 33 13% | 21 13% | 17 18% | 1 15% | 68 15% | 23 14% | 59 15% | 55 14% | 11 20% | 34 20% | 44 17% | 45 16% | 40 17% | 15 12% | 11 19% | 5 11% | 5 16% | 1 8% | 2 11% | 3 27% | 8 31% |
| NET: Changed | 497 35% | 337 35% | 88 34% | 56 34% | 35 36% | 2 27% | 157 35% | 54 32% | 143 35% | 130 33% | 22 39% | 67 38% | 99 38% | 84 33% | 38 36% | 26 30% | 13 44% | 7 28% | 4 20% | 10 48% | 6 48% | 11 43% | |
| Don't know | 34 2% | 21 2% | 10 4% _g | 3 2% | 1 1% | 1 13% | 11 3% | 6 3% | 11 3% | 11 3% | 2 4% | 4 3% | 6 2% | 3 1% | 5 2% | 4 3% | 1 2% | 1 2% | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 224

Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?

Non-BBC radio stations

Base: All respondents who ever listen to each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|------------|--------------------|------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1408 | 1339 | 69 | 1138 | 270 | 1072 | 336 | 1382 | 26 | 1382 | 26 |
| Weighted base | 1415 | 1345 | 69* | 1136 | 278 | 1065 | 349 | 1389 | 26** | 1389 | 26** |
| I've listened more | 264 19%g | 254 19% | 11 15% | 208 18% | 57 20% | 214 20%ag | 50 14% | 261 19% | 3 12% | 261 19% | 3 12% |
| I've listened about the same amount | 884 62% | 839 62% | 45 66% | 724 64% | 160 57% | 651 61% | 233 67% | 866 62% | 18 69% | 866 62% | 18 69% |
| I've listened less | 233 16% | 223 17% | 10 14% | 178 16% | 54 19% | 175 16% | 58 17% | 230 17% | 3 11% | 230 17% | 3 11% |
| NET: Changed | 497 35% | 477 35% | 20 29% | 386 34% | 111 40% | 389 37% | 108 31% | 491 35% | 6 23% | 491 35% | 6 23% |
| Don't know | 34 2%hj | 30 2% | 3 5% | 26 2% | 8 3% | 25 2% | 9 2% | 31 2% | 2 8% | 31 2% | 2 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 225
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
Spotify
Base: All respondents who ever listen to each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-------------------------------------|---------------------|------------|------------|-----------------------|-----------------------|--------------------|-------------------|-------------------|---------------------|----------------------|-----------|------------------------|------------------------|----------------------|----------------------|-----------------------|--------------------------|------------|------------|-----------|-----------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 931 | 513 | 409 | 108 | 161 | 221 | 151 | 126 | 85 | 53 | 26 | 269 | 187 | 408 | 277 | 164 | 123 | 305 | 279 | 166 | 181 | 584 | 347 |
| Weighted base | 922 | 490 | 423 | 102 | 155 | 227 | 145 | 132 | 85* | 52* | 24** | 257 | 180 | 407 | 278 | 161 | 115 | 283 | 282 | 181 | 176 | 566 | 357 |
| I've listened more | 379 41%P | 193 39% | 181 43% | 56 55%AFG hJjOP | 78 50%AGi JoP | 94 42%p | 53 37% | 51 39% | 28 33% | 15 28% | 4 15% | 134 52%AFG hJjOP | 94 52%AFG hJjOP | 188 46%AFg joP | 104 37% | 46 29% | 63 54%AFG hJjOP | 123 43% | 115 41% | 72 40% | 68 39% | 238 42% | 140 39% |
| I've listened about the same amount | 431 47%ELM Nq | 239 49% | 190 45% | 39 39% | 55 36% | 105 46%elm n | 73 50%ELM q | 66 50%elm q | 46 55%dEL Mnq | 27 52%elm | 19 78% | 95 37% | 64 35% | 169 42%lm | 139 50%dEL Mnq | 92 57%ADE ILMNQ | 43 38% | 129 45% | 132 47% | 85 47% | 85 49% | 261 46% | 170 48% |
| I've listened less | 91 10% | 48 10% | 42 10% | 5 5% | 21 13%dl | 23 10% | 14 9% | 12 9% | 10 11% | 6 11% | 1 3% | 26 10%d | 22 12%d | 45 11% | 26 9% | 16 10% | 8 7% d | 24 9% | 30 11% | 19 10% | 18 10% | 54 10% | 37 10% |
| NET: Changed | 469 51%P | 241 49% | 223 53% | 61 60%agi joP | 99 64%AFG HJjOP | 117 52%p | 67 46% | 63 48% | 37 44% | 20 39% | 4 18% | 160 62%AFG HJjOP | 115 64%AFG HJjOP | 232 57%AFg joP | 130 47% | 62 39% | 71 62% sagh JOP | 147 52% | 145 52% | 91 50% | 86 49% | 293 52% | 177 50% |
| Don't know | 21 2%l | 11 2% | 11 3% | 1 1% | 1 1% | 5 2% | 5 4%l | 3 2% | 1 1% | 4 9%AdEF ILMNq | 1 4% | 2 1% | 1 1% | 6 1% | 8 3% | 6 4%ilm | 1 1% | 7 3% | 4 2% | 5 3% | 5 3% | 12 2% | 10 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 226
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
Spotify
Base: All respondents who ever listen to each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-------------------------------------|-------------|--------------|----------------|----------------|------------------------------|-------------------|--------------------|------------|---------------------|-------------------------|----------------|----------------|------------------------|------------------|------------|-----------|------------|------------|-------------------|--------------------------------|----------------------|------------------------|------------|------------|----------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 931 | 85 | 37 | 91 | 62 | 74 | 58 | 63 | 54 | 144 | 123 | 69 | 71 | 712 | 780 | 29 | 56 | 33 | 14 | 132 | 118 | 93 | 713 | 49 | 189 |
| Weighted base | 922 | 90* | 39* | 100* | 64* | 79* | 60* | 44* | 58* | 147 | 134 | 78* | 29* | 759 | 769 | 30** | 57* | 34* | 14** | 135 | 120 | 96* | 701 | 49* | 192 |
| I've listened more | 379 41% | 39 44% | 21 54%i | 40 40% | 31 48%i | 34 43% | 23 38% | 22 50%i | 17 29% | 56 38% | 49 37% | 36 46% | 11 36% | 307 40% | 317 41% | 10 34% | 19 33% | 13 37% | 11 75% | 52 39% | 54 45% | 39 41% | 287 41% | 23 46% | 82 43% |
| I've listened about the same amount | 431 47% | 44 49% | 16 41% | 48 48% | 26 40% | 37 48% | 36 60%ae hjn | 18 42% | 33 56% | 63 43% | 62 46% | 33 42% | 16 55% | 353 46% | 369 48% | 15 48% | 27 46% | 12 35% | 3 21% | 57 42% | 54 45% | 47 49% x | 329 47% | 16 33% | 88 46% x |
| I've listened less | 91 10%gO | 6 7% | 2 5% | 9 9% | 6 10% | 4 5% | 1 2% | 3 6% | 6 11%g | 26 18% Abf GHN | 18 14%g | 6 8% | 3 9%g | 79 10%g | 66 9% | 5 18% | 10 17%o | 7 21%ao | 1 5% | 23 17%AO | 12 10% | 8 9% | 68 10% | 9 18%y | 19 10% |
| NET: Changed | 469 51% | 46 51% | 23 59% | 49 49% | 37 58% | 38 48% | 24 40% | 25 57% | 24 40% | 82 56%g | 68 50% | 42 54% | 13 45% | 386 51% | 383 50% | 15 52% | 28 50% | 20 58% | 11 79% | 75 55% | 65 54% | 47 49% | 355 51% | 32 65%v | 102 53% |
| Don't know | 21 2% | - | - | 4 4% | 1 2% | 3 4% | - | 1 2% | 2 4% | 2 1% | 5 4% | 3 4% | - | 21 3% | 17 2% | - | 1 2% | 2 6% | - | 3 2% | 1 1% | 2 2% | 17 2% | 1 2% | 2 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t - u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 227
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
Spotify
Base: All respondents who ever listen to each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 931 | 590 | 203 | 106 | 54 | 9 | 332 | 146 | 310 | 281 | 42 | 118 | 136 | 173 | 146 | 79 | 44 | 35 | 26 | 19 | 23 | 13 | 27 |
| Weighted base | 922 | 583 | 199 | 106 | 54* | 9** | 330 | 146 | 307 | 278 | 42* | 122 | 139 | 176 | 146 | 76* | 43* | 33* | 23** | 18** | 22** | 11** | 22** |
| I've listened more | 379 | 240 | 84 | 39 | 17 | 2 | 137 | 64 | 127 | 110 | 20 | 39 | 52 | 70 | 53 | 39 | 24 | 16 | 15 | 6 | 14 | 4 | 10 |
| | 41%l | 41% | 42% | 37% | 31% | 24% | 41% | 44% | 41% | 39% | 46% | 32% | 37% | 40% | 36% | 51%Lo | 56%Lmo | 47% | 65% | 33% | 66% | 35% | 47% |
| I've listened about the same amount | 431 | 272 | 96 | 50 | 29 | 7 | 153 | 68 | 141 | 136 | 19 | 58 | 68 | 91 | 71 | 28 | 14 | 8 | 11 | 7 | 5 | 12 | |
| | 47% | 47% | 49% | 47% | 53% | 76% | 46% | 46% | 46% | 49%g | 46% | 48% | 49% | 52%pq | 49% | 37% | 32% | 43% | 35% | 63% | 34% | 47% | 53% |
| I've listened less | 91 | 58 | 12 | 14 | 7 | - | 33 | 12 | 31 | 26 | 2 | 21 | 12 | 14 | 20 | 7 | 4 | 3 | - | 1 | - | 2 | - |
| | 10% | 10% | 6% | 13%c | 13% | - | 10%C | 8% | 10%C | 9%C | 5% | 17%Amn | 9% | 8% | 13% | 9% | 10% | 10% | - | 4% | - | 18% | - |
| NET: Changed | 469 | 298 | 96 | 53 | 24 | 2 | 170 | 76 | 158 | 136 | 22 | 59 | 64 | 84 | 73 | 46 | 28 | 19 | 15 | 7 | 14 | 6 | 10 |
| | 51% | 51% | 48% | 50% | 43% | 24% | 51%j | 52% | 51% | 49% | 51% | 49% | 46% | 48% | 50% | 60% | 65%mn | 57% | 65% | 37% | 68% | 53% | 47% |
| Don't know | 21 | 14 | 6 | 3 | 2 | - | 7 | 2 | 7 | 6 | 1 | 4 | 7 | 1 | 2 | 2 | 1 | - | - | - | - | - | - |
| | 2% | 2% | 3% | 3% | 4% | - | 2% | 1% | 2% | 2% | 3% | 4%n | 5%n | * | 2% | 3% | 2% | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 228

Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?

Spotify

Base: All respondents who ever listen to each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|------------|--------------------|------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 931 | 848 | 83 | 683 | 248 | 723 | 208 | 885 | 46 | 884 | 47 |
| Weighted base | 922 | 840 | 82* | 675 | 247 | 710 | 212 | 876 | 46* | 875 | 47* |
| I've listened more | 379 41% | 339 40% | 40 49% | 277 41% | 102 41% | 285 40% | 94 44% | 359 41% | 20 43% | 358 41% | 21 44% |
| I've listened about the same amount | 431 47% | 401 48% | 31 37% | 316 47% | 115 47% | 340 48% | 91 43% | 413 47% | 19 41% | 413 47% | 19 40% |
| I've listened less | 91 10% | 83 10% | 8 10% | 66 10% | 25 10% | 70 10% | 21 10% | 86 10% | 5 11% | 86 10% | 5 11% |
| NET: Changed | 469 51% | 421 50% | 48 59% | 343 51% | 126 51% | 355 50% | 115 54% | 445 51% | 25 54% | 444 51% | 26 55% |
| Don't know | 21 2% | 18 2% | 3 4% | 16 2% | 6 2% | 15 2% | 7 3% | 19 2% | 2 5% | 19 2% | 2 5% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 229
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
Amazon Music
Base: All respondents who ever listen to each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-------------------------------------|---------------------------|------------|------------|----------------------|------------------------|---------------------------|--------------------------|--------------------------|--------------------------|---------------------------|------------------------|---------------------------|------------------------|---------------------------|---------------------------|---------------------------|---------------------------|------------------------|----------------------|----------------------|----------------------|------------|------------------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 704 | 397 | 304 | 55 | 73 | 143 | 142 | 107 | 98 | 54 | 32 | 128 | 81 | 224 | 249 | 184 | 63 | 235 | 183 | 130 | 156 | 418 | 286 |
| Weighted base | 706 | 388 | 315 | 50* | 68* | 150 | 139 | 117 | 95* | 54* | 31* | 118 | 76* | 226 | 257 | 180 | 57* | 221 | 188 | 145 | 151 | 410 | 296 |
| I've listened more | 207 29% | 106 27% | 100 32% | 19 38% | 24 34% | 47 31% | 42 30% | 29 25% | 27 29% | 13 24% | 7 22% | 42 36% | 26 34% | 73 32% | 71 28% | 47 26% | 22 39% | 68 31% | 61 32% | 39 27% | 40 27% | 129 31% | 79 27% |
| I've listened about the same amount | 396 56% ^{fNq} | 225 58% | 170 54% | 23 46% | 34 50% | 70 47% | 83 60% ^{fnq} | 78 66% ^{ade} | 60 63% ^{fln} | 27 51% | 20 64% | 57 48% | 38 50% | 108 48% | 161 63% ^{adF} | 107 60% ^{fnq} | 25 44% | 121 54% | 108 58% | 83 57% | 84 56% | 229 56% | 167 56% |
| I've listened less | 77 11% ^{os} | 45 12% | 31 10% | 5 10% | 9 13% | 27 18% ^{AGhl} | 9 7% | 10 9% | 6 6% | 10 19% ^{giko} | 1 3% | 14 11% | 10 13% | 37 16% ^{AGIo} | 20 8% | 17 9% | 7 12% | 31 14% ^s | 12 6% | 17 12% | 17 12% | 43 10% | 34 12% |
| NET: Changed | 284 40% ^o | 152 39% | 131 42% | 24 47% | 32 47% ^k | 74 49% ^{agh} | 51 37% | 40 34% | 33 34% | 23 43% | 8 25% | 56 47% ^{hkop} | 36 47% ^k | 109 48% ^{Agh} | 91 35% | 64 36% | 29 51% ^{hkop} | 99 45% | 72 38% | 55 38% | 58 38% | 171 42% | 113 38% |
| Don't know | 26 4% ^{hRv} | 12 3% | 14 4% | 3 6% ^H | 2 3% | 7 4% ^h | 5 4% ^h | - | 2 3% | 3 6% ^h | 3 10% ^{Ho} | 5 4% ^h | 2 3% | 9 4% ^h | 5 2% | 9 5% ^h | 3 5% ^h | 2 1% | 7 4% ^r | 7 5% ^r | 9 6% ^R | 9 2% | 16 5% ^{av} |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 230

Absolutes/col percents

Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?

Amazon Music

Base: All respondents who ever listen to each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-------------------------------------|-------------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|---------------------------|----------------|----------------|------------------------|-------------------|-------------|-----------|-------------|-----------|---------------------|---------------------------------|----------------------|-------------------------|------------|-----------|-----------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Minor-ity Ethnic Group (t) | Mental condition (u) | Physic al condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 704 | 56 | 28 | 68 | 64 | 56 | 42 | 41 | 47 | 110 | 91 | 53 | 48 | 559 | 601 | 18 | 45 | 23 | 6 | 92 | 85 | 86 | 528 | 50 | 157 |
| Weighted base | 706 | 60* | 30** | 76* | 66* | 59* | 44* | 29* | 51* | 112 | 99* | 60* | 20* | 598 | 601 | 18** | 46* | 24** | 6** | 94* | 88* | 89* | 525 | 51* | 161 |
| I've listened more | 207 29%q | 14 23% | 12 40% | 26 34% | 21 31% | 21 35% | 10 24% | 10 37% | 13 26% | 30 27% | 26 26% | 18 30% | 6 32% | 177 30% | 184 31%q | 6 33% | 7 16% | 5 22% | 2 36% | 21 22% | 29 33% | 29 33% | 150 29% | 21 41% | 51 31% |
| I've listened about the same amount | 396 56% | 38 63% | 17 57% | 36 48% | 34 52% | 31 52% | 27 62% | 18 61% | 34 66% | 58 52% | 57 57% | 33 55% | 13 64% | 328 55% | 340 57% | 9 51% | 25 54% | 14 60% | 2 28% | 50 53% | 46 52% | 48 54% | 301 57% | 26 51% | 88 55% |
| I've listened less | 77 11%O | 8 14% | 1 4% | 10 13% | 10 14% | 3 6% | 5 12% | 1 2% | 2 4% | 21 18%A 18%h imm | 10 10% | 6 9% | 1 4% | 67 11% | 57 9% | 2 11% | 11 23%aO | 4 18% | 2 36% | 19 20%AO | 12 14% | 10 11% | 54 10% | 5 9% | 20 12% |
| NET: Changed | 284 40% | 22 37% | 13 43% | 36 47% | 30 45% | 24 40% | 15 35% | 11 39% | 15 30% | 51 45% | 36 36% | 23 39% | 7 36% | 244 41% | 241 40% | 8 43% | 18 39% | 9 40% | 4 72% | 40 42% | 41 46% | 39 44% | 204 39% | 25 49% | 71 44% |
| Don't know | 26 4% | - | - | 3 4% | 2 3% | 4 7%b | 1 2% | - | 2 4% | 3 3% | 6 6% | 4 6% | - | 26 4% | 20 3% | 1 6% | 3 7% | - | - | 4 5% | 1 1% | 2 2% | 20 4% | - | 2 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 231
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
Amazon Music
Base: All respondents who ever listen to each

| Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|-------------------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 704 | 406 | 165 | 105 | 53 | 6 | 292 | 124 | 269 | 248 | 24 | 85 | 124 | 131 | 122 | 57 | 32 | 23 | 15 | 14 | 15 | 8 | 23 |
| Weighted base | 706 | 407 | 162 | 106 | 54* | 6** | 293 | 124 | 269 | 248 | 24** | 89* | 128 | 134 | 123 | 55* | 32* | 22** | 13** | 12** | 15** | 6** | 21** |
| I've listened more | 207 | 115 | 48 | 37 | 15 | 1 | 92 | 41 | 86 | 76 | 7 | 20 | 32 | 47 | 34 | 18 | 14 | 5 | 2 | 4 | 9 | 4 | 3 |
| | 29% | 28% | 30% | 35% | 28% | 18% | 31% | 33% | 32% | 31% | 29% | 22% | 25% | 35%l | 28% | 33% | 43%lm | 21% | 16% | 34% | 59% | 58% | 14% |
| I've listened about the same amount | 396 | 226 | 95 | 58 | 32 | 4 | 166 | 67 | 149 | 147 | 13 | 48 | 72 | 76 | 79 | 28 | 14 | 16 | 8 | 8 | 5 | 3 | 11 |
| | 56% | 56% | 58% | 55% | 59% | 65% | 57% | 54% | 55% | 59%gi | 54% | 55% | 56% | 57% | 64%aq | 51% | 44% | 74% | 60% | 66% | 34% | 42% | 53% |
| I've listened less | 77 | 51 | 13 | 9 | 5 | 1 | 25 | 10 | 24 | 18 | 4 | 12 | 19 | 9 | 5 | 3 | 1 | 2 | - | - | 1 | - | 7 |
| | 11%j | 13%k | 8% | 9% | 9% | 17% | 8%j | 8% | 9%k | 7% | 17% | 13% | 15%n | 7% | 8% | 10% | 10% | 5% | 16% | - | 8% | - | 34% |
| NET: Changed | 284 | 166 | 61 | 46 | 20 | 2 | 117 | 52 | 110 | 94 | 11 | 31 | 51 | 56 | 44 | 24 | 17 | 6 | 4 | 4 | 10 | 4 | 10 |
| | 40% | 41% | 38% | 43% | 37% | 35% | 40% | 42% | 41%j | 38% | 46% | 35% | 40% | 42% | 36% | 43% | 53% | 26% | 32% | 34% | 66% | 58% | 47% |
| Don't know | 26 | 15 | 6 | 2 | 2 | - | 11 | 5 | 11 | 7 | - | 9 | 5 | 2 | - | 4 | 1 | - | 1 | - | - | - | - |
| | 4%o | 4% | 4% | 2% | 4% | - | 4% | 4% | 4% | 3% | - | 10%ANO | 4%o | 1% | - | 6%O | 3% | - | 8% | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 232

Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?

Amazon Music

Base: All respondents who ever listen to each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|--|---------------|------------|-----------------------|------------|--------------------|-------------|---|------------|---|------------|----------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 704 | 666 | 38 | 556 | 148 | 564 | 140 | 685 | 19 | 685 | 19 |
| Weighted base | 706 | 667 | 39* | 555 | 151 | 561 | 145 | 687 | 19** | 687 | 19** |
| I've listened more | 207 29% | 195 29% | 13 32% | 154 28% | 53 35% | 161 29% | 46 32% | 200 29% | 7 39% | 200 29% | 7 39% |
| I've listened about the same amount | 396 56% | 376 56% | 20 51% | 314 57% | 81 54% | 317 56% | 79 55% | 387 56% | 8 43% | 387 56% | 8 43% |
| I've listened less | 77 11%g | 75 11% | 2 6% | 66 12% | 11 7% | 69 12%ag | 8 5% | 77 11% | - - | 77 11% | - - |
| NET: Changed | 284 40% | 269 40% | 15 38% | 220 40% | 64 42% | 230 41% | 54 37% | 277 40% | 7 39% | 277 40% | 7 39% |
| Don't know | 26 4%BFHJ | 21 3% | 4 11%ab | 20 4% | 5 4% | 14 2% | 12 8%AF | 22 3% | 3 18% | 22 3% | 3 18% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 233
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
Apple Music/ Apple podcasts/ iTunes
Base: All respondents who ever listen to each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-------------------------------------|--------------|------------|------------|-----------|-------------------|--------------|-------------------|-----------------------|--------------|-----------|----------|--------------|-------------------|--------------------|-------------|-------------|------------|------------|-----------|-----------|-----------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 506 | 291 | 212 | 52 | 87 | 119 | 93 | 64 | 50 | 32 | 9 | 139 | 95 | 214 | 157 | 91 | 60 | 202 | 137 | 79 | 88 | 339 | 167 |
| Weighted base | 507 | 285 | 219 | 47* | 83* | 125 | 91* | 71* | 51* | 31* | 9** | 130 | 91* | 215 | 161 | 91* | 54* | 190 | 141 | 88* | 88* | 331 | 176 |
| I've listened more | 108 21%hp | 64 22% | 44 20% | 10 20% | 24 29%hij P | 34 27%hiP | 24 27%hio P | 8 11% | 5 11% | 3 10% | - | 34 26%hiP | 25 27%hiP | 59 27%AHi jP | 32 20%hp | 9 9% | 13 24%p | 47 25% | 29 20% | 16 18% | 16 19% | 76 23% | 32 18% |
| I've listened about the same amount | 304 60%n | 172 60% | 132 60% | 30 64% | 44 53% | 68 55% | 49 54% | 51 72%aef gimNo | 36 70%emn | 21 66% | 5 53% | 74 57% | 48 53% | 116 54% | 100 62%g | 61 67%mn | 33 61% | 107 56% | 85 60% | 60 68% | 52 59% | 192 58% | 111 63% |
| I've listened less | 70 14% | 37 13% | 32 15% | 6 12% | 12 14% | 18 15% | 13 15% | 7 10% | 7 14% | 5 17% | 2 24% | 17 13% | 14 15% | 32 15% | 20 13% | 15 16% | 7 13% | 28 15% | 21 15% | 10 11% | 11 13% | 49 15% | 21 12% |
| NET: Changed | 179 35%hp | 100 35% | 75 34% | 15 33% | 36 43%Hip | 52 42%Hip | 37 41%hOp | 15 21% | 13 25% | 8 27% | 2 24% | 51 39%hp | 38 42%Hip P | 91 42%AHi P | 52 32%h | 23 25% | 20 36% | 76 40% | 50 35% | 25 29% | 28 32% | 125 38% | 53 30% |
| Don't know | 25 5% | 13 5% | 12 6% | 2 4% | 4 5% | 4 3% | 4 4% | 5 6% | 2 5% | 2 7% | 2 23% | 6 4% | 5 5% | 9 4% | 9 5% | 7 7% | 2 3% | 7 4% | 7 5% | 3 3% | 8 9%a | 14 4% | 11 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 234
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
Apple Music/ Apple podcasts/ iTunes
Base: All respondents who ever listen to each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-------------------------------------|-------------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|-------------|----------------|----------------|------------------------|-------------------|------------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|------------|-----------|-----------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental con-dition (u) | Physic-al con-dition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 506 | 42 | 13 | 54 | 38 | 43 | 29 | 23 | 33 | 89 | 69 | 41 | 32 | 409 | 401 | 13 | 45 | 25 | 10 | 93 | 41 | 37 | 412 | 22 | 80 |
| Weighted base | 507 | 45* | 14** | 59* | 39* | 45* | 30** | 16** | 35* | 90* | 75* | 46* | 13* | 434 | 399 | 13** | 47* | 25** | 10** | 96* | 42* | 40* | 408 | 23** | 84* |
| I've listened more | 108 21% | 8 18% | 3 24% | 15 26% | 9 23% | 9 20% | 6 20% | 4 25% | 6 18% | 25 28%l | 13 17% | 6 12% | 3 22% | 93 21% | 82 21% | 3 23% | 10 20% | 5 20% | 4 41% | 22 23% | 10 24% | 6 14% | 92 23% | 2 9% | 16 19% |
| I've listened about the same amount | 304 60%j | 29 65% | 9 69% | 36 61% | 19 49% | 30 66% | 18 59% | 9 57% | 25 70%j | 45 49% | 46 61% | 30 66% | 8 62% | 258 59%j | 247 61% | 8 62% | 26 55% | 14 56% | 3 32% | 51 54% | 25 59% | 28 72% | 242 59% | 16 72% | 51 60% |
| I've listened less | 70 14% | 6 14% | 1 7% | 7 11% | 8 21% | 3 7% | 5 17% | 2 13% | 2 6% | 16 18% | 12 15% | 6 12% | 2 16% | 60 14% | 53 13% | 2 15% | 7 16% | 4 16% | 3 27% | 16 17% | 7 17% | 4 11% | 55 14% | 3 15% | 15 18% |
| NET: Changed | 179 35% | 15 33% | 4 31% | 22 37% | 17 44% | 12 27% | 11 38% | 6 39% | 8 24% | 42 46%af | 25 33% | 11 24% | 5 38% | 153 35% | 135 34% | 5 39% | 17 36% | 9 37% | 7 68% | 38 40% | 17 41% | 10 26% | 148 36% | 5 24% | 31 37% |
| Don't know | 25 5% | 1 3% | - | 1 2% | 3 8% | 3 7% | 1 4% | 1 4% | 2 6% | 4 5% | 4 6% | 5 10% | - | 23 5% | 17 4% | - | 4 9% | 2 8% | - | 6 6% | - | 1 3% | 18 5% | 1 5% | 2 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 235
Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?
Apple Music/ Apple podcasts/ iTunes
Base: All respondents who ever listen to each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 506 | 292 | 121 | 68 | 34 | 4 | 210 | 95 | 198 | 172 | 20 | 56 | 81 | 92 | 86 | 43 | 18 | 18 | 17 | 11 | 13 | 5 | 19 |
| Weighted base | 507 | 292 | 119 | 69* | 36* | 4** | 211 | 94* | 198 | 171 | 21** | 59* | 83* | 95* | 88* | 41* | 17** | 17** | 15** | 11** | 13** | 4** | 16** |
| I've listened more | 108 | 62 | 27 | 15 | 7 | - | 46 | 17 | 43 | 36 | 3 | 12 | 17 | 25 | 14 | 4 | 4 | 6 | 6 | 2 | 4 | 1 | 3 |
| | 21%p | 21% | 23% | 22% | 20% | - | 22% | 16% | 22% | 21% | 15% | 20% | 21% | 26%p | 15% | 9% | 24% | 37% | 40% | 20% | 32% | 21% | 17% |
| I've listened about the same amount | 304 | 172 | 75 | 42 | 18 | 4 | 127 | 62 | 121 | 107 | 10 | 32 | 54 | 61 | 52 | 28 | 7 | 11 | 7 | 9 | 8 | 2 | 8 |
| | 60% | 59% | 63% | 61% | 51% | 100% | 60% | 67% | 61% | 63% | 50% | 54% | 64% | 65% | 59% | 70% | 39% | 63% | 48% | 80% | 60% | 47% | 52% |
| I've listened less | 70 | 43 | 9 | 9 | 6 | - | 27 | 12 | 24 | 18 | 3 | 13 | 9 | 6 | 16 | 5 | 5 | - | 1 | - | 1 | 1 | 5 |
| | 14%cn | 15% | 8% | 13% | 18% | - | 13%Cj | 12% | 12%cc | 11% | 15% | 22%n | 11% | 7% | 18%cn | 13% | 31% | - | 8% | - | 9% | 32% | 32% |
| NET: Changed | 179 | 105 | 36 | 24 | 13 | - | 73 | 28 | 67 | 55 | 6 | 25 | 27 | 31 | 29 | 9 | 6 | 7 | 2 | 5 | 2 | 8 | |
| | 35% | 36% | 31% | 35% | 38% | - | 35% | 30% | 34% | 32% | 30% | 42% | 32% | 33% | 34% | 23% | 55% | 37% | 48% | 20% | 40% | 53% | 48% |
| Don't know | 25 | 15 | 7 | 3 | 4 | - | 10 | 3 | 10 | 9 | 4 | 2 | 3 | 2 | 7 | 3 | 1 | - | 1 | - | - | - | |
| | 5% | 5% | 6% | 4% | 11% | - | 5% | 3% | 5% | 5% | 20% | 4% | 4% | 2% | 8% | 8% | 6% | - | 5% | - | - | - | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 236

Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed, if at all?

Apple Music/ Apple podcasts/ iTunes

Base: All respondents who ever listen to each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 506 | 480 | 26 | 426 | 80 | 423 | 83 | 494 | 12 | 494 | 12 |
| Weighted base | 507 | 481 | 26** | 427 | 80* | 423 | 84* | 495 | 12** | 495 | 12** |
| I've listened more | 108 21%g | 102 21% | 6 23% | 88 21% | 20 25% | 98 23%ag | 11 13% | 106 21% | 2 18% | 106 21% | 2 18% |
| I've listened about the same amount | 304 60% | 291 60% | 13 49% | 261 61% | 43 53% | 247 58% | 56 67% | 297 60% | 7 57% | 297 60% | 7 57% |
| I've listened less | 70 14% | 66 14% | 4 17% | 57 13% | 13 16% | 60 14% | 10 12% | 68 14% | 2 19% | 68 14% | 2 19% |
| NET: Changed | 179 35%g | 168 35% | 10 39% | 145 34% | 34 42% | 158 37%ag | 21 25% | 174 35% | 4 37% | 174 35% | 4 37% |
| Don't know | 25 5% | 22 5% | 3 12% | 21 5% | 4 5% | 18 4% | 7 8% | 24 5% | 1 6% | 24 5% | 1 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 237
Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|------------|-------------|-------------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 216 | 122 | 92 | 15 | 16 | 37 | 33 | 27 | 31 | 35 | 22 | 31 | 22 | 59 | 60 | 88 | 19 | 81 | 53 | 28 | 53 | 134 | 81 |
| Weighted base | 215 | 117 | 95* | 14** | 15** | 38* | 32* | 29** | 30** | 34* | 22** | 29** | 21** | 59* | 62* | 86* | 17** | 76* | 56* | 31** | 51* | 131 | 82* |
| I am at home more/ indoors more/ due to lock down restrictions | 78 36%B | 34 29% | 44 47%AB | 4 28% | 5 31% | 10 27% | 9 26% | 12 40% | 10 33% | 16 45% | 14 63% | 8 30% | 7 32% | 17 28% | 20 33% | 39 45%an | 5 31% | 29 38% | 22 40% | 14 46% | 13 26% | 51 39% | 27 33% |
| I have more free time/ I have spare time to listen to the radio | 47 22%c | 33 28%ac | 14 15% | 1 7% | 5 36% | 6 16% | 10 30% | 5 18% | 10 34% | 7 21% | 2 10% | 6 22% | 5 26% | 11 19% | 15 25% | 20 23% | 2 15% | 19 25% | 9 16% | 6 21% | 13 25% | 28 21% | 19 23% |
| I can listen whilst I am doing other things/ as background noise | 31 14% | 13 11% | 17 18% | 2 14% | 1 8% | 9 23% | 2 8% | 3 10% | 3 9% | 7 22% | 3 13% | 3 11% | 2 10% | 11 19% | 6 9% | 13 15% | 2 12% | 14 18% | 5 9% | 7 22% | 5 10% | 19 14% | 12 14% |
| To listen to the news/ the quality of news broadcasting/ the BBC is a quality/ trustworthy source of news | 24 11% | 15 13% | 9 10% | 1 9% | 1 8% | 6 14% | 4 13% | 2 8% | 1 3% | 7 20% | 2 8% | 2 8% | 1 5% | 7 11% | 7 11% | 10 11% | 1 8% | 9 11% | 7 13% | 2 7% | 5 10% | 16 12% | 7 9% |
| Due to Covid-19/ the pandemic/ lockdown restrictions (non-specific) | 22 10% | 15 13% | 7 7% | 1 6% | * 3% | 2 5% | 1 3% | 6 19% | 6 21% | 4 11% | 2 8% | 1 4% | * 2% | 2 4% | 7 11%g | 12 14% | 1 8% | 7 9% | 3 5% | 4 14% | 7 14% | 10 8% | 12 14% |
| I am working from home/ have more access to the radio due to working from home/ I can listen whilst I work | 16 7% | 8 7% | 6 6% | 1 7% | - - | 4 11% | 2 8% | 4 14% | 3 11% | 1 3% | - - | 1 4% | 1 5% | 5 9% | 6 10% | 4 5% | 1 6% | 7 9% | 6 10% | 2 7% | 2 3% | 12 9% | 4 5% |
| I am not working/ furloughed/ unable to work due to the pandemic/ lockdown restrictions | 10 5% | 7 6% | 3 3% | - - | - - | 1 3% | 2 6% | 3 11% | 4 13% | - - | - - | - - | - - | 1 2% | 5 9% | 4 5% | - - | 3 4% | 3 5% | - - | 4 8% | 6 5% | 4 5% |
| I listen to the radio whilst driving/ I have been driving more | 9 4% | 3 3% | 6 6% | 1 7% | - - | 5 13%aop | 1 3% | - - | - - | 1 3% | 1 5% | 1 4% | 1 5% | 6 10%a | 1 2% | 2 3% | 1 6% | 3 4% | 1 2% | 1 4% | 3 7% | 4 3% | 5 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 237
Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|----------|-----------|-----------|-----------|-----------|---------|-----------|---------|---------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 215 | 117 | 95* | 14** | 15** | 38* | 32* | 29** | 30** | 34* | 22** | 29** | 21** | 59* | 62* | 86* | 17** | 76* | 56* | 31** | 51* | 131 | 82* |
| BBC radio provides radio programmes that I like to listen to/ that interest me | 9 4% | 5 4% | 4 5% | 1 6% | - | 1 3% | 2 6% | - | - | 3 10% | 2 8% | 1 3% | - | 1 2% | 2 3% | 5 6% | 1 5% | 4 5% | 2 4% | - | 3 5% | 6 5% | 3 3% |
| BBC radio plays good music/ the quality of the music/ BBC plays the music I want to listen to/ that I enjoy | 9 4% | 4 4% | 4 5% | 1 6% | - | 1 3% | 2 7% | 1 2% | 1 4% | 1 2% | 2 10% | 1 3% | - | 1 2% | 3 5% | 4 4% | 1 5% | 4 5% | 1 2% | 2 7% | 2 4% | 5 4% | 4 5% |
| I listen to the radio instead of watching the TV | 9 4%b | 2 2% | 6 7% | - | - | 1 3% | - | 2 8% | 1 4% | 2 6% | 2 9% | - | - | 1 2% | 2 4% | 5 6% | - | 4 6% | 1 2% | - | 3 6% | 6 4% | 3 4% |
| I have been listening for information about Covid-19/ the pandemic | 8 4% | 5 4% | 3 3% | - | - | 2 5% | 1 4% | - | 1 3% | 3 9% | 1 3% | - | - | 2 3% | 1 2% | 5 6% | - | 3 4% | 2 3% | 1 4% | 2 5% | 4 3% | 4 4% |
| I am listening to BBC radio to help me relax/ calm me down/ help me sleep | 7 3% | 2 2% | 5 6% | 1 7% | - | - | 2 6% | 1 4% | 1 3% | 2 6% | - | 1 3% | - | - | 3 5% | 3 4% | 1 6% | 4 5% | 1 2% | - | 2 4% | 5 4% | 2 2% |
| I like to listen to BBC radio/ it is good to listen to the radio | 7 3% | 3 3% | 4 4% | 1 7% | 1 6% | 3 8%p | 1 3% | - | - | 1 3% | - | 2 7% | 1 5% | 4 7% | 1 2% | 1 1% | 1 6% | 2 3% | 2 4% | 1 4% | 2 4% | 4 3% | 3 4% |
| I have been listening to be entertained | 7 3% | 2 2% | 4 5% | - | - | 1 3% | 1 3% | - | 1 4% | 3 9%a | - | - | - | 1 2% | 1 2% | 4 5% | - | 4 6% | 1 2% | 1 4% | - | 5 4% | 1 1% |
| The introduction of BBC sounds/ I use BBC sounds | 6 3% | 3 3% | 3 3% | - | - | - | 1 3% | - | - | 4 12%AINo | 1 5% | - | - | - | 1 2% | 5 6% | - | 4 5% | - | 2 7% | - | 4 3% | 2 3% |
| To listen to talk radio/ discussions/ debates | 6 3% | 4 3% | 2 2% | 1 6% | - | 1 3% | - | 1 4% | 1 4% | 2 6% | - | 1 3% | - | 1 2% | 1 2% | 3 4% | 1 5% | 4 5% | 2 4% | - | - | 6 5%w | - |
| The radio is easy to use/ to access | 6 3% | 3 3% | 3 3% | - | * 3% | - | 1 3% | - | 1 3% | 3 7% | 1 5% | * 1% | * 2% | * 1% | 1 2% | 5 5% | * 2% | 5 6% | - | - | 1 3% | 5 4% | 1 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 237
Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|---------|-----------|----------|---------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 215 | 117 | 95* | 14** | 15** | 38* | 32* | 29** | 30** | 34* | 22** | 29** | 21** | 59* | 62* | 86* | 17** | 76* | 56* | 31** | 51* | 131 | 82* |
| I have had to spend more time alone/ no visitors/ listening to the radio has been a replacement for personal company | 6 3% | 3 3% | 3 3% | 1 7% | 1 7% | - | * | 1 2% | 3 10% | - | - | 2 7% | 2 10% | 2 3% | 1 3% | 3 6% | 1 2% | 3 5% | - | 2 3% | 4 3% | 2 2% | |
| Boredom/ due to lockdown restrictions there is nothing else to do/ I cannot socialise, do what I would normally do etc/ I listen to the radio to pass the time/ relieve boredom/ during lockdown | 5 2% | 3 2% | 2 2% | 1 7% | 2 13% | - | - | 1 4% | - | 1 3% | - | 3 10% | 3 14% | 3 5% | 1 2% | 1 1% | 1 6% | 3 4% | - | - | 2 4% | 3 2% | 2 2% |
| I am listening to BBC radio for longer | 5 2% | - | 5 5%ab | - | - | - | 2 7% | - | * | 1 3% | 1 5% | - | - | - | 2 3% | 3 3% | - | 1 2% | 2 4% | - | 1 2% | 4 3% | 1 1% |
| The BBC has a variety of stations/ radio programmes/ plenty of choice/ something for everyone | 4 2% | 3 3% | 1 1% | - | - | - | 1 3% | 1 4% | - | 1 3% | 1 5% | - | - | - | 2 3% | 2 3% | - | 1 1% | 1 2% | 1 4% | 1 2% | 2 2% | 2 2% |
| Listening to BBC radio has become a habit/ part of my routine | 4 2% | 3 2% | 1 1% | - | - | 1 3% | 1 3% | 1 4% | * | - | - | - | - | 1 2% | 2 4% | * | - | * | 2 4% | - | 1 2% | 3 2% | 1 1% |
| My partner/ other family member is around more and they listen to the radio | 3 1% | - | 2 2% | 1 7% | - | 1 3% | - | - | - | - | 1 5% | 1 4% | - | 1 2% | - | 1 1% | 1 6% | 1 1% | 2 4% | - | - | 3 2% | - |
| I do not like to watch day time television | 3 1% | 1 1% | 2 2% | - | - | - | - | - | - | 1 3% | 2 10% | - | - | - | - | 3 4% | - | 3 4%a | - | - | - | 3 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 237
Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|---------|-----------|---------|---------|---------|----------|----------|----------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 215 | 117 | 95* | 14** | 15** | 38* | 32* | 29** | 30** | 34* | 22** | 29** | 21** | 59* | 62* | 86* | 17** | 76* | 56* | 31** | 51* | 131 | 82* |
| I am listening to BBC radio to raise my spirits/ cheer me up/ it is something to look forward to | 3 1% | - | 3 3% | - | - | - | - | 1 4% | 2 6% | - | - | - | - | - | 1 2% | 2 2% | - | 1 2% | 2 3% | - | - | 3 2% | - |
| I have rediscovered BBC radio/ I used to listen to BBC radio in the past and now do so again | 2 1% | 1 1% | 1 1% | - | - | - | - | 2 8% | - | - | - | - | - | - | 2 4% | - | - | - | 1 2% | - | 1 2% | 1 1% | 1 1% |
| I am self isolating/ shielding | 2 1% | 1 1% | 1 1% | - | - | - | - | - | 1 3% | 1 4% | - | - | - | - | - | 2 3% | - | - | - | 1 4% | 1 2% | - | 2 3% |
| I have discovered new radio programmes on the BBC | 2 1% | 1 1% | 1 1% | - | - | - | - | - | 2 7% | - | - | - | - | - | - | 2 2% | - | 1 1% | - | - | 1 2% | 1 1% | 1 1% |
| I can only get BBC Radio/ no other broadcasters available | 2 1% | 1 1% | 1 1% | - | 1 7% | 1 3% | - | - | - | - | - | 1 3% | 1 5% | 2 3% | - | - | - | 2 3% | - | - | - | 2 2% | - |
| I now have a DAB radio | 2 1% | 2 2% | - | - | - | 1 3% | - | 1 3% | - | - | - | - | - | - | 1 2% | 1 1% | - | - | - | - | 2 4%a | - | 2 2% |
| I am at home more in the evenings now/ I go out less in the evenings/ due to lockdown restrictions | 1 1% | - | 1 2% | - | - | - | 1 1% | - | 1 4% | - | - | - | - | - | 1 1% | 1 1% | - | 1 2% | - | - | - | 1 1% | - |
| There are no commercials on BBC radio | 1 1% | * * | 1 1% | - | - | - | - | - | * 1% | - | 1 5% | - | - | - | - | 1 2% | - | * 1% | - | - | 1 2% | * * | 1 1% |
| Other answers | 8 4% | 4 4% | 4 4% | - | - | 1 3% | 2 5% | 1 4% | - | 2 5% | 3 12% | - | - | 1 2% | 3 4% | 4 5% | - | 4 5% | 2 3% | - | 2 5% | 6 4% | 2 3% |
| Nothing/ no reason | 2 1% | 2 2% | - | - | - | 2 6%ap | - | - | - | - | - | - | - | 2 4% | - | - | - | - | - | 1 4% | 1 2% | - | 2 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 237

Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 215 | 117 | 95* | 14** | 15** | 38* | 32* | 29** | 30** | 34* | 22** | 29** | 21** | 59* | 62* | 86* | 17** | 76* | 56* | 31** | 51* | 131 | 82* |
| Don't know | 2 | 1 | 1 | - | - | 2 | - | - | - | - | - | - | - | 2 | - | - | - | - | 1 | - | 1 | 1 | 1 |
| | 1% | 1% | 1% | - | - | 6%ap | - | - | - | - | - | - | - | 4% | - | - | - | - | 2% | - | 2% | 1% | 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 238
Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|-----------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 216 | 19 | 6 | 22 | 14 | 18 | 14 | 18 | 12 | 36 | 27 | 17 | 13 | 166 | 188 | 6 | 9 | 6 | 5 | 26 | 18 | 33 | 162 | 16 | 48 |
| Weighted base | 215 | 20** | 7** | 24** | 15** | 19** | 15** | 12** | 13** | 36* | 30** | 19** | 5** | 177 | 186 | 6** | 9** | 6** | 6** | 27** | 18** | 33* | 159 | 16** | 49* |
| I am at home more/ indoors more/ due to lock down restrictions | 78 36% | 6 31% | 4 66% | 9 37% | 8 57% | 8 45% | 2 14% | 3 22% | 9 67% | 8 23% | 11 38% | 7 36% | 2 31% | 67 38%j | 69 37% | 1 16% | 3 29% | 1 16% | 3 45% | 7 26% | 7 38% | 12 37% | 54 34% | 8 48% | 19 40% |
| I have more free time/ I have spare time to listen to the radio | 47 22% | 5 26% | 1 17% | 8 35% | 1 7% | 4 21% | 1 8% | 3 23% | 3 24% | 7 19% | 6 19% | 7 35% | 1 22% | 38 22% | 41 22% | 2 36% | 2 25% | 2 33% | - | 6 24% | 4 23% | 6 19% | 38 24% | 4 25% | 8 17% |
| I can listen whilst I am doing other things/ as background noise | 31 14% | 2 11% | 1 15% | 3 14% | 2 15% | 3 17% | 3 22% | 2 18% | 1 8% | 2 6% | 6 22% | 4 18% | * | 26 15% | 26 14% | 1 19% | - | - | 1 23% | 2 9% | 3 18% | 7 22% | 20 13% | 4 24% | 9 19% |
| To listen to the news/ the quality of news broadcasting/ the BBC is a quality/ trustworthy source of news | 24 11% | 2 11% | 1 17% | 1 5% | 3 22% | 4 22% | - | 3 21% | 1 8% | 3 8% | 3 11% | 2 12% | * | 19 11% | 22 12% | - | - | 1 19% | 1 20% | 2 8% | 1 6% | 2 6% | 20 13% | 1 6% | 3 6% |
| Due to Covid-19/ the pandemic/ lockdown restrictions (non-specific) | 22 10% | - | 1 17% | 6 24% | 1 7% | 3 16% | - | 2 17% | - | 5 14% | 3 11% | - | * | 19 11% | 18 10% | - | 2 24% | - | 1 22% | 3 13% | 1 6% | 4 13% | 14 9% | 2 12% | 6 13% |
| I am working from home/ have more access to the radio due to working from home/ I can listen whilst I work | 16 7% | 1 5% | 1 17% | - | 1 8% | 2 11% | 1 7% | 1 6% | 1 9% | 1 3% | 4 15% | 1 6% | 1 23% | 13 7% | 16 9% | - | - | - | - | - | 1 6% | * | 15 9% | - | 1 3% |
| I am not working/ furloughed/ unable to work due to the pandemic/ lockdown restrictions | 10 5% | 2 11% | 1 17% | - | - | - | 1 7% | 1 6% | 2 15% | - | 2 7% | 1 6% | - | 7 4% | 9 5% | - | - | - | 1 17% | 1 4% | 1 6% | 2 6% | 7 4% | 2 13% | 3 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 238

Absolutes/col percents

Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 215 | 20** | 7** | 24** | 15** | 19** | 15** | 12** | 13** | 36* | 30** | 19** | 5** | 177 | 186 | 6** | 9** | 6** | 6** | 27** | 18** | 33* | 159 | 16** | 49* |
| I listen to the radio whilst driving/ I have been driving more | 9 4% | 1 5% | - | 3 13% | - | - | 1 7% | - | - | 1 3% | - | 2 12% | - | 8 4% | 8 4% | - | - | - | 1 23% | 1 5% | - | - | 8 5% | - | - |
| BBC radio provides radio programmes that I like to listen to/ that interest me | 9 4% | - | - | 1 5% | - | - | - | 1 5% | 1 7% | 5 14%An | 1 3% | - | - | 8 5% | 6 3% | - | 1 12% | 1 17% | 1 17% | 3 11% | - | - | 8 5% | 1 6% | 1 2% |
| BBC radio plays good music/ the quality of the music/ BBC plays the music I want to listen to/ that I enjoy | 9 4% | - | - | 1 5% | 1 7% | - | 1 7% | 1 11% | 1 8% | 2 5% | - | 1 6% | - | 7 4% | 7 4% | 1 15% | 1 13% | - | - | 2 8% | 1 6% | 2 5% | 6 4% | 2 11% | 3 6% |
| I listen to the radio instead of watching the TV | 9 4% | - | - | 2 10% | 1 7% | - | 2 15% | - | - | 1 3% | - | 2 12% | - | 9 5% | 8 4% | 1 19% | - | - | - | 1 4% | 2 12% | 3 10% | 5 3% | 1 7% | 3 7% |
| I have been listening for information about Covid-19/ the pandemic | 8 4%o | - | - | 1 5% | 2 14% | 1 6% | - | 1 11% | - | 2 5% | - | - | * | 6 4% | 5 3% | - | 2 25% | - | 1 18% | 3 12% | - | 1 3% | 6 4% | 1 6% | 1 2% |
| I am listening to BBC radio to help me relax/ calm me down/ help me sleep | 7 3% | 1 5% | - | - | 1 8% | 1 6% | 1 7% | - | - | 2 5% | - | 1 5% | - | 6 4% | 7 4% | - | - | - | - | - | - | 1 3% | 6 4% | - | 1 2% |
| I like to listen to BBC radio/ it is good to listen to the radio | 7 3% | - | - | - | 1 7% | 1 5% | 1 8% | - | - | 3 9% | 1 3% | - | - | 7 4% | 6 3% | - | 1 12% | - | - | 1 4% | 1 6% | - | 5 3% | - | 1 2% |
| I have been listening to be entertained | 7 3% | - | - | 2 9% | - | 1 6% | 1 7% | - | - | - | 2 7% | - | - | 7 4% | 7 4% | - | - | - | - | - | - | 2 7% | 4 3% | - | 2 5% |
| The introduction of BBC sounds/ I use BBC sounds | 6 3% | 1 6% | - | - | - | 2 11% | 1 7% | - | - | 2 6% | - | - | - | 5 3% | 6 3% | - | - | - | - | - | - | 3 9%aw | 3 2% | - | 3 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 238
Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 215 | 20** | 7** | 24** | 15** | 19** | 15** | 12** | 13** | 36* | 30** | 19** | 5** | 177 | 186 | 6** | 9** | 6** | 6** | 27** | 18** | 33* | 159 | 16** | 49* |
| To listen to talk radio/ discussions/ debates | 6 3% | 1 6% | - | 1 5% | 1 7% | - | - | - | 1 8% | 2 5% | - | - | - | 5 3% | 5 3% | 1 15% | - | - | - | 1 3% | 1 6% | - | 5 3% | 1 6% | 1 2% |
| The radio is easy to use/ to access | 6 3% | - | - | 1 5% | - | - | - | - | - | 2 5% | 1 4% | 1 5% | 1 15% | 5 3% | 6 3% | - | - | - | - | - | - | 1 3% | 5 3% | - | 1 3% |
| I have had to spend more time alone/ no visitors/ listening to the radio has been a replacement for personal company | 6 3% | 1 5% | - | - | - | - | 1 7% | 1 12% | 1 9% | - | - | 1 6% | * 7% | 3 2% | 6 3% | - | - | - | - | - | 1 4% | 2 5% | 3 2% | 1 4% | 2 4% |
| Boredom/ due to lockdown restrictions there is nothing else to do/ I cannot socialise, do what I would normally do etc/ I listen to the radio to pass the time/ relieve boredom/ during lockdown | 5 2%O | - | - | 1 5% | 1 6% | - | - | - | - | 2 5% | 1 3% | - | - | 5 3% | 2 1% | 1 15% | 1 10% | 1 16% | - | 3 11% | 1 5% | 1 3% | 3 2% | 1 6% | 2 4% |
| I am listening to BBC radio for longer | 5 2% | - | 1 17% | - | - | 1 6% | - | - | - | 1 3% | 1 4% | - | * 8% | 4 2% | 4 2% | - | - | - | - | - | - | 2 5% | 3 2% | 1 7% | 2 3% |
| The BBC has a variety of stations/ radio programmes/ plenty of choice/ something for everyone | 4 2% | - | - | - | - | 1 6% | - | - | 1 8% | 1 3% | 1 4% | - | - | 4 2% | 3 2% | 1 18% | - | - | - | 1 4% | 1 6% | - | 3 2% | - | 1 2% |
| Listening to BBC radio has become a habit/ part of my routine | 4 2% | 1 6% | - | - | - | - | - | - | 1 3% | 1 4% | - | - | * 7% | 2 1% | 3 1% | - | - | - | - | - | - | - | 4 2% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 238
Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 215 | 20** | 7** | 24** | 15** | 19** | 15** | 12** | 13** | 36* | 30** | 19** | 5** | 177 | 186 | 6** | 9** | 6** | 6** | 27** | 18** | 33* | 159 | 16** | 49* |
| My partner/ other family member is around more and they listen to the radio | 3 1% | - | - | 1 5% | - | - | 1 7% | - | - | 1 3% | - | - | - | 3 2% | 3 2% | - | - | - | - | - | - | - | 3 2% | - | - |
| I do not like to watch day time television | 3 1% | - | - | 1 4% | - | - | - | - | 1 8% | - | 1 4% | - | - | 3 2% | 3 2% | - | - | - | - | - | - | 2 6%aw | 1 1% | - | 2 4% |
| I am listening to BBC radio to raise my spirits/ cheer me up/ it is something to look forward to | 3 1% | - | - | - | - | - | - | 1 6% | 1 9% | - | 1 4% | - | - | 2 1% | 3 2% | - | - | - | - | - | - | - | 3 2% | - | - |
| I have rediscovered BBC radio/ I used to listen to BBC radio in the past and now do so again | 2 1%o | - | - | - | - | 1 6% | - | - | - | - | 1 4% | - | - | 2 1% | 1 1% | - | - | - | 1 22% | 1 5% | 1 6% | 1 3% | 1 1% | - | 1 2% |
| I am self isolating/ shielding | 2 1% | - | - | - | - | - | - | 1 9% | - | - | 1 6% | - | - | 2 1% | 2 1% | - | - | - | - | - | - | 1 3%w | - | 1 8% | 2 5%aW |
| I have discovered new radio programmes on the BBC | 2 1% | 1 5% | - | - | - | - | - | - | - | - | 1 6% | - | - | 1 1% | 2 1% | - | - | - | - | - | - | 1 3% | 1 1% | - | 1 2% |
| I can only get BBC Radio/ no other broadcasters available | 2 1% | 1 5% | - | - | - | - | - | - | 1 3% | - | - | - | - | 1 1% | 2 1% | - | - | - | - | - | - | - | 2 1% | - | - |
| I now have a DAB radio | 2 1% | - | - | 1 4% | - | - | - | - | 1 3% | - | - | - | - | 2 1% | 2 1% | - | - | - | - | - | - | - | 2 1% | - | - |
| I am at home more in the evenings now/ I go out less in the evenings/ due to lockdown restrictions | 1 1% | 1 5% | - | - | - | - | - | - | - | - | - | - | * | 1 1% | - | - | - | - | - | - | - | - | 1 1% | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 238

Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|---------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-eastern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 215 | 20** | 7** | 24** | 15** | 19** | 15** | 12** | 13** | 36* | 30** | 19** | 5** | 177 | 186 | 6** | 9** | 6** | 6** | 27** | 18** | 33* | 159 | 16** | 49* |
| There are no commercials on BBC radio | 1 1% | - | - | - | 1 7% | - | - | - | - | - | - | - | - | 1 1% | 1 1% | - | - | - | - | - | - | - | 1 1% | - | - |
| Other answers | 8 4% | - | - | - | - | - | 1 7% | 1 10% | - | 1 3% | 4 15% | - | - | 6 4% | 8 4% | - | - | - | - | - | 1 6% | 1 3% | 6 4% | - | 2 4% |
| Nothing/ no reason | 2 1% | 1 6% | - | - | - | - | 1 7% | - | - | - | - | - | - | 1 1% | 2 1% | - | - | - | - | - | 1 6% | 1 3% | 1 1% | - | 1 2% |
| Don't know | 2 1% | - | - | - | - | - | - | - | 1 3% | - | - | 1 6% | - | 2 1% | 2 1% | - | - | - | - | - | - | - | 2 1% | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 239
Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|--------------|------------------|-------------------|-------------------|-----------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 216 | 160 | 30 | 19 | 9 | 56 | 22 | 50 | 44 | 5 | 27 | 45 | 45 | 30 | 11 | 15 | 8 | 2 | 2 | 4 | 3 | 8 |
| Weighted base | 215 | 157 | 30** | 20** | 9** | 57* | 22** | 51* | 45* | 4** | 26** | 46* | 46* | 31** | 10** | 14** | 8** | 1** | 2** | 4** | 2** | 6** |
| I am at home more/ indoors more/ due to lock down restrictions | 78 36%gi | 64 41%agi | 8 25% | 4 22% | 3 37% | 14 25% | 5 24% | 12 23% | 12 27% | 3 56% | 4 17% | 17 38% | 16 35% | 4 51% | 4 41% | 5 26% | - 62% | 1 45% | 2 51% | 2 43% | 1 43% | 1 16% |
| I have more free time/ I have spare time to listen to the radio | 47 22% | 36 23% | 5 17% | 3 16% | 2 24% | 11 20% | 6 28% | 9 18% | 8 19% | 1 22% | 5 21% | 12 26% | 12 27% | 4 13% | 4 37% | 3 21% | 2 25% | * 27% | 1 55% | - | - | * 6% |
| I can listen whilst I am doing other things/ as background noise | 31 14% | 24 15% | 2 7% | 1 5% | 2 24% | 6 11%i | 4 19% | 4 8% | 4 9% | 1 23% | 2 9% | 6 13% | 4 9% | 4 14% | 3 30% | 3 22% | 1 12% | * 27% | 1 45% | 1 28% | 1 43% | - |
| To listen to the news/ the quality of news broadcasting/ the BBC is a quality/ trustworthy source of news | 24 11% | 16 10% | 5 18% | 4 20% | 2 23% | 9 15% | 2 11% | 7 14% | 7 17% | - | 5 21% | 3 7% | 7 16% | 1 3% | 1 6% | 1 7% | 1 14% | - | - | - | - | 2 37% |
| Due to Covid-19/ the pandemic/ lockdown restrictions (non-specific) | 22 10% | 15 10% | 3 11% | 3 15% | 1 12% | 6 11% | 2 10% | 5 10% | 5 12% | - | 4 16% | 7 15% | 2 5% | 3 10% | 2 24% | - | 1 13% | - | - | - | 1 39% | 1 11% |
| I am working from home/ have more access to the radio due to working from home/ I can listen whilst I work | 16 7% | 12 8% | 2 7% | 3 16% | * 5% | 4 6% | 1 5% | 3 6% | 4 8% | - | 1 3% | - | 3 7% | 2 7% | - | 3 19% | 2 26% | - | 2 100% | - | * 18% | * 6% |
| I am not working/ furloughed/ unable to work due to the pandemic/ lockdown restrictions | 10 5% | 9 6% | 1 3% | - | - | 1 2% | - | 1 2% | 1 2% | 1 22% | 2 8% | 4 9% | 1 2% | - | - | - | - | - | - | - | - | 1 17% |
| I listen to the radio whilst driving/ I have been driving more | 9 4% | 8 5% | - | - | - | 1 2% | 1 5% | 1 2% | - | - | 1 4% | 2 4% | 1 2% | - | 1 10% | 2 14% | 1 12% | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 239

Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|-------------|------------------------|----------------------------|----------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| | | | | | | | | | | | | | | | | | | | | | | |
| BBC radio provides radio programmes that I like to listen to/ that interest me | 9 4% | 7 4% | 1 3% | 1 5% | - | 2 3% | 1 5% | 2 4% | 1 2% | - | 3 12% | - | 3 6% | - | 1 10% | - | - | - | - | - | 1 39% | - |
| BBC radio plays good music/ the quality of the music/ BBC plays the music I want to listen to/ that I enjoy | 9 4% | 6 4% | 3 11% | 1 5% | - | 3 6% | 1 4% | 3 6% | 3 7% | - | 1 4% | 1 3% | 3 6% | 1 2% | 1 10% | 1 6% | - | 1 73% | - | - | - | - |
| I listen to the radio instead of watching the TV | 9 4% | 8 5% | 1 4% | - | 1 13% | 1 2% | - | 1 2% | 1 3% | - | 3 12% | 1 2% | 1 2% | 2 7% | 1 10% | - | - | - | - | - | - | - |
| I have been listening for information about Covid-19/ the pandemic | 8 4% | 6 4% | 1 4% | - | - | 2 4% | 1 5% | 2 4% | 1 3% | - | 1 5% | 2 4% | 3 7% | - | 1 6% | - | - | - | - | - | - | - |
| I am listening to BBC radio to help me relax/ calm me down/ help me sleep | 7 3% | 5 3% | 2 6% | - | - | 2 3% | 1 4% | 2 4% | 2 4% | 1 23% | - | 1 2% | 2 4% | 1 4% | - | 1 7% | - | - | - | 1 24% | - | - |
| I like to listen to BBC radio/ it is good to listen to the radio | 7 3%b | 3 2% | 3 11% | - | - | 4 7% | 3 14% | 4 8%b | 3 7% | - | 1 4% | 1 2% | 1 2% | 2 6% | 1 10% | - | - | - | - | - | 1 25% | - |
| I have been listening to be entertained | 7 3% | 5 3% | 1 4% | - | - | 1 2% | - | 1 2% | 1 2% | - | - | 1 3% | 2 5% | 3 10% | - | - | - | - | - | - | - | - |
| The introduction of BBC sounds/ I use BBC sounds | 6 3% | 5 3% | - | - | - | 1 2% | 1 5% | 1 2% | - | - | 1 5% | 3 7% | - | 1 3% | - | 1 7% | - | - | - | - | - | - |
| To listen to talk radio/ discussions/ debates | 6 3% | 5 3% | 1 3% | 1 5% | - | 1 2% | 1 4% | 1 2% | 1 2% | - | 1 4% | 2 5% | 1 2% | 1 3% | - | 1 6% | - | - | - | - | - | - |
| The radio is easy to use/ to access | 6 3% | 6 4% | - | - | - | - | - | - | - | - | 2 5% | 1 2% | 2 2% | 2 6% | - | 3 3% | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 239
Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Total (a) | Children Aged 18 & Under | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|--|-----------|--------------------------|------------------|-------------------|-------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|----------|
| | | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Weighted base | 215 | 157 | 30** | 20** | 9** | 57* | 22** | 51* | 45* | 4** | 26** | 46* | 46* | 31** | 10** | 14** | 8** | 1** | 2** | 4** | 2** | 6** | |
| I have had to spend more time alone/ no visitors/ listening to the radio has been a replacement for personal company | 6 3% | 6 4% | - | - | - | - | - | - | - | - | 1 3% | 2 4% | 1 2% | 1 3% | - | - | - | - | - | - | - | 1 21% | |
| Boredom/ due to lockdown restrictions there is nothing else to do/ I cannot socialise, do what I would normally do etc/ I listen to the radio to pass the time/ relieve boredom/ during lockdown | 5 2% | 3 2% | 1 4% | - | 2 24% | 2 4% | - | 1 2% | 2 5% | 1 21% | - | 1 2% | - | 2 7% | - | - | - | - | - | - | - | - | 1 15% |
| I am listening to BBC radio for longer | 5 2% | 4 2% | - | - | - | 1 2% | 1 5% | 1 2% | - | - | - | 2 5% | 1 2% | - | - | * 3% | 1 13% | - | - | - | - | - | - |
| The BBC has a variety of stations/ radio programmes/ plenty of choice/ something for everyone | 4 2% | 2 1% | 1 4% | 2 10% | 1 10% | 2 4% | - | 2 4% | 2 5% | - | 1 4% | 1 2% | - | 1 4% | 1 11% | - | - | - | - | - | - | - | - |
| Listening to BBC radio has become a habit/ part of my routine | 4 2% | 3 2% | - | - | - | 1 2% | 1 5% | 1 2% | - | - | * 1% | 2 5% | - | - | - | - | - | - | - | - | - | - | - |
| My partner/ other family member is around more and they listen to the radio | 3 1% | 2 1% | 1 3% | - | - | 1 2% | - | 1 2% | 1 2% | - | - | - | 1 2% | - | - | 1 7% | 1 12% | - | - | - | - | - | - |
| I do not like to watch day time television | 3 1% | 3 2% | - | - | - | - | - | - | - | - | - | 1 2% | 1 2% | 1 4% | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 239
Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 215 | 157 | 30** | 20** | 9** | 57* | 22** | 51* | 45* | 4** | 26** | 46* | 46* | 31** | 10** | 14** | 8** | 1** | 2** | 4** | 2** | 6** |
| I am listening to BBC radio to raise my spirits/ cheer me up/ it is something to look forward to | 3 | 2 | - | 1 | 1 | 1 | - | 1 | 1 | - | - | 1 | 1 | 1 | - | - | - | - | - | - | - | - |
| I have rediscovered BBC radio/ I used to listen to BBC radio in the past and now do so again | 2 | 1 | - | 1 | - | 1 | - | 1 | 1 | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - |
| I am self isolating/ shielding | 2 | 2 | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| I have discovered new radio programmes on the BBC | 2 | 2 | - | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - |
| I can only get BBC Radio/ no other broadcasters available | 2 | 2 | - | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - |
| I now have a DAB radio | 2 | 2 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | 1 | - | - | - | - | - |
| I am at home more in the evenings now/ I go out less in the evenings/ due to lockdown restrictions | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - |
| There are no commercials on BBC radio | 1 | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - |
| Other answers | 8 | 5 | 2 | - | - | 3 | 1 | 3 | 2 | - | 2 | 5 | 1 | - | - | - | - | - | - | - | - | - |
| Nothing/ no reason | 2 | 1 | - | 1 | - | 1 | - | 1 | 1 | - | - | 1 | 1 | - | - | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 239

Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|-------------|------------------------|----------------------------|----------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 | £14,001 | £21,001 | £28,001 | £34,001 | £41,001 | £48,001 | £55,001 | £62,001 | £69,001 | £76,001 | £83,001 |
| | | | | | | | | | | | to (l) | to (m) | to (n) | to (o) | to (p) | to (q) | to (r) | to (s) | to (t) | to (u) | to (v) | to (w) |
| Weighted base | 215 | 157 | 30** | 20** | 9** | 57* | 22** | 51* | 45* | 4** | 26** | 46* | 46* | 31** | 10** | 14** | 8** | 1** | 2** | 4** | 2** | 6** |
| Don't know | 2 | 1 | 1 | 1 | - | 1 | - | 1 | 1 | - | - | - | 2 | - | - | - | - | - | - | - | - | - |
| | 1% | 1% | 3% | 5% | - | 2% | - | 2% | 2% | - | - | - | 5%a | - | - | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 240

Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|--|---------------|-----------|----------|--------------------|--------|------------------------|----------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 216 | 214 | 2 | 216 | - | 194 | 22 | 216 | - | 216 | - |
| Weighted base | 215 | 213 | 1** | 215 | -** | 193 | 22** | 215 | -** | 215 | -** |
| I am at home more/ indoors more/ due to lock down restrictions | 78 36% | 78 37% | - | 78 36% | - | 75 39% ^a | 3 15% | 78 36% | - | 78 36% | - |
| I have more free time/ I have spare time to listen to the radio | 47 22% | 47 22% | - | 47 22% | - | 43 23% | 4 18% | 47 22% | - | 47 22% | - |
| I can listen whilst I am doing other things/ as background noise | 31 14% | 31 14% | - | 31 14% | - | 29 15% | 2 8% | 31 14% | - | 31 14% | - |
| To listen to the news/ the quality of news broadcasting/ the BBC is a quality/ trustworthy source of news | 24 11% | 24 11% | - | 24 11% | - | 20 10% | 4 20% | 24 11% | - | 24 11% | - |
| Due to Covid-19/ the pandemic/ lockdown restrictions (non-specific) | 22 10% | 22 10% | - | 22 10% | - | 20 10% | 2 9% | 22 10% | - | 22 10% | - |
| I am working from home/ have more access to the radio due to working from home/ I can listen whilst I work | 16 7% | 15 7% | 1 49% | 16 7% | - | 13 7% | 3 13% | 16 7% | - | 16 7% | - |
| I am not working/ furloughed/ unable to work due to the pandemic/ lockdown restrictions | 10 5% | 10 5% | - | 10 5% | - | 8 4% | 2 8% | 10 5% | - | 10 5% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 240

Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|----------------------|---------------|-----------|--------------------|-----------|-----------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 215 | 213 | 1** | 215 | -** | 193 | 22** | 215 | -** | 215 | -** |
| I listen to the radio whilst driving/ I have been driving more | 9 4% | 9 4% | - | 9 4% | - | 8 4% | 1 5% | 9 4% | - | 9 4% | - |
| BBC radio provides radio programmes that I like to listen to/ that interest me | 9 4% | 9 4% | - | 9 4% | - | 7 4% | 2 9% | 9 4% | - | 9 4% | - |
| BBC radio plays good music/ the quality of the music/ BBC plays the music I want to listen to/ that I enjoy | 9 4% | 9 4% | - | 9 4% | - | 8 4% | 1 5% | 9 4% | - | 9 4% | - |
| I listen to the radio instead of watching the TV | 9 4% ^f | 9 4% | - | 9 4% | - | 6 3% | 3 14% | 9 4% | - | 9 4% | - |
| I have been listening for information about Covid-19/ the pandemic | 8 4% | 8 4% | - | 8 4% | - | 7 4% | 1 5% | 8 4% | - | 8 4% | - |
| I am listening to BBC radio to help me relax/ calm me down/ help me sleep | 7 3% | 7 3% | - | 7 3% | - | 6 3% | 1 5% | 7 3% | - | 7 3% | - |
| I like to listen to BBC radio/ it is good to listen to the radio | 7 3% | 7 3% | - | 7 3% | - | 7 4% | - | 7 3% | - | 7 3% | - |
| I have been listening to be entertained | 7 3% | 7 3% | - | 7 3% | - | 6 3% | 1 5% | 7 3% | - | 7 3% | - |
| The introduction of BBC sounds/ I use BBC sounds | 6 3% | 6 3% | - | 6 3% | - | 5 3% | 1 5% | 6 3% | - | 6 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Table 240

Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 215 | 213 | 1** | 215 | -** | 193 | 22** | 215 | -** | 215 | -** |
| To listen to talk radio/ discussions/ debates | 6 3% | 6 3% | - | 6 3% | - | 6 3% | - | 6 3% | - | 6 3% | - |
| The radio is easy to use/ to access | 6 3% | 6 3% | - | 6 3% | - | 5 3% | 1 5% | 6 3% | - | 6 3% | - |
| I have had to spend more time alone/ no visitors/ listening to the radio has been a replacement for personal company | 6 3%B | 5 2% | 1 51% | 6 3% | - | 5 3% | 1 3% | 6 3% | - | 6 3% | - |
| Boredom/ due to lockdown restrictions there is nothing else to do/ I cannot socialise, do what I would normally do etc/ I listen to the radio to pass the time/ relieve boredom/ during lockdown | 5 2%f | 5 2% | - | 5 2% | - | 3 2% | 2 8% | 5 2% | - | 5 2% | - |
| I am listening to BBC radio for longer | 5 2% | 5 2% | - | 5 2% | - | 5 2% | - | 5 2% | - | 5 2% | - |
| The BBC has a variety of stations/ radio programmes/ plenty of choice/ something for everyone | 4 2% | 4 2% | - | 4 2% | - | 3 2% | 1 5% | 4 2% | - | 4 2% | - |
| Listening to BBC radio has become a habit/ part of my routine | 4 2% | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 240
Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|----------------------|---------------|-----------|--------------------|-----------|-----------------|-----------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 215 | 213 | 1** | 215 | -** | 193 | 22** | 215 | -** | 215 | -** |
| My partner/ other family member is around more and they listen to the radio | 3 1% | 3 2% | - | 3 1% | - | 3 2% | - | 3 1% | - | 3 1% | - |
| I do not like to watch day time television | 3 1% | 3 1% | - | 3 1% | - | 2 1% | 1 5% | 3 1% | - | 3 1% | - |
| I am listening to BBC radio to raise my spirits/ cheer me up/ it is something to look forward to | 3 1% | 3 1% | - | 3 1% | - | 2 1% | 1 3% | 3 1% | - | 3 1% | - |
| I have rediscovered BBC radio/ I used to listen to BBC radio in the past and now do so again | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| I am self isolating/ shielding | 2 1% ^f | 2 1% | - | 2 1% | - | 1 1% | 1 6% | 2 1% | - | 2 1% | - |
| I have discovered new radio programmes on the BBC | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| I can only get BBC Radio/ no other broadcasters available | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| I now have a DAB radio | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| I am at home more in the evenings now/ I go out less in the evenings/ due to lockdown restrictions | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 240

Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who listen to BBC radio stations more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 215 | 213 | 1** | 215 | -** | 193 | 22** | 215 | -** | 215 | -** |
| There are no commercials on BBC radio | 1 1%F | 1 1% | - | 1 1% | - | * 5% | 1 5% | 1 1% | - | 1 1% | - |
| Other answers | 8 4% | 8 4% | - | 8 4% | - | 6 3% | 2 8% | 8 4% | - | 8 4% | - |
| Nothing/ no reason | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| Don't know | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 241
Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 221 | 112 | 106 | 10 | 22 | 39 | 33 | 35 | 32 | 31 | 19 | 32 | 25 | 64 | 68 | 82 | 12 | 80 | 55 | 38 | 47 | 135 | 85 |
| Weighted base | 223 | 110 | 109 | 9** | 22** | 41* | 32* | 37* | 32* | 30** | 19** | 31* | 25** | 66* | 70* | 81* | 11** | 77* | 57* | 43* | 45* | 134 | 88* |
| I am not travelling as much/ I used to listen to the radio when driving/ commuting | 107 | 47 | 59 | 5 | 11 | 20 | 16 | 17 | 17 | 11 | 11 | 15 | 12 | 32 | 33 | 39 | 6 | 39 | 31 | 19 | 19 | 70 | 38 |
| | 48% | 43% | 54% | 51% | 49% | 48% | 49% | 46% | 55% | 37% | 56% | 49% | 50% | 49% | 47% | 48% | 51% | 51% | 54% | 44% | 42% | 52% | 43% |
| I have started watching more television | 18 | 7 | 11 | - | - | 1 | 1 | 3 | 3 | 5 | 4 | - | - | 1 | 4 | 13 | - | 4 | 2 | 6 | 6 | 6 | 12 |
| | 8%nv | 6% | 10% | - | - | 2% | 3% | 8% | 10% | 17% | 23% | - | - | 2% | 6% | 16%AIIN | - | 5% | 4% | 14% | 13% | 4% | 13%av |
| I have started using more streaming services | 16 | 9 | 5 | 2 | 4 | 3 | 4 | 3 | - | - | - | 6 | 4 | 7 | 7 | - | 2 | 6 | 6 | - | 4 | 13 | 4 |
| | 7%p | 8% | 4% | 17% | 18% | 8%p | 12%P | 9%P | - | - | - | 18%aiP | 16% | 11%P | 10%P | - | 22% | 8% | 11%t | - | 8% | 9% | 4% |
| I prefer other radio stations/ have started to listen to other stations more | 13 | 3 | 10 | - | - | 1 | 3 | 1 | 3 | 4 | - | - | - | 1 | 4 | 7 | - | 6 | 2 | 1 | 3 | 8 | 4 |
| | 6%b | 3% | 9% | - | - | 3% | 10% | 3% | 10% | 14% | - | - | - | 2% | 6% | 9% | - | 8% | 4% | 3% | 7% | 6% | 5% |
| They are biased/ they have their own agenda/ only tell people what they want people to know/ not fully representative | 9 | 5 | 5 | - | - | 1 | - | 1 | 3 | 3 | - | - | - | 1 | 1 | 7 | - | 3 | 3 | 2 | * | 6 | 3 |
| | 4% | 4% | 4% | - | - | 3% | - | 4% | 10% | 11% | - | - | - | 2% | 2% | 8%a | - | 4% | 6% | 6% | 1% | 5% | 3% |
| Issues with the presenters/ I dislike the presenters/ the presenters I like have moved/ been replaced | 8 | 4 | 5 | - | - | 1 | 2 | - | 2 | 3 | - | - | - | 1 | 2 | 5 | - | 2 | 4 | 1 | 1 | 6 | 2 |
| | 4% | 3% | 4% | - | - | 3% | 5% | - | 7% | 11% | - | - | - | 2% | 2% | 7% | - | 2% | 8% | 3% | 2% | 5% | 2% |
| I listen to the Radio less (non-specific) | 8 | 6 | 2 | - | - | 2 | 1 | 2 | 1 | 1 | - | - | - | 2 | 3 | 2 | - | 2 | 2 | 4 | - | 4 | 4 |
| | 4% | 5% | 2% | - | - | 6% | 3% | 6% | 3% | 4% | - | - | - | 4% | 5% | 3% | - | 3% | 4% | 8% | - | 3% | 4% |
| I have adopted/ focussed more on my hobbies/ interests/ other forms of entertainment | 7 | 4 | 3 | 1 | 1 | - | 1 | - | 1 | - | 3 | 2 | 1 | 1 | 4 | 1 | 1 | 1 | 4 | 1 | 1 | 5 | 2 |
| | 3% | 4% | 3% | 11% | 5% | - | 3% | - | 3% | - | 17% | 7% | 4% | 2% | 5% | 9% | 1% | 7% | 7% | 3% | 2% | 4% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 241
Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|---------|---------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 223 | 110 | 109 | 9** | 22** | 41* | 32* | 37* | 32* | 30** | 19** | 31* | 25** | 66* | 70* | 81* | 11** | 77* | 57* | 43* | 45* | 134 | 88* |
| I find TV/ the BBC/ their content boring/ unexciting/ I have lost interest in it/ I feel my tastes have changed | 6 3% | 3 3% | 3 3% | 1 11% | 1 5% | 1 2% | 1 3% | - - | 1 4% | - - | 1 6% | 2 7% | 1 5% | 2 3% | 1 1% | 2 3% | 1 9% | 2 3% | 1 2% | 1 3% | 2 4% | 3 2% | 3 4% |
| I have started listening to more podcasts/ audiobooks | 6 3% | 5 5% | 1 1% | - - | 2 9% | 1 3% | 2 6% | - - | 1 3% | - - | - - | 2 6% | 2 8% | 3 5% | 2 3% | 1 1% | 1 8% | 2 3% | 3 5% | 1 3% | - - | 5 4% | 1 1% |
| My routine has changed/ I have stopped doing the things I used to do when listening to the radio (other/ non-specific) | 6 2% | 3 3% | 2 2% | - - | - - | - - | 1 3% | 2 6% | 1 3% | - - | 1 6% | - - | - - | - - | 3 5% | 2 3% | - - | 1 1% | 1 2% | 1 3% | 2 5% | 2 2% | 3 4% |
| I find BBC content depressing/ lack of positive content/ news | 5 2% | 2 2% | 3 3% | - - | - - | - - | 2 6% | 2 6% | - - | 1 4% | - - | - - | - - | - - | 4 6%a | 1 1% | - - | 3 4% | - - | - - | 2 4% | 3 2% | 2 2% |
| Excessive talking/ conversation | 5 2% | 1 1% | 4 4% | - - | - - | 1 3% | 2 5% | 1 3% | - - | 1 4% | - - | - - | - - | 1 2% | 3 4% | 1 1% | - - | 4 5% | - - | - - | 1 2% | 4 3% | 1 1% |
| There is a lack of choice/ variety/ more choice available elsewhere | 5 2% | 4 4% | 1 1% | - - | 2 9% | 2 5%p | 1 3% | - - | - - | - - | - - | 2 6%p | 2 8% | 4 6%ap | 1 1% | - - | - - | 2 3% | 2 4% | - - | - - | 1 2% | 4 3% |
| The BBC is out of touch/ not aligned with my own views/ values/ the BBC promotes viewpoints/ values I do not believe in/ agree with | 5 2% | 5 5%ac | - - | - - | - - | 1 3% | - - | * 1% | 1 3% | 2 8% | - - | - - | - - | 1 2% | * 1% | 3 4% | - - | 2 3% | 1 2% | 1 3% | * 1% | 3 3% | 2 2% |
| I feel that their musical output has changed/ become less to my taste/ standards have fallen | 5 2% | 3 3% | 2 2% | - - | - - | - - | 1 3% | * 1% | 1 3% | 2 7% | * 2% | - - | - - | - - | 1 2% | 3 4% | - - | 1 1% | 1 2% | - - | 3 6% | 2 2% | 3 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 241
Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|------------|------------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 223 | 110 | 109 | 9** | 22** | 41* | 32* | 37* | 32* | 30** | 19** | 31* | 25** | 66* | 70* | 81* | 11** | 77* | 57* | 43* | 45* | 134 | 88* |
| I now only listen to specific programmes/ content/ presenters | 5 2%b | * 4% | 4 4% | - | - | - | - | 1 | - | 3 | * | - | - | - | 1 | 3 | - | 5 | - | - | - | 5 | - |
| I prefer other content/ have started using other providers more (non-specific) | 4 2% | 2 2% | 2 2% | - | - | - | - | 2 | - | 2 | - | - | - | - | 2 | 2 | - | 2 | - | - | 1 | 2 | 1 |
| I dislike BBC News/ BBC news content | 4 2% | 3 3% | 1 1% | - | - | - | * | 1 | 2 | - | 1 | - | - | - | 1 | 3 | - | 1 | 1 | * | 1 | 3 | 2 |
| I have not had the time to listen to the radio/ been too busy | 4 2% | 2 2% | 2 2% | - | 1 4% | 3 8%aop | - | - | - | - | - | 1 | 1 | 4 | - | - | - | 2 | - | 1 | 1 | 2 | 2 |
| I have started listening to my own music more | 4 2% | 3 2% | 2 1% | - | - | * 1% | - | 2 | 1 | 1 | - | - | - | * | 2 | 2 | - | 4 | - | - | * | 4 | * |
| I have not been working/ working as much/ used to listen to the radio whilst working | 4 2% | 3 3% | 1 1% | - | - | 1 2% | 3 10%AP | - | - | - | - | - | - | 1 | 3 | - | - | 1 | - | 1 | 2 | 1 | 3 |
| I do not like the BBC/ they are a poor organisation/ broadcaster/ I will not use their services | 4 2% | 1 1% | 2 2% | - | - | - | - | 3 | - | 1 | - | - | - | - | 3 | 1 | - | 2 | - | - | 2 | 2 | 2 |
| Poor quality programmes/ lack of content I enjoy/ want to watch | 3 1% | 1 1% | 2 2% | - | - | 1 3% | 1 3% | - | - | 1 | - | - | - | 1 | 1 | 1 | - | 1 | - | 1 | 1 | 1 | 2 |
| Shows I liked are no longer available/ are not what they were | 3 1% | * * | 2 2% | - | - | - | 1 3% | - | 1 | * | - | - | - | - | 1 | 2 | - | 2 | - | - | 1 | 2 | 1 |
| Standards have fallen | 2 1% | 1 1% | 1 1% | - | - | - | 1 3% | - | 1 | - | - | - | - | - | 1 | 1 | - | - | 1 | - | 1 | 1 | 1 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 241
Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|-----------------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 223 | 110 | 109 | 9** | 22** | 41* | 32* | 37* | 32* | 30** | 19** | 31* | 25** | 66* | 70* | 81* | 11** | 77* | 57* | 43* | 45* | 134 | 88* |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ I avoid Covid-19 related content | 1 1% | 1 1% | - | - | - | - | * | 1 3% | - | - | - | - | - | - | 1 2% | - | - | 1 1% | * | - | - | 1 1% | - |
| Their content is aimed at a different demographic | 1 1% | 1 1% | - | - | - | - | - | - | - | 1 5% | - | - | - | - | - | 1 2% | - | 1 2% | - | - | - | 1 1% | - |
| Other answers | 13 6% | 8 7% | 5 5% | 2 22% | 2 9% | 4 11% | 1 4% | 1 3% | - | 3 8% | - | 4 13% ⁱ | 3 12% | 7 11% | 2 4% | 3 3% | 3 26% | 5 7% | 3 4% | 3 8% | 2 5% | 8 6% | 5 6% |
| Nothing/ no reason | 4 2% | 3 3% | 1 1% | - | 2 9% | 1 3% | - | - | - | 1 3% | - | 2 7% ^o | 2 8% | 3 5% | - | 1 1% | - | - | 1 2% | 2 5% | 1 2% | 1 1% | 3 4% |
| Don't know | 1 * | - | 1 1% | - | - | 1 3% | - | - | - | - | - | - | - | 1 2% | - | - | - | - | 1 2% | - | - | 1 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 242
Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 221 | 18 | 7 | 22 | 16 | 21 | 12 | 16 | 24 | 28 | 24 | 19 | 14 | 173 | 187 | 6 | 15 | 6 | 3 | 30 | 31 | 35 | 157 | 19 | 56 |
| Weighted base | 223 | 19** | 7** | 24** | 17** | 22** | 12** | 11** | 26** | 29** | 26** | 22** | 6** | 186 | 187 | 6** | 16** | 6** | 3** | 31** | 31* | 35* | 158 | 18** | 56* |
| I am not travelling as much/ I used to listen to the radio when driving/ commuting | 107 | 14 | 1 | 11 | 8 | 12 | 7 | 8 | 13 | 6 | 14 | 9 | 3 | 82 | 100 | 1 | 4 | - | 2 | 7 | 15 | 18 | 79 | 9 | 27 |
| | 48%n | 71% | 15% | 47% | 50% | 53% | 58% | 75% | 50% | 21% | 53% | 41% | 52% | 44% | 54%A | 16% | 27% | - | 60% | 22% | 48% | 51% | 50% | 53% | 49% |
| I have started watching more television | 18 | 2 | - | 1 | 2 | 2 | - | 1 | 1 | 2 | 3 | 2 | * | 14 | 16 | 1 | 1 | - | - | 2 | 3 | 8 | 8 | - | 8 |
| | 8%W | 11% | - | 4% | 12% | 9% | - | 6% | 5% | 8% | 13% | 11% | 7% | 8% | 8% | 16% | 6% | - | - | 6% | 10% | 22%AWy | 5% | - | 13%w |
| I have started using more streaming services | 16 | - | 1 | 1 | - | 1 | - | 1 | 1 | 4 | 4 | 2 | - | 15 | 12 | - | 2 | 1 | - | 3 | 2 | 2 | 12 | 2 | 4 |
| | 7% | - | 14% | 5% | - | 4% | - | 12% | 4% | 15% | 16% | 10% | - | 8% | 6% | - | 13% | 19% | - | 10% | 6% | 6% | 8% | 12% | 7% |
| I prefer other radio stations/ have started to listen to other stations more | 13 | 1 | - | 2 | 3 | 1 | - | - | 2 | 1 | 2 | - | - | 12 | 10 | 1 | 1 | 1 | - | 3 | 3 | 2 | 10 | 1 | 3 |
| | 6% | 6% | - | 9% | 18% | 5% | - | - | 8% | 4% | 9% | - | - | 6% | 5% | 16% | 7% | 17% | - | 10% | 10% | 6% | 6% | 6% | 6% |
| They are biased/ they have their own agenda/ only tell people what they want people to know/ not fully representative | 9 | 2 | - | - | 1 | - | 1 | - | 2 | - | 1 | 1 | * | 7 | 7 | 1 | - | - | - | 1 | 2 | 2 | 5 | * | 2 |
| | 4% | 11% | - | - | 6% | - | 9% | - | 8% | - | 4% | 6% | 7% | 4% | 4% | 18% | - | - | - | 4% | 5% | 4% | 3% | 2% | 3% |
| Issues with the presenters/ I dislike the presenters/ the presenters I like have moved/ been replaced | 8 | 1 | 1 | - | 1 | - | 1 | 1 | - | 1 | - | 1 | * | 5 | 8 | - | - | - | - | - | 1 | 1 | 7 | 1 | 2 |
| | 4% | 6% | 14% | - | 6% | - | 9% | 13% | - | 3% | - | 5% | 7% | 3% | 4% | - | - | - | - | - | 3% | 3% | 4% | 4% | 3% |
| I listen to the Radio less (non-specific) | 8 | 2 | - | 2 | 1 | - | - | - | 1 | - | 1 | - | - | 6 | 7 | 1 | - | - | - | 1 | 1 | 1 | 3 | 1 | 2 |
| | 4% | 12% | - | 9% | 7% | - | - | - | 4% | - | 4% | - | - | 3% | 4% | 16% | - | - | - | 3% | 4% | 3% | 2% | 6% | 4% |
| I have adopted/ focussed more on my hobbies/ interests/ other forms of entertainment | 7 | - | 1 | 2 | - | - | - | - | - | 1 | 3 | - | - | 7 | 5 | - | 1 | 1 | - | 2 | 1 | 1 | 5 | 1 | 2 |
| | 3% | - | 14% | 8% | - | - | - | - | - | 4% | 13% | - | - | 4% | 3% | - | 7% | 17% | - | 7% | 3% | 3% | 3% | 6% | 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Absolutes/col percents

Table 242
Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | GOR | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | | | |
|---|----------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|------------|-------------------|--------------------------------|----------------------|------------------------|----------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 223 | 19** | 7** | 24** | 17** | 22** | 12** | 11** | 26** | 29** | 26** | 22** | 6** | 186 | 187 | 6** | 16** | 6** | 3** | 31** | 31* | 35* | 158 | 18** | 56* |
| I find TV/ the BBC/ their content boring/ unexciting/ I have lost interest in it/ I feel my tastes have changed | 6 3% | - | - | 2 9% | - | 2 9% | - | - | - | - | 1 4% | 1 6% | - | 6 3% | 5 3% | 1 16% | - | - | - | 1 3% | - | - | 5 3% | - | - |
| I have started listening to more podcasts/ audiobooks | 6 3% ^o | - | 1 14% | 1 5% | - | 2 9% | - | - | - | 1 3% | - | 1 5% | - | 6 3% | 3 2% | - | 2 13% | - | - | 2 7% | - | - | 6 4% | - | - |
| My routine has changed/ I have stopped doing the things I used to do when listening to the radio (other/ non-specific) | 6 2% | - | - | 1 5% | - | 1 5% | - | - | - | 1 4% | 1 4% | 1 5% | - | 6 3% | 4 2% | - | - | - | 1 40% | 1 4% | 1 4% | 3 2% | 2 12% | 2 4% | |
| I find BBC content depressing/ lack of positive content/ news | 5 2% | - | - | - | - | 1 5% | - | - | 1 4% | 2 7% | - | 1 6% | - | 5 3% | 3 2% | - | 2 13% | - | - | 2 7% | - | - | 5 3% | - | - |
| Excessive talking/ conversation | 5 2% | - | - | 1 4% | - | - | - | 1 6% | - | 1 3% | - | 2 11% | - | 4 2% | 5 3% | - | - | - | - | - | 1 3% | 2 6% | 2 1% | 1 4% | 3 5% |
| There is a lack of choice/ variety/ more choice available elsewhere | 5 2% | - | 1 14% | 1 4% | - | 1 5% | - | - | - | 1 3% | 1 4% | - | - | 5 3% | 4 2% | - | - | 1 15% | - | 1 3% | - | - | 5 3% | - | - |
| The BBC is out of touch/ not aligned with my own views/ values/ the BBC promotes viewpoints/ values I do not believe in/ agree with | 5 2% | - | 1 14% | - | - | - | - | - | 3 12% | - | - | - | 1 14% | 4 2% | 4 2% | 1 18% | - | - | - | 1 4% | * 1% | * 1% | 3 2% | * 2% | * 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 242
Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 223 | 19** | 7** | 24** | 17** | 22** | 12** | 11** | 26** | 29** | 26** | 22** | 6** | 186 | 187 | 6** | 16** | 6** | 3** | 31** | 31* | 35* | 158 | 18** | 56* |
| I feel that their musical output has changed/ become less to my taste/ standards have fallen | 5 2% | - | 1 14% | - | 1 6% | - | 1 8% | - | - | 1 3% | - | - | 1 14% | 4 2% | 4 2% | 1 16% | - | - | - | 1 3% | 1 5% | 2 5% | 3 2% | 1 5% | 2 3% |
| I now only listen to specific programmes/ content/ presenters | 5 2% | 1 6% | - | - | - | - | - | 1 6% | - | - | - | - | * 6% | 2 1% | 5 2% | - | - | - | - | - | 1 3% | 2 6% | 2 1% | - | 2 4% |
| I prefer other content/ have started using other providers more (non-specific) | 4 2% | - | - | - | - | - | - | - | 2 8% | 1 4% | 1 5% | - | - | 4 2% | 3 2% | - | 1 7% | - | - | 1 4% | 1 4% | - | 3 2% | - | 1 2% |
| I dislike BBC News/ BBC news content | 4 2%o | - | - | - | - | 1 5% | 1 8% | - | - | - | 1 4% | - | 1 21% | 3 2% | 2 1% | - | 1 7% | - | - | 1 3% | - | - | 4 3% | - | - |
| I have not had the time to listen to the radio/ been too busy | 4 2% | - | 1 13% | - | - | 1 5% | - | - | - | 2 7% | - | - | - | 4 2% | 3 2% | - | 1 7% | - | - | 1 4% | 2 7% | - | 2 1% | - | 2 4% |
| I have started listening to my own music more | 4 2% | - | - | - | 1 6% | - | - | - | - | - | - | 2 11% | 1 14% | 3 2% | 4 2% | - | - | - | - | - | 1 4% | 2 5% | 2 1% | * 2% | 3 5% |
| I have not been working/ working as much/ used to listen to the radio whilst working | 4 2% | - | - | - | - | 1 5% | 1 8% | - | - | 1 3% | - | 1 5% | - | 4 2% | 3 2% | - | 1 6% | - | - | 1 3% | 1 3% | - | 3 2% | - | 1 2% |
| I do not like the BBC/ they are a poor organisation/ broadcaster/ I will not use their services | 4 2%w | 1 6% | 1 16% | - | - | - | 1 9% | - | - | - | - | - | * 7% | 2 1% | 4 2% | - | - | - | - | - | 2 5% | 3 8%aW | 1 1% | * 2% | 3 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 242
Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 223 | 19** | 7** | 24** | 17** | 22** | 12** | 11** | 26** | 29** | 26** | 22** | 6** | 186 | 187 | 6** | 16** | 6** | 3** | 31** | 31* | 35* | 158 | 18** | 56* |
| Poor quality programmes/ lack of content I enjoy/ want to watch | 3 1% | - | - | - | - | - | - | 1 6% | 1 4% | 1 3% | - | - | - | 2 1% | 2 1% | 1 18% | - | - | - | 1 4% | 1 3% | 1 3% | 1 * | - | 1 2% |
| Shows I liked are no longer available/ are not what they were | 3 1% | - | - | 1 5% | - | - | - | - | - | 1 3% | - | - | * 7% | 2 1% | 3 1% | - | - | - | - | - | 1 3% | 1 3% | 2 1% | - | 1 2% |
| Standards have fallen | 2 1% | - | - | - | 1 6% | - | - | - | - | 1 3% | - | - | - | 2 1% | 2 1% | - | - | - | - | - | 1 3% | 1 3% | 1 1% | - | 1 2% |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ I avoid Covid-19 related content | 1 1%o | - | - | - | - | - | - | - | - | 1 4% | - | - | * 7% | 1 1% | * * | - | - | 1 17% | - | 1 3% | - | - | 1 1% | - | - |
| Their content is aimed at a different demographic | 1 1% | - | - | - | - | - | 1 8% | - | - | - | - | - | * 7% | 1 1% | 1 1% | - | - | - | - | - | - | - | 1 1% | - | - |
| Other answers | 13 6%O | - | 1 14% | 1 4% | 2 12% | 1 4% | - | - | 2 8% | 4 14% | - | 1 6% | 1 13% | 13 7% | 6 3% | 2 35% | 2 13% | 3 49% | - | 7 23% | 1 3% | 1 3% | 9 6% | 1 6% | 3 6% |
| Nothing/ no reason | 4 2%o | 1 5% | - | - | - | 1 5% | - | - | 1 4% | 1 4% | - | - | - | 3 2% | 2 1% | - | 1 7% | - | - | 1 3% | - | - | 3 2% | - | - |
| Don't know | 1 * | - | - | - | 1 7% | - | - | - | - | - | - | - | - | 1 1% | 1 1% | - | - | - | - | - | - | - | 1 1% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 243
Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 221 | 159 | 32 | 23 | 14 | 3 | 59 | 19 | 55 | 51 | 15 | 30 | 41 | 36 | 37 | 19 | 9 | 6 | 5 | 3 | 3 | 2 | 7 |
| Weighted base | 223 | 159 | 33* | 24** | 13** | 3** | 60* | 20** | 52* | 51 | 15** | 32** | 40* | 37* | 39* | 18** | 8** | 6** | 5** | 2** | 3** | 2** | 6** |
| I am not travelling as much/ I used to listen to the radio when driving/ commuting | 107 | 77 | 18 | 9 | 4 | 1 | 30 | 12 | 26 | 27 | 6 | 7 | 18 | 23 | 22 | 11 | 6 | 6 | 3 | 1 | 2 | * | 1 |
| | 48% | 48% | 55% | 40% | 32% | 34% | 49% | 58% | 45% | 51% | 40% | 23% | 43% | 61% | 55% | 59% | 72% | 100% | 58% | 43% | 66% | 30% | 11% |
| I have started watching more television | 18 | 17 | - | 1 | 1 | - | 1 | - | 1 | 1 | - | 6 | 3 | 3 | 5 | - | - | - | - | - | - | - | - |
| | 8%gi | 11%agi | - | 4% | 7% | - | 2% | - | 2% | 2% | - | 18% | 8% | 7% | 13% | - | - | - | - | - | - | - | - |
| I have started using more streaming services | 16 | 11 | 3 | 1 | - | - | 6 | 3 | 6 | 3 | 2 | 2 | 2 | 1 | 2 | 1 | - | 1 | 1 | - | - | - | 2 |
| | 7% | 7% | 10% | 4% | - | - | 9% | 16% | 10% | 6% | 12% | 7% | 5% | 3% | 11% | 15% | - | 23% | 41% | - | - | - | 33% |
| I prefer other radio stations/ have started to listen to other stations more | 13 | 10 | 1 | 2 | 1 | - | 3 | - | 3 | 3 | - | 2 | 3 | 2 | 4 | - | - | - | - | - | - | 1 | - |
| | 6% | 6% | 4% | 9% | 8% | - | 5% | - | 6% | 6% | - | 7% | 8% | 5% | 11% | - | - | - | - | - | - | 70% | - |
| They are biased/ they have their own agenda/ only tell people what they want people to know/ not fully representative | 9 | 8 | - | - | - | 1 | - | - | - | - | - | 2 | 3 | 1 | 2 | - | - | - | - | - | - | - | - |
| | 4% | 5% | - | - | - | 35% | - | - | - | - | - | 5% | 8% | 3% | 6% | - | - | - | - | - | - | - | - |
| Issues with the presenters/ I dislike the presenters/ the presenters I like have moved/ been replaced | 8 | 8 | - | - | - | - | - | - | - | - | 1 | 1 | 2 | - | 2 | - | 1 | - | - | * | 1 | - | - |
| | 4% | 5% | - | - | - | - | - | - | - | - | 7% | 4% | 4% | - | 6% | - | 8% | - | - | 16% | 34% | - | - |
| I listen to the Radio less (non-specific) | 8 | 6 | 2 | 1 | 1 | - | 2 | - | 2 | 2 | - | 1 | 1 | 2 | 1 | - | - | - | - | - | - | - | 1 |
| | 4% | 4% | 7% | 4% | 8% | - | 4% | - | 4% | 4% | - | 4% | 3% | 6% | 3% | - | - | - | - | - | - | - | 17% |
| I have adopted/ focussed more on my hobbies/ interests/ other forms of entertainment | 7 | 4 | 2 | 1 | 1 | - | 3 | 1 | 3 | 3 | - | 1 | 3 | 1 | 1 | - | - | - | - | - | - | - | 1 |
| | 3% | 3% | 6% | 4% | 8% | - | 5% | 5% | 5% | 6% | - | 3% | 8% | 3% | 3% | - | - | - | - | - | - | - | 16% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 243

Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|-----------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,001 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 223 | 159 | 33* | 24** | 13** | 3** | 60* | 20** | 57* | 52* | 15** | 32** | 40* | 37* | 39* | 18** | 8** | 6** | 5** | 2** | 3** | 2** | 6** |
| I find TV/ the BBC/ their content boring/ unexciting/ I have lost interest in it/ I feel my tastes have changed | 6 3% | 4 3% | 1 3% | 1 4% | 1 7% | - | 2 3% | 1 5% | 2 3% | 2 4% | - | 3 11% | 1 2% | - | 1 3% | - | - | - | - | - | - | - | 1 16% |
| I have started listening to more podcasts/ audiobooks | 6 3% | 5 3% | 1 3% | 1 4% | - | - | 1 2% | - | 1 2% | 1 2% | 1 7% | 1 4% | 1 2% | - | - | 2 12% | - | - | - | 1 41% | - | - | - |
| My routine has changed/ I have stopped doing the things I used to do when listening to the radio (other/ non-specific) | 6 2% | 4 3% | 1 3% | - | - | - | 1 2% | - | 1 2% | 1 2% | - | 2 7% | 1 3% | 1 3% | - | - | - | - | - | - | - | - | - |
| I find BBC content depressing/ lack of positive content/ news | 5 2%B | 1 1% | 2 6%b | 4 18% | 3 23% | - | 4 7%aB | - | 4 8%aB | 4 8%aB | 1 6% | - | 1 3% | - | 2 5% | - | - | - | - | - | - | - | - |
| Excessive talking/ conversation | 5 2% | 3 2% | - | 1 5% | - | - | 2 4% | 1 5% | 2 4% | 1 2% | 1 7% | - | - | 1 3% | 1 3% | - | 1 8% | - | - | - | - | - | - |
| There is a lack of choice/ variety/ more choice available elsewhere | 5 2% | 4 3% | - | - | - | - | 1 2% | 1 5% | 1 2% | - | - | - | - | 1 3% | 2 11% | - | - | - | 1 19% | - | - | - | 1 70% |
| The BBC is out of touch/ not aligned with my own views/ values/ the BBC promotes viewpoints/ values I do not believe in/ agree with | 5 2% | 5 3% | - | - | - | - | - | - | - | - | - | * 1% | 1 2% | 1 3% | 1 3% | - | - | - | - | * 16% | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 243
Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | Total (a) | None (b) | Children Aged 18 & Under | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------|-------------|--------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | | | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 223 | 159 | 33* | 24** | 13** | 3** | 60* | 20** | 57* | 52* | 15** | 32** | 40* | 37* | 39* | 18** | 8** | 6** | 5** | 2** | 3** | 2** | 6** |
| I feel that their musical output has changed/ become less to my taste/ standards have fallen | 5 2% | 5 3% | - | - | - | - | - | - | - | - | 1 7% | * 1% | 2 6% | - | 1 3% | - | - | - | - | - | - | - | - |
| I now only listen to specific programmes/ content/ presenters | 5 2% | 3 2% | - | 1 5% | - | - | 1 2% | - | 1 2% | 1 2% | - | - | 2 4% | 1 3% | - | * 2% | - | - | - | - | - | - | - |
| I prefer other content/ have started using other providers more (non-specific) | 4 2% | 4 3% | - | - | - | - | - | - | - | - | 1 8% | - | 1 3% | - | - | 1 6% | - | - | - | - | - | - | - |
| I dislike BBC News/ BBC news content | 4 2% | 2 1% | - | 1 4% | 1 8% | 1 35% | 1 2% | - | 1 2% | 1 2% | - | * 1% | 2 5% | 1 3% | - | * 2% | - | - | - | - | - | - | * 7% |
| I have not had the time to listen to the radio/ been too busy | 4 2% | 2 1% | - | - | - | - | 2 4% | 2 11% | 2 4% | - | - | 1 3% | - | 2 6% | - | - | - | - | - | - | - | - | 1 17% |
| I have started listening to my own music more | 4 2% | 3 2% | - | - | - | - | 1 2% | 1 6% | 1 2% | - | - | * 1% | - | 2 6% | - | 2 9% | - | - | - | - | - | - | - |
| I have not been working/ working as much/ used to listen to the radio whilst working | 4 2% | - | 2 7%B | 1 4% | - | 1 31% | 3 5%B | 1 5% | 3 6%aB | 3 6%aB | - | 2 6% | 1 3% | - | 1 3% | - | - | - | - | - | - | - | - |
| I do not like the BBC/ they are a poor organisation/ broadcaster/ I will not use their services | 4 2% | 3 2% | - | 1 5% | - | - | 1 2% | - | 1 2% | 1 2% | - | 2 5% | 1 3% | 1 3% | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 243
Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 223 | 159 | 33* | 24** | 13** | 3** | 60* | 20** | 57* | 52* | 15** | 32** | 40* | 37* | 39* | 18** | 8** | 6** | 5** | 2** | 3** | 2** | 6** |
| Poor quality programmes/ lack of content I enjoy/ want to watch | 3 | 3 | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - | - | - |
| Shows I liked are no longer available/ are not what they were | 3 | 3 | - | - | - | - | - | - | - | - | 1 | - | - | 1 | - | - | - | - | - | - | * | - | - |
| Standards have fallen | 2 | 2 | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - | - | - |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ I avoid Covid-19 related content | 1 | * | - | 1 | - | - | 1 | - | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | * |
| Their content is aimed at a different demographic | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | * | - | - | - |
| Other answers | 13 | 9 | 2 | 2 | 1 | - | 4 | 1 | 4 | 4 | 2 | 2 | 3 | - | 2 | 1 | 1 | - | - | * | - | - | * |
| Nothing/ no reason | 4 | 4 | - | - | - | - | - | - | - | - | 1 | 1 | 1 | - | - | 1 | - | - | - | - | - | - | - |
| Don't know | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 244

Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|---|---------------|------------|----------|--------------------|--------|-----------------|-----------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 221 | 212 | 9 | 221 | - | 176 | 45 | 221 | - | 221 | - |
| Weighted base | 223 | 213 | 9** | 223 | -** | 179 | 44* | 223 | -** | 223 | -** |
| I am not travelling as much/ I used to listen to the radio when driving/ commuting | 107 48% | 100 47% | 7 77% | 107 48% | - | 88 49% | 19 44% | 107 48% | - | 107 48% | - |
| I have started watching more television | 18 8% | 18 8% | - | 18 8% | - | 13 7% | 5 11% | 18 8% | - | 18 8% | - |
| I have started using more streaming services | 16 7% | 14 7% | 2 23% | 16 7% | - | 14 8% | 2 5% | 16 7% | - | 16 7% | - |
| I prefer other radio stations/ have started to listen to other stations more | 13 6% | 13 6% | - | 13 6% | - | 10 5% | 3 7% | 13 6% | - | 13 6% | - |
| They are biased/ they have their own agenda/ only tell people what they want people to know/ not fully representative | 9 4% | 9 4% | - | 9 4% | - | 8 4% | 2 4% | 9 4% | - | 9 4% | - |
| Issues with the presenters/ I dislike the presenters/ the presenters I like have moved/ been replaced | 8 4% | 8 4% | - | 8 4% | - | 6 3% | 2 5% | 8 4% | - | 8 4% | - |
| I listen to the Radio less (non-specific) | 8 4% | 8 4% | - | 8 4% | - | 5 3% | 3 7% | 8 4% | - | 8 4% | - |
| I have adopted/ focussed more on my hobbies/ interests/ other forms of entertainment | 7 3% | 7 3% | - | 7 3% | - | 6 3% | 1 3% | 7 3% | - | 7 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 244

Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|---|---------------|---------|----------|--------------------|--------|-----------------|---------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 223 | 213 | 9** | 223 | -** | 179 | 44* | 223 | -** | 223 | -** |
| I find TV/ the BBC/ their content boring/ unexciting/ I have lost interest in it/ I feel my tastes have changed | 6 3% | 6 3% | - | 6 3% | - | 6 4% | - | 6 3% | - | 6 3% | - |
| I have started listening to more podcasts/ audiobooks | 6 3% | 5 2% | 1 11% | 6 3% | - | 4 2% | 2 5% | 6 3% | - | 6 3% | - |
| My routine has changed/ I have stopped doing the things I used to do when listening to the radio (other/ non-specific) | 6 2% | 6 3% | - | 6 2% | - | 4 2% | 1 2% | 6 2% | - | 6 2% | - |
| I find BBC content depressing/ lack of positive content/ news | 5 2% | 5 3% | - | 5 2% | - | 5 3% | - | 5 2% | - | 5 2% | - |
| Excessive talking/ conversation | 5 2% | 5 2% | - | 5 2% | - | 5 3% | - | 5 2% | - | 5 2% | - |
| There is a lack of choice/ variety/ more choice available elsewhere | 5 2% | 5 2% | - | 5 2% | - | 5 3% | - | 5 2% | - | 5 2% | - |
| The BBC is out of touch/ not aligned with my own views/ values/ the BBC promotes viewpoints/ values I do not believe in/ agree with | 5 2% | 5 2% | - | 5 2% | - | 4 2% | 1 3% | 5 2% | - | 5 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 244

Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribox/Other platforms) | | BBC User (excluding Bribox/Other platforms) | |
|---|--------------|---------------|-----------|--------------------|-----------|-----------------|-----------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 223 | 213 | 9** | 223 | -** | 179 | 44* | 223 | -** | 223 | -** |
| I feel that their musical output has changed/ become less to my taste/ standards have fallen | 5 2% | 5 2% | - | 5 2% | - | 3 2% | 1 3% | 5 2% | - | 5 2% | - |
| I now only listen to specific programmes/ content/ presenters | 5 2% | 5 2% | - | 5 2% | - | 5 3% | - | 5 2% | - | 5 2% | - |
| I prefer other content/ have started using other providers more (non-specific) | 4 2% | 4 2% | - | 4 2% | - | 3 2% | 1 2% | 4 2% | - | 4 2% | - |
| I dislike BBC News/ BBC news content | 4 2% | 4 2% | - | 4 2% | - | 4 2% | * 1% | 4 2% | - | 4 2% | - |
| I have not had the time to listen to the radio/ been too busy | 4 2% | 4 2% | - | 4 2% | - | 3 2% | 1 3% | 4 2% | - | 4 2% | - |
| I have started listening to my own music more | 4 2% | 4 2% | - | 4 2% | - | 4 2% | * 1% | 4 2% | - | 4 2% | - |
| I have not been working/ working as much/ used to listen to the radio whilst working | 4 2% | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - |
| I do not like the BBC/ they are a poor organisation/ broadcaster/ I will not use their services | 4 2% | 4 2% | - | 4 2% | - | 2 1% | 2 4% | 4 2% | - | 4 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 244

Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who listen to BBC radio stations less now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|---------------|----------|--------|--------------------|--------|-----------------|---------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 223 | 213 | 9** | 223 | -** | 179 | 44* | 223 | -** | 223 | -** |
| Poor quality programmes/ lack of content I enjoy/ want to watch | 3 1% | 3 1% | - | 3 1% | - | 3 2% | - | 3 1% | - | 3 1% | - |
| Shows I liked are no longer available/ are not what they were | 3 1% | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - |
| Standards have fallen | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ I avoid Covid-19 related content | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| Their content is aimed at a different demographic | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| Other answers | 13 6% | 13 6% | - | 13 6% | - | 11 6% | 2 5% | 13 6% | - | 13 6% | - |
| Nothing/ no reason | 4 2% | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - |
| Don't know | 1 * | 1 1% | - | 1 * | - | 1 1% | - | 1 * | - | 1 * | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 245
Q14. You said you listen to BBC Sounds more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who listen to BBC Sounds more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 191 | 105 | 84 | 16 | 18 | 33 | 31 | 28 | 34 | 23 | 8 | 34 | 24 | 57 | 59 | 65 | 21 | 74 | 57 | 19 | 41 | 131 | 60 |
| Weighted base | 190 | 103 | 85* | 15** | 17** | 34* | 30** | 31** | 34* | 22** | 9** | 32* | 23** | 57* | 60* | 64* | 19** | 69* | 61* | 20** | 41* | 130 | 60* |
| It's free | 99 | 53 | 44 | 8 | 9 | 12 | 17 | 13 | 19 | 15 | 6 | 17 | 12 | 23 | 30 | 41 | 11 | 39 | 31 | 8 | 22 | 69 | 30 |
| | 52%f | 51% | 52% | 54% | 50% | 34% | 57% | 43% | 57% | 67% | 76% | 52% | 51% | 41% | 50% | 63%afn | 57% | 56% | 51% | 40% | 54% | 53% | 49% |
| I like that you can catch-up on radio programmes you've missed | 85 | 50 | 34 | 5 | 3 | 11 | 13 | 9 | 22 | 15 | 8 | 8 | 4 | 15 | 22 | 44 | 6 | 38 | 27 | 8 | 12 | 65 | 20 |
| | 45%Inu | 49% | 40% | 37% | 15% | 33% | 46% | 28% | 64%afL | 67% | 88% | 25% | 16% | 26% | 37% | 68%AFL | 34% | 54%au | 45% | 41% | 30% | 50%aw | 33% |
| | w | | | | | | | | No | | | | | | NO | | | | | | | | |
| It's easy to use | 83 | 41 | 41 | 10 | 4 | 12 | 12 | 11 | 17 | 14 | 4 | 14 | 8 | 19 | 23 | 35 | 11 | 33 | 25 | 6 | 18 | 58 | 24 |
| | 43% | 39% | 48% | 67% | 23% | 34% | 41% | 34% | 49% | 63% | 50% | 43% | 33% | 34% | 37% | 54%an | 57% | 48% | 41% | 29% | 46% | 45% | 40% |
| There are no ads | 60 | 33 | 24 | 5 | 3 | 9 | 5 | 10 | 15 | 8 | 4 | 8 | 4 | 13 | 15 | 28 | 7 | 24 | 18 | 4 | 14 | 42 | 18 |
| | 31% | 32% | 28% | 33% | 17% | 26% | 17% | 32% | 45%no | 37% | 50% | 24% | 17% | 23% | 25% | 43%ano | 38% | 35% | 30% | 20% | 33% | 32% | 29% |
| I like the range of podcasts | 59 | 30 | 30 | 6 | 2 | 11 | 10 | 11 | 11 | 7 | 1 | 8 | 3 | 14 | 21 | 19 | 6 | 29 | 19 | 4 | 8 | 48 | 11 |
| | 31%w | 29% | 35% | 42% | 10% | 32% | 35% | 35% | 32% | 34% | 13% | 25% | 12% | 24% | 35% | 30% | 33% | 42%au | 31% | 18% | 19% | 37%aw | 19% |
| I like being able to access radio programmes that haven't been on in ages | 49 | 30 | 18 | 2 | 2 | 6 | 9 | 7 | 11 | 9 | 3 | 4 | 3 | 9 | 16 | 24 | 2 | 18 | 18 | 4 | 9 | 36 | 14 |
| | 26%In | 30% | 21% | 13% | 10% | 18% | 32% | 22% | 33%l | 42% | 37% | 11% | 12% | 16% | 27% | 37%aln | 10% | 26% | 29% | 21% | 23% | 28% | 23% |
| I like that you can pause and rewind live radio | 49 | 33 | 16 | 5 | 5 | 4 | 7 | 8 | 11 | 5 | 4 | 10 | 6 | 10 | 14 | 21 | 7 | 18 | 16 | 8 | 7 | 34 | 15 |
| | 26%c | 32%ac | 19% | 33% | 28% | 13% | 22% | 25% | 34% | 22% | 51% | 31% | 26% | 18% | 24% | 32%f | 36% | 26% | 26% | 40% | 17% | 26% | 25% |
| I use it on my smart speaker | 47 | 25 | 22 | 4 | 5 | 11 | 5 | 6 | 9 | 7 | 1 | 9 | 6 | 17 | 17 | 17 | 6 | 16 | 14 | 2 | 15 | 30 | 17 |
| | 25% | 24% | 26% | 27% | 28% | 33% | 17% | 18% | 25% | 32% | 12% | 27% | 26% | 30% | 18% | 26% | 31% | 23% | 23% | 12% | 37% | 23% | 29% |
| I listen more online than via a radio | 47 | 33 | 13 | 4 | 4 | 6 | 4 | 8 | 10 | 6 | 4 | 7 | 4 | 10 | 13 | 20 | 5 | 23 | 12 | 4 | 9 | 34 | 12 |
| | 24%C | 32%ac | 15% | 26% | 21% | 19% | 15% | 28% | 29% | 28% | 50% | 23% | 16% | 18% | 21% | 31% | 26% | 32% | 20% | 18% | 21% | 26% | 20% |
| I wasn't aware of it before lockdown | 41 | 20 | 21 | 4 | 8 | 10 | 5 | 5 | 3 | 5 | 1 | 12 | 10 | 20 | 10 | 9 | 6 | 12 | 13 | 8 | 8 | 25 | 16 |
| | 22% | 20% | 25% | 27% | 48% | 29% | 18% | 16% | 9% | 22% | 13% | 38%alo | 45% | 35%Alo | 17% | 14% | 32% | 17% | 22% | 40% | 21% | 19% | 27% |
| | | | | | | | | | | | | P | | P | | | | | | | | | |
| I like the music mixes | 39 | 25 | 13 | 6 | 2 | 11 | 10 | 6 | 4 | - | - | 8 | 4 | 15 | 16 | 4 | 8 | 16 | 10 | 3 | 10 | 25 | 13 |
| | 20%P | 24% | 15% | 44% | 11% | 32%P | 35% | 19% | 11% | - | - | 26%P | 20% | 27%P | 27%P | 6% | 44% | 23% | 16% | 18% | 24% | 20% | 22% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 245
Q14. You said you listen to BBC Sounds more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who listen to BBC Sounds more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|------------------------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|----------|-----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 190 | 103 | 85* | 15** | 17** | 34* | 30** | 31** | 34* | 22** | 9** | 32* | 23** | 57* | 60* | 64* | 19** | 69* | 61* | 20** | 41* | 130 | 60* |
| I can find a range of different types of audio, not just radio | 37 19% | 20 20% | 17 20% | 4 24% | - | 5 16% | 7 24% | 7 23% | 11 31% ⁿ | 3 15% | - | 4 11% | 1 | 6 11% | 14 24% | 14 21% | 4 19% | 16 24% | 12 20% | 1 6% | 7 18% | 28 22% | 9 14% |
| I heard it being talked about on a BBC TV programme | 18 9% | 13 12% | 5 6% | 2 15% | - | 3 9% | 3 11% | 1 4% | 3 9% | 4 17% | 1 12% | 2 7% | 1 3% | 4 7% | 5 8% | 8 12% | 2 11% | 9 13% | 6 11% | - | 2 6% | 15 12% | 2 4% |
| Other | 13 7% | 6 6% | 7 8% | - | 1 6% | 1 3% | 3 9% | 2 6% | 3 9% | 2 8% | 1 12% | 1 3% | 1 4% | 2 4% | 5 8% | 6 9% | - | 6 9% | 5 8% | 1 4% | 1 2% | 11 9% | 2 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 246
Q14. You said you listen to BBC Sounds more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who listen to BBC Sounds more now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|---|-------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|-----------|-----------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 191 | 19 | 6 | 18 | 11 | 18 | 13 | 14 | 9 | 33 | 24 | 15 | 11 | 147 | 161 | 5 | 9 | 9 | 4 | 27 | 19 | 23 | 149 | 9 | 38 |
| Weighted base | 190 | 20** | 6** | 20** | 12** | 19** | 14** | 10** | 10** | 34* | 26** | 16** | 5** | 156 | 160 | 5** | 9** | 9** | 4** | 27** | 19** | 22** | 149 | 9** | 37* |
| It's free | 99 52% | 16 79% | 2 33% | 5 27% | 6 55% | 10 55% | 6 45% | 5 51% | 7 78% | 14 42% | 15 57% | 9 54% | 2 54% | 76 48% | 80 50% | 3 62% | 6 73% | 6 64% | 2 49% | 18 64% | 10 55% | 15 71% | 75 51% | 5 57% | 23 62% |
| I like that you can catch-up on radio programmes you've missed | 85 45%w | 10 48% | 3 51% | 11 55% | 4 38% | 10 55% | 4 30% | 5 50% | 3 31% | 12 36% | 14 54% | 7 40% | 2 46% | 68 44% | 73 46% | 3 58% | 2 25% | 5 54% | 1 24% | 11 41% | 11 61% | 16 74% | 60 40% | 6 68% | 23 63%aw |
| It's easy to use | 83 43% | 10 48% | 4 67% | 8 40% | 2 19% | 10 55% | 6 43% | 6 64% | 5 54% | 13 40% | 9 36% | 6 40% | 2 36% | 65 42% | 72 45% | 2 41% | 5 60% | 2 21% | 2 49% | 11 41% | 10 55% | 13 61% | 60 40% | 5 57% | 20 56% |
| There are no ads | 60 31% | 9 43% | 2 34% | 1 5% | 1 10% | 5 27% | 5 38% | 3 29% | 5 56% | 9 27% | 10 36% | 8 48% | 2 36% | 46 30% | 52 33% | 2 39% | 1 16% | 2 20% | 1 24% | 6 23% | 7 39% | 8 38% | 43 29% | 5 58% | 16 43% |
| I like the range of podcasts | 59 31% | 10 48% | - | 8 40% | 2 18% | 6 33% | 5 38% | 5 49% | 1 11% | 8 24% | 7 28% | 6 35% | 1 27% | 44 28% | 51 32% | 1 22% | 3 29% | 2 22% | 1 27% | 7 25% | 7 38% | 5 25% | 48 32% | 2 19% | 10 26% |
| I like being able to access radio programmes that haven't been on in ages | 49 26% | 9 42% | - | 6 28% | 1 9% | 5 27% | 1 8% | 3 30% | 1 11% | 11 34% | 8 32% | 4 27% | - | 38 24% | 43 27% | 2 41% | - | 4 46% | - | 6 23% | 6 34% | 10 47% | 35 23% | 3 34% | 13 36% |
| I like that you can pause and rewind live radio | 49 26%W | 4 21% | 2 35% | 7 34% | - | 5 28% | 4 31% | 3 29% | 2 21% | 7 21% | 7 29% | 5 33% | 2 36% | 40 26% | 38 24% | 2 43% | 3 37% | 1 11% | 2 49% | 8 31% | 6 34% | 10 47% | 30 20% | 5 58% | 16 42%aW |
| I use it on my smart speaker | 47 25% | 4 21% | 2 33% | 8 39% | 3 26% | 1 6% | 3 22% | 2 22% | 2 22% | 10 30% | 5 20% | 5 33% | 1 18% | 40 26% | 40 25% | - | 5 52% | 1 10% | 2 51% | 8 28% | 2 11% | 4 20% | 39 26% | - | 6 17% |
| I listen more online than via a radio | 47 24%w | 3 15% | 1 16% | 6 33% | - | 6 34% | 2 15% | 1 7% | 5 57% | 7 21% | 7 29% | 6 34% | 2 36% | 41 26% | 43 27% | 2 38% | 1 11% | 1 11% | - | 4 15% | 9 50% | 6 28% | 31 21% | 2 23% | 15 39%aw |
| I wasn't aware of it before lockdown | 41 22%jw | 8 42% | 2 35% | 2 11% | 3 26% | 8 45% | 2 14% | 1 15% | 1 13% | 2 6% | 7 25% | 3 19% | * | 31 20%j | 33 20% | 3 61% | 2 23% | 1 12% | 1 25% | 7 27% | 7 38% | 8 38% | 27 18% | 4 46% | 12 33%w |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 246
Q14. You said you listen to BBC Sounds more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who listen to BBC Sounds more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|--|------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|-----------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 190 | 20** | 6** | 20** | 12** | 19** | 14** | 10** | 10** | 34* | 26** | 16** | 5** | 156 | 160 | 5** | 9** | 9** | 4** | 27** | 19** | 22** | 149 | 9** | 37* |
| I like the music mixes | 39 20%O | 3 16% | - | 5 27% | 1 10% | 3 16% | 2 17% | 1 13% | 1 11% | 11 32% | 5 20% | 4 27% | 1 17% | 33 21% | 26 17% | 2 39% | 3 37% | 7 76% | - | 12 45% | 4 22% | 5 22% | 32 21% | 3 34% | 6 15% |
| I can find a range of different types of audio, not just radio | 37 19% | 4 21% | 1 17% | 6 28% | - | 3 16% | 2 15% | 1 7% | 3 32% | 5 16% | 5 20% | 7 41% | - | 32 21% | 28 18% | 1 22% | 2 25% | 3 35% | 1 24% | 7 27% | 6 34% | 5 25% | 26 18% | 4 44% | 9 26% |
| I heard it being talked about on a BBC TV programme | 18 9%w | 2 11% | - | - | - | 5 27% | 1 7% | 2 20% | 1 11% | 4 12% | - | 2 13% | * | 13 8% | 18 11% | - | - | - | - | - | 5 27% | 5 22% | 10 7% | 3 34% | 8 21%aW |
| Other | 13 7% | 2 10% | - | - | - | 2 11% | 2 17% | 1 8% | - | 3 9% | 1 4% | 1 7% | * | 10 6% | 13 8% | - | - | - | - | - | * 2% | 1 3% | 10 7% | 1 13% | 2 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 247
Q14. You said you listen to BBC Sounds more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who listen to BBC Sounds more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 191 | 144 | 29 | 16 | 6 | 1 | 46 | 20 | 42 | 40 | 8 | 22 | 35 | 38 | 32 | 9 | 9 | 6 | 4 | 1 | 6 | 2 | 9 |
| Weighted base | 190 | 142 | 29** | 17** | 7** | 1** | 47* | 19** | 42* | 41* | 8** | 23** | 36* | 39* | 32* | 8** | 9** | 6** | 3** | 1** | 6** | 2** | 8** |
| It's free | 99 | 80 | 11 | 5 | 1 | 1 | 18 | 10 | 17 | 16 | 6 | 12 | 17 | 19 | 20 | 4 | 5 | 3 | 2 | - | 3 | 1 | 3 |
| | 52%g | 56%ag | 40% | 32% | 18% | 100% | 38% | 53% | 39% | 39% | 72% | 53% | 48% | 49% | 61% | 50% | 52% | 49% | 66% | - | 48% | 53% | 43% |
| I like that you can catch-up on radio programmes you've missed | 85 | 68 | 10 | 8 | - | - | 17 | 9 | 17 | 14 | 4 | 10 | 14 | 23 | 12 | 2 | 5 | 3 | 1 | - | 2 | 1 | 3 |
| | 45% | 48% | 35% | 49% | - | - | 37% | 45% | 41% | 35% | 54% | 45% | 40% | 58% | 37% | 28% | 60% | 50% | 22% | - | 34% | 47% | 39% |
| It's easy to use | 83 | 64 | 14 | 5 | 2 | - | 18 | 9 | 18 | 17 | 6 | 11 | 12 | 21 | 15 | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 5 |
| | 43% | 45% | 50% | 31% | 33% | - | 39% | 48% | 41% | 43% | 74% | 48% | 35% | 53% | 48% | 36% | 16% | 17% | 53% | 100% | 16% | 47% | 59% |
| There are no ads | 60 | 49 | 6 | 4 | - | 1 | 9 | 5 | 9 | 8 | 2 | 8 | 11 | 13 | 10 | 5 | 6 | 2 | - | - | 2 | - | - |
| | 31%g | 35% | 20% | 25% | - | 100% | 19% | 25% | 21% | 19% | 32% | 33% | 30% | 32% | 30% | 56% | 62% | 33% | - | - | 32% | - | - |
| I like the range of podcasts | 59 | 40 | 14 | 8 | - | - | 20 | 10 | 20 | 17 | 2 | 5 | 11 | 13 | 8 | 3 | 4 | 3 | * | 1 | 1 | 2 | 3 |
| | 31% | 28% | 49% | 45% | - | - | 42% | 53% | 46%ab | 43% | 27% | 22% | 29% | 32% | 24% | 41% | 43% | 51% | 12% | 100% | 16% | 100% | 42% |
| I like being able to access radio programmes that haven't been on in ages | 49 | 38 | 5 | 5 | - | - | 11 | 6 | 11 | 7 | 3 | 5 | 11 | 14 | 8 | - | 3 | 2 | - | 1 | - | 2 | - |
| | 26% | 27% | 17% | 30% | - | - | 24%J | 31% | 27%J | 18% | 40% | 24% | 30% | 35% | 24% | - | 35% | 32% | - | 100% | - | 100% | - |
| I like that you can pause and rewind live radio | 49 | 33 | 13 | 5 | 1 | - | 16 | 8 | 16 | 14 | 1 | 7 | 13 | 7 | 2 | 2 | 1 | 1 | 1 | - | 1 | 1 | 1 |
| | 26% | 23% | 46% | 31% | 15% | - | 35% | 41% | 38%a | 35% | 19% | 33% | 16% | 33% | 21% | 28% | 17% | 17% | 44% | - | 17% | 47% | 17% |
| I use it on my smart speaker | 47 | 33 | 11 | 6 | 3 | - | 14 | 3 | 13 | 13 | 4 | 5 | 9 | 12 | 6 | * | 2 | 1 | * | - | 1 | 1 | 2 |
| | 25% | 23% | 38% | 36% | 51% | - | 30% | 15% | 31% | 32% | 55% | 23% | 26% | 32% | 18% | 5% | 23% | 16% | 12% | - | 16% | 47% | 27% |
| I listen more online than via a radio | 47 | 33 | 8 | 7 | 1 | - | 14 | 3 | 13 | 12 | 2 | 2 | 5 | 14 | 12 | 2 | 5 | 1 | - | - | - | 1 | * |
| | 24% | 23% | 29% | 43% | 16% | - | 29% | 16% | 30% | 28% | 28% | 9% | 15% | 36%lm | 36% | 25% | 51% | 16% | - | - | - | 47% | 5% |
| I wasn't aware of it before lockdown | 41 | 33 | 5 | 3 | 1 | - | 8 | 4 | 8 | 6 | - | 5 | 10 | 4 | 9 | 4 | 1 | 2 | - | - | - | 1 | - |
| | 22%n | 23% | 18% | 19% | 15% | - | 18% | 22% | 20% | 15% | - | 24% | 29%n | 9% | 27% | 49% | 11% | 34% | 65% | - | - | 53% | - |
| I like the music mixes | 39 | 22 | 11 | 7 | 2 | - | 17 | 8 | 15 | 14 | 1 | 3 | 6 | 8 | 3 | - | 3 | 2 | 1 | 1 | 4 | 1 | 1 |
| | 20%B | 15% | 38% | 42% | 33% | - | 37%AB | 42% | 35%aB | 35%aB | 14% | 15% | 16% | 20% | 10% | - | 36% | 32% | 34% | 100% | 67% | 47% | 17% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 247

Q14. You said you listen to BBC Sounds more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who listen to BBC Sounds more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|-----------|------------------|-------------------|-------------------|--------------------------|-----------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 190 | 142 | 29** | 17** | 7** | 1** | 47* | 19** | 42* | 41* | 8** | 23** | 36* | 39* | 32* | 8** | 9** | 6** | 3** | 1** | 6** | 2** | 8** |
| I can find a range of different types of audio, not just radio | 37 19%o | 26 18% | 6 21% | 2 13% | 1 15% | 1 100% | 10 22% | 6 30% | 9 22% | 8 20% | 2 27% | 6 28% | 8 21% | 11 27%o | 2 7% | 1 13% | 3 37% | 1 17% | - | - | 1 17% | - | 2 20% |
| I heard it being talked about on a BBC TV programme | 18 9% | 14 10% | 4 12% | 2 11% | - | - | 4 8% | 2 8% | 4 8% | 4 9% | - | - | 3 9% | 4 11% | 3 10% | 1 12% | 1 11% | - | * | 1 100% | 1 17% | 1 47% | 1 8% |
| Other | 13 7% | 11 7% | - | - | 1 18% | - | 2 5%i | 1 5% | 1 2% | 1 3% | 1 13% | - | 3 9% | 4 10% | 2 7% | 2 28% | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 248
Q14. You said you listen to BBC Sounds more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who listen to BBC Sounds more now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|---|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 191 | 187 | 4 | 191 | - | 179 | 12 | 191 | - | 191 | - |
| Weighted base | 190 | 187 | 4** | 190 | -** | 179 | 12** | 190 | -** | 190 | -** |
| It's free | 99 | 98 | 1 | 99 | - | 93 | 6 | 99 | - | 99 | - |
| | 52% | 52% | 28% | 52% | - | 52% | 49% | 52% | - | 52% | - |
| I like that you can catch-up on radio programmes you've missed | 85 | 84 | 1 | 85 | - | 81 | 4 | 85 | - | 85 | - |
| | 45% | 45% | 26% | 45% | - | 45% | 36% | 45% | - | 45% | - |
| It's easy to use | 83 | 82 | 1 | 83 | - | 77 | 6 | 83 | - | 83 | - |
| | 43% | 44% | 26% | 43% | - | 43% | 50% | 43% | - | 43% | - |
| There are no ads | 60 | 60 | - | 60 | - | 55 | 5 | 60 | - | 60 | - |
| | 31% | 32% | - | 31% | - | 31% | 42% | 31% | - | 31% | - |
| I like the range of podcasts | 59 | 59 | 1 | 59 | - | 58 | 2 | 59 | - | 59 | - |
| | 31% | 31% | 19% | 31% | - | 32% | 15% | 31% | - | 31% | - |
| I like being able to access radio programmes that haven't been on in ages | 49 | 49 | - | 49 | - | 48 | 2 | 49 | - | 49 | - |
| | 26% | 27% | - | 26% | - | 27% | 15% | 26% | - | 26% | - |
| I like that you can pause and rewind live radio | 49 | 49 | - | 49 | - | 46 | 3 | 49 | - | 49 | - |
| | 26% | 26% | - | 26% | - | 26% | 27% | 26% | - | 26% | - |
| I use it on my smart speaker | 47 | 47 | - | 47 | - | 44 | 3 | 47 | - | 47 | - |
| | 25% | 25% | - | 25% | - | 25% | 26% | 25% | - | 25% | - |
| I listen more online than via a radio | 47 | 46 | 1 | 47 | - | 45 | 2 | 47 | - | 47 | - |
| | 24% | 24% | 27% | 24% | - | 25% | 17% | 24% | - | 24% | - |
| I wasn't aware of it before lockdown | 41 | 41 | - | 41 | - | 37 | 4 | 41 | - | 41 | - |
| | 22% | 22% | - | 22% | - | 21% | 37% | 22% | - | 22% | - |
| I like the music mixes | 39 | 39 | - | 39 | - | 38 | 1 | 39 | - | 39 | - |
| | 20% | 21% | - | 20% | - | 21% | 9% | 20% | - | 20% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 248

Q14. You said you listen to BBC Sounds more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?

Base: All respondents who listen to BBC Sounds more now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 190 | 187 | 4** | 190 | -** | 179 | 12** | 190 | -** | 190 | -** |
| I can find a range of different types of audio, not just radio | 37 | 37 | - | 37 | - | 37 | - | 37 | - | 37 | - |
| | 19% | 20% | - | 19% | - | 21% | - | 19% | - | 19% | - |
| I heard it being talked about on a BBC TV programme | 18 | 18 | - | 18 | - | 18 | - | 18 | - | 18 | - |
| | 9% | 10% | - | 9% | - | 10% | - | 9% | - | 9% | - |
| Other | 13 | 13 | - | 13 | - | 12 | 1 | 13 | - | 13 | - |
| | 7% | 7% | - | 7% | - | 6% | 10% | 7% | - | 7% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 249
Q15. You said you listen to BBC Sounds less now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who listen to BBC Sounds less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 82 | 56 | 23 | 3 | 20 | 15 | 12 | 8 | 8 | 11 | 5 | 23 | 21 | 36 | 20 | 24 | 3 | 37 | 19 | 9 | 17 | 56 | 26 |
| Weighted base | 83* | 57* | 24** | 3** | 19** | 16** | 12** | 9** | 8** | 10** | 5** | 22** | 20** | 37* | 21** | 24** | 3** | 36* | 19** | 10** | 17** | 55* | 28** |
| Not enough content I like | 20 | 16 | 4 | - | 6 | 2 | 3 | 2 | 3 | 3 | 1 | 6 | 6 | 8 | 5 | 7 | - | 8 | 6 | 1 | 5 | 14 | 6 |
| I've discovered other streaming services such as Spotify | 24% | 28% | 16% | - | 30% | 14% | 24% | 21% | 38% | 28% | 21% | 26% | 29% | 22% | 23% | 30% | - | 22% | 33% | 12% | 27% | 25% | 21% |
| I used to use it travelling to work but have done that less | 17 | 13 | 2 | 2 | 7 | 2 | 4 | - | 1 | 1 | - | 9 | 8 | 10 | 4 | 2 | 2 | 9 | 5 | 2 | 1 | 14 | 3 |
| Personalisation isn't very good | 21% | 23% | 9% | 67% | 35% | 13% | 33% | - | 12% | 14% | - | 39% | 38% | 27% | 19% | 10% | 67% | 26% | 25% | 22% | 6% | 25% | 12% |
| Don't like having to sign-in | 15 | 13 | 2 | - | 2 | 3 | 4 | 2 | 1 | 2 | 1 | 2 | 2 | 5 | 6 | 4 | - | 6 | 4 | 1 | 4 | 10 | 5 |
| It's difficult to find content | 18% | 23% | 9% | - | 8% | 20% | 34% | 25% | 12% | 21% | 19% | 7% | 8% | 13% | 30% | 17% | - | 17% | 21% | 10% | 24% | 18% | 19% |
| I find it difficult to use | 13 | 11 | 2 | - | 5 | 2 | 2 | 2 | - | 2 | - | 5 | 5 | 7 | 4 | 2 | - | 9 | 2 | 2 | - | 11 | 2 |
| I used to use it at work but have done that less | 16% | 20% | 9% | - | 26% | 13% | 17% | 26% | - | 20% | - | 22% | 24% | 19% | 21% | 9% | - | 25% | 11% | 22% | - | 20% | 8% |
| Other | 13 | 11 | 1 | 1 | 4 | 2 | - | - | 3 | 3 | - | 5 | 4 | 6 | - | 6 | 1 | 9 | 4 | - | - | 13 | - |
| It needs an internet connection | 15% | 20% | 4% | 33% | 19% | 13% | - | - | 36% | 31% | - | 21% | 18% | 16% | - | 26% | 33% | 24% | 24% | - | - | 23%a | - |
| You can't download content | 9 | 9 | - | 1 | 1 | - | - | 3 | 1 | 1 | 1 | 2 | 1 | 1 | 3 | 3 | 1 | 2 | 2 | 2 | 2 | 4 | 4 |
| Other | 10%n | 15% | - | 31% | 5% | - | - | 40% | 13% | 10% | 21% | 9% | 5% | 3% | 16% | 13% | 31% | 5 | 2 | 2 | 13% | 7% | 16% |
| Other | 8 | 7 | 1 | - | 3 | - | - | 2 | - | 2 | 1 | 3 | 3 | 3 | 2 | 3 | - | 3 | 3 | 1 | 2 | 6 | 3 |
| Other | 10% | 13% | 5% | - | 15% | - | - | 26% | - | 22% | 21% | 13% | 14% | 8% | 11% | 14% | - | 8% | 14% | 11% | 9% | 10% | 10% |
| Other | 8 | 5 | 3 | - | 1 | 2 | - | - | 1 | 1 | 2 | 1 | 1 | 3 | - | 5 | - | 3 | 5 | - | - | 8 | - |
| Other | 9% | 9% | 11% | - | 5% | 12% | - | - | 12% | 15% | 41% | 5% | 5% | 8% | - | 20% | - | 8% | 24% | - | - | 14% | - |
| Other | 7 | 3 | 4 | - | 2 | 2 | 2 | - | - | 1 | - | 2 | 2 | 4 | 2 | 1 | - | 3 | 2 | 1 | 1 | 5 | 2 |
| Other | 9% | 5% | 19% | - | 10% | 14% | 17% | - | - | 11% | - | 9% | 10% | 12% | 10% | 5% | - | 8% | 11% | 12% | 6% | 9% | 8% |
| Other | 5 | 4 | 1 | - | 3 | 1 | - | 1 | - | - | - | 3 | 3 | 4 | 1 | - | - | 4 | - | 1 | - | 4 | 1 |
| Other | 6% | 7% | 5% | - | 15% | 7% | - | 14% | - | - | - | 13% | 14% | 11% | 6% | - | - | 11% | - | 11% | - | 7% | 4% |
| Other | 4 | 3 | 1 | - | 3 | - | - | - | 1 | - | 3 | 3 | 3 | - | 1 | - | 2 | - | - | 1 | 1 | 2 | 2 |
| Other | 5% | 5% | 4% | - | 16% | - | - | - | 10% | - | 14% | 15% | 8% | - | 4% | - | 5% | - | - | 10% | 6% | 4% | 7% |
| Other | 12 | 6 | 5 | - | - | 1 | 1 | 1 | 3 | 3 | 2 | - | - | 1 | 2 | 8 | - | 4 | 1 | 1 | 5 | 5 | 7 |
| Other | 14%N | 11% | 23% | - | - | 7% | 9% | 13% | 38% | 32% | 39% | - | - | 3% | 10% | 36% | - | 11% | 6% | 12% | 31% | 9% | 24% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 250
Q15. You said you listen to BBC Sounds less now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who listen to BBC Sounds less now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 82 | 3 | 5 | 9 | 3 | 4 | 6 | 4 | 2 | 21 | 12 | 11 | 2 | 73 | 57 | 4 | 7 | 8 | 2 | 21 | 10 | 8 | 64 | 8 | 17 |
| Weighted base | 83* | 3** | 5** | 10** | 3** | 4** | 6** | 3** | 2** | 21** | 13** | 12** | 1** | 76* | 58* | 4** | 7** | 8** | 2** | 21** | 10** | 9** | 65* | 9** | 17** |
| Not enough content I like | 20 | 2 | 2 | 3 | - | - | 2 | 1 | 1 | 4 | 2 | 2 | - | 16 | 14 | 1 | 2 | 2 | - | 5 | 1 | 3 | 15 | 3 | 4 |
| | 24% | 68% | 39% | 34% | - | - | 35% | 52% | 50% | 18% | 16% | 17% | - | 22% | 24% | 24% | 31% | 23% | - | 24% | 10% | 38% | 23% | 38% | 24% |
| I've discovered other streaming services such as Spotify | 17 | 1 | 2 | 2 | 1 | 1 | - | 1 | 1 | 4 | 3 | 1 | * | 15 | 10 | 3 | - | 2 | - | 5 | 2 | 2 | 14 | 2 | 4 |
| | 21% | 32% | 42% | 23% | 31% | 24% | - | 24% | 50% | 18% | 24% | 8% | 47% | 20% | 18% | 76% | - | 27% | - | 24% | 17% | 24% | 21% | 24% | 22% |
| I used to use it travelling to work but have done that less | 15 | - | 2 | - | - | - | 1 | 1 | - | 5 | 2 | 4 | - | 15 | 12 | 1 | - | 1 | 1 | 3 | 1 | - | 15 | - | 1 |
| | 18% | - | 39% | - | - | - | 17% | 24% | - | 25% | 16% | 36% | - | 19% | 21% | 24% | - | 13% | 62% | 15% | 7% | - | 23% | - | 4% |
| Personalisation isn't very good | 13 | - | 1 | 1 | 1 | - | 3 | - | 1 | 3 | 1 | 2 | - | 13 | 11 | - | 2 | - | - | 2 | 2 | 1 | 10 | 1 | 3 |
| | 16% | - | 20% | 11% | 37% | - | 49% | - | 50% | 14% | 8% | 17% | - | 18% | 20% | - | 27% | - | - | 9% | 22% | 13% | 16% | 13% | 19% |
| Don't like having to sign-in | 13 | 1 | 2 | 1 | 1 | - | - | 1 | - | 4 | 2 | 1 | - | 11 | 9 | - | 1 | 1 | 1 | 3 | 3 | 3 | 6 | 3 | 6 |
| | 15%W | 33% | 39% | 11% | 32% | - | - | 24% | - | 18% | 16% | 9% | - | 15% | 16% | - | 13% | 12% | 38% | 12% | 26% | 37% | 9% | 37% | 33% |
| Not enough content for my age group | 9 | - | - | 1 | 1 | - | - | - | - | 2 | 1 | 2 | - | 9 | 8 | - | 1 | - | - | 1 | 1 | 2 | 5 | 2 | 3 |
| | 10% | - | - | 11% | 37% | - | - | - | - | 9% | 8% | 18% | - | 11% | 13% | - | 14% | - | - | 5% | 12% | 26% | 8% | 26% | 20% |
| It's difficult to find content | 8 | - | - | 2 | 1 | - | 1 | 1 | 2 | - | - | * | 7 | 7 | - | - | 1 | - | - | 1 | 2 | 2 | 4 | 2 | 4 |
| | 10%w | - | - | 21% | 37% | - | 18% | 26% | 50% | 9% | - | 53% | 10% | 13% | - | - | 11% | - | - | 4% | 22% | 26% | 6% | 26% | 25% |
| I find it difficult to use | 8 | - | - | 1 | 1 | 1 | - | 1 | 2 | - | - | * | 7 | 5 | 1 | 1 | 1 | - | - | 3 | - | 1 | 7 | 1 | 1 |
| | 9% | - | - | 11% | 32% | 24% | 17% | - | 50% | 10% | - | 53% | 9% | 8% | 25% | 13% | 13% | - | - | 14% | - | 13% | 10% | 13% | 6% |
| I used to use it at work but have done that less | 7 | 1 | 1 | - | - | - | 1 | - | - | 1 | 2 | 1 | - | 6 | 5 | - | - | 1 | - | 1 | - | - | 6 | - | - |
| | 9% | 33% | 19% | - | - | - | 16% | - | - | 5% | 18% | 9% | - | 8% | 9% | - | - | 13% | - | 5% | - | - | 10% | - | - |
| It needs an internet connection | 5 | - | - | 1 | - | - | - | - | - | 2 | - | 1 | - | 5 | 2 | 2 | 1 | - | - | 3 | 1 | - | 4 | - | 1 |
| | 6% | - | - | 10% | - | 27% | - | - | - | 9% | - | 10% | - | 7% | 4% | 48% | 15% | - | - | 14% | 11% | - | 6% | - | 6% |
| You can't download content | 4 | - | - | - | - | 1 | - | - | 1 | 2 | - | - | - | 4 | 2 | 1 | 1 | - | - | 2 | 1 | - | 3 | - | 1 |
| | 5% | - | - | - | - | 24% | - | - | 50% | 9% | - | - | - | 5% | 3% | 24% | 14% | - | - | 9% | 10% | - | 5% | - | 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 250

Q15. You said you listen to BBC Sounds less now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who listen to BBC Sounds less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|----------|-----------|----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 83* | 3** | 5** | 10** | 3** | 4** | 6** | 3** | 2** | 21** | 13** | 12** | 1** | 76* | 58* | 4** | 7** | 8** | 2** | 21** | 10** | 9** | 65* | 9** | 17** |
| Other | 12 14% | - | - | 2 22% | - | 1 25% | - | - | 1 50% | 1 5% | 4 34% | 2 19% | - | 12 15% | 11 19% | - | - | - | - | - | 2 23% | 3 39% | 7 11% | 3 39% | 4 26% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - o/p/q/r/s/t - u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 251
Q15. You said you listen to BBC Sounds less now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who listen to BBC Sounds less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|---------|-----------------|------------------|--------------|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to | £7,001 | £14,001 | £21,001 | £28,001 | £34,001 | £41,001 | £48,001 | £55,001 | £62,001 | £69,001 | £76,001 | £83,001 |
| | | | | | | | | | | £7,000 (k) | £14,000 (l) | £21,000 (m) | £28,000 (n) | £34,000 (o) | £41,000 (p) | £48,000 (q) | £55,000 (r) | £62,000 (s) | £69,000 (t) | £76,000 (u) | £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 82 | 53 | 13 | 11 | 4 | 29 | 17 | 29 | 18 | 2 | 14 | 16 | 14 | 14 | 6 | 5 | - | 2 | 1 | 1 | 1 | 3 |
| Weighted base | 83* | 53* | 14** | 12** | 4** | 30** | 17** | 30** | 19** | 2** | 15** | 16** | 15** | 15** | 6** | 5** | ** | 2** | 1** | 1** | ** | 3** |
| Not enough content I like | 20 | 14 | 3 | 3 | 2 | 6 | 2 | 6 | 4 | 1 | 2 | 3 | 3 | 3 | 1 | 3 | - | 1 | 1 | - | - | 1 |
| I've discovered other streaming services such as Spotify | 17 | 14 | 1 | 1 | - | 3 | 2 | 3 | 1 | - | 3 | 5 | 2 | 2 | 3 | - | - | - | 1 | - | - | 1 |
| I used to use it travelling to work but have done that less | 15 | 7 | 6 | 2 | 1 | 9 | 5 | 9 | 8 | - | 2 | 1 | - | 4 | 3 | 2 | - | 1 | - | 1 | - | 1 |
| Personalisation isn't very good | 13 | 10 | 2 | 2 | - | 3 | 1 | 3 | 2 | 1 | 2 | 4 | 1 | 2 | 1 | - | - | - | 1 | - | - | 1 |
| Don't like having to sign-in | 13 | 9 | 1 | 1 | - | 4 | 4 | 4 | 2 | 1 | 1 | 4 | 3 | 2 | 1 | - | - | - | - | 1 | - | - |
| Not enough content for my age group | 9 | 5 | 2 | 3 | 1 | 3 | - | 3 | 3 | - | 1 | 2 | 1 | 2 | - | 1 | - | - | - | - | - | 1 |
| It's difficult to find content | 8 | 7 | 1 | 1 | - | 1 | - | 1 | 1 | - | 3 | 1 | 2 | - | - | 1 | - | 1 | - | - | - | - |
| I find it difficult to use | 8 | 6 | - | 2 | 1 | 2 | - | 2 | 2 | - | * | 2 | 1 | 3 | - | 1 | - | - | - | - | - | - |
| I used to use it at work but have done that less | 7 | 2 | 4 | 2 | - | 5 | 4 | 5 | 4 | 1 | 2 | 1 | 1 | 1 | - | - | - | 1 | - | - | - | - |
| It needs an internet connection | 5 | 3 | - | 1 | - | 2 | 1 | 2 | 1 | - | - | 1 | 2 | - | - | - | - | - | - | - | - | 1 |
| You can't download content | 4 | 3 | - | - | - | 1 | 1 | 1 | - | - | - | 4 | - | - | - | - | - | - | - | - | - | - |
| Other | 12 | 12 | - | - | - | - | - | - | - | - | 3 | 2 | 4 | - | 1 | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 252

Q15. You said you listen to BBC Sounds less now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?
Base: All respondents who listen to BBC Sounds less now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|---|---------------|-----------|----------|--------------------|--------|-----------------|----------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 82 | 78 | 4 | 82 | - | 74 | 8 | 82 | - | 82 | - |
| Weighted base | 83* | 79* | 4** | 83* | -.** | 74* | 9** | 83* | -.** | 83* | -.** |
| Not enough content I like | 20 24% | 18 23% | 2 48% | 20 24% | - | 18 24% | 2 25% | 20 24% | - | 20 24% | - |
| I've discovered other streaming services such as Spotify | 17 21% | 17 22% | - | 17 21% | - | 16 22% | 1 12% | 17 21% | - | 17 21% | - |
| I used to use it travelling to work but have done that less | 15 18% | 14 18% | 1 24% | 15 18% | - | 15 21% | - | 15 18% | - | 15 18% | - |
| Personalisation isn't very good | 13 16% | 12 16% | 1 25% | 13 16% | - | 10 14% | 3 37% | 13 16% | - | 13 16% | - |
| Don't like having to sign-in | 13 15% | 13 16% | - | 13 15% | - | 13 17% | - | 13 15% | - | 13 15% | - |
| Not enough content for my age group | 9 10% | 7 9% | 1 25% | 9 10% | - | 7 10% | 1 13% | 9 10% | - | 9 10% | - |
| It's difficult to find content | 8 10% | 7 9% | 1 25% | 8 10% | - | 7 10% | 1 13% | 8 10% | - | 8 10% | - |
| I find it difficult to use | 8 9% | 8 10% | - | 8 9% | - | 7 9% | 1 12% | 8 9% | - | 8 9% | - |
| I used to use it at work but have done that less | 7 9% | 6 8% | 1 28% | 7 9% | - | 6 9% | 1 13% | 7 9% | - | 7 9% | - |
| It needs an internet connection | 5 6% | 5 7% | - | 5 6% | - | 4 6% | 1 13% | 5 6% | - | 5 6% | - |
| You can't download content | 4 5% | 4 5% | - | 4 5% | - | 4 5% | - | 4 5% | - | 4 5% | - |
| Other | 12 14% | 12 15% | - | 12 14% | - | 11 14% | 1 13% | 12 14% | - | 12 14% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 253
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Summary
Base: All respondents

| | Websites & Apps | | | | | | |
|-----------------------|-----------------------|------------------------|--------------|-------------|-------------|-------------|-------------|
| | BBC News app/ site | BBC Sport app/ site | BBC Bitesize | NET: BBC | Facebook | Twitter | Mail online |
| Unweighted base | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 |
| Weighted base | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 | 2152 |
| NET: Daily | 676 31% | 282 13% | 67 3% | 725 34% | 1251 58% | 483 22% | 421 20% |
| NET: Weekly | 1039 48% | 542 25% | 167 8% | 1127 52% | 1501 70% | 709 33% | 622 29% |
| NET: Monthly | 1226 57% | 640 30% | 256 12% | 1314 61% | 1584 74% | 827 38% | 732 34% |
| NET: Ever | 1387 64% | 798 37% | 419 19% | 1468 68% | 1673 78% | 982 46% | 895 42% |
| Several times a day | 342 16% | 140 6% | 28 1% | 379 18% | 885 41% | 281 13% | 215 10% |
| About once a day | 334 16% | 143 7% | 38 2% | 346 16% | 366 17% | 202 9% | 206 10% |
| Several times a week | 242 11% | 153 7% | 65 3% | 264 12% | 160 7% | 144 7% | 125 6% |
| About once a week | 121 6% | 107 5% | 36 2% | 137 6% | 90 4% | 82 4% | 76 4% |
| Several times a month | 116 5% | 60 3% | 41 2% | 117 5% | 35 2% | 68 3% | 53 2% |
| About once a month | 71 3% | 37 2% | 48 2% | 70 3% | 47 2% | 50 2% | 58 3% |
| Less often | 161 7% | 159 7% | 163 8% | 154 7% | 89 4% | 154 7% | 163 8% |
| Never | 765 36% | 1354 63% | 1733 81% | 684 32% | 479 22% | 1170 54% | 1257 58% |

Ofcom BBC COVID Research
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Absolutes/col percents

Table 254
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC News app/site
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | | | SEG | | | | | |
|-----------------------|-----------------------------|--------------|------------|-----------|----------------------|---------------|------------------------|-------------------------------|-----------------------------|---------------------|--------------|--------------|--------------------|--------------------|------------------------------|----------------------|-------------|---------------|---------------|------------|------------|--------------|------------|--|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) | |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 | |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 | |
| NET: Daily | 676 31%CD LmnQTU W | 381 36%AC | 295 28% | 22 15% | 55 25%dlq | 100 29%DIQ | 119 37%aDE fLMNQ | 120 35%DeL mnQ | 114 37%aDE fLMNQ | 82 32%DLQ | 64 30%DIQ | 76 21%dq | 62 25%dlq | 162 27%DLQ | 239 36%ADE fLMNQ | 260 33%DeL mnQ | 25 16% | 213 36%ATU | 221 36%ATU | 117 27% | 124 24% | 434 36%AW | 241 25% | |
| NET: Weekly | 1039 48%CDL QUW | 583 54%AC | 455 42% | 37 26% | 103 48%DLQ | 164 48%DIQ | 167 52%DKL Q | 195 56%ADe fJKLMN PQ | 163 52%DkL pQ | 117 46%DQ | 93 43%DQ | 139 39%DQ | 113 45%DLQ | 277 47%DLQ | 362 54%ADf jKLMNp Q | 373 48%DLQ | 43 28% | 314 54%ATU | 324 53%ATU | 186 43% | 213 41% | 638 53%AW | 399 42% | |
| NET: Monthly | 1226 57%CDK IQTUW | 661 62%AC | 561 52% | 50 36% | 133 62%DKL mQ | 194 56%DQ | 194 60%DKI Q | 212 61%DKI Q | 197 63%aDK LPQ | 141 55%DQ | 105 48%e | 183 51%DQ | 147 59%DkL Q | 341 57%DkL Q | 405 61%aDK LQ | 443 57%DKQ | 63 40%D | 371 63%ATU | 378 62%ATU | 215 50% | 260 50% | 750 63%AW | 475 50% | |
| NET: Ever | 1387 64%CDK QTUW | 738 69%AC | 643 60% | 63 45% | 153 71%aDK LnQ | 218 63%DQ | 214 67%DKQ | 239 69%DKI PQ | 216 69%DKI PQ | 161 63%DQ | 122 56%e | 216 61%DQ | 171 69%DkL Q | 389 66%DKI Q | 453 68%aDK IQ | 499 64%DKQ | 77 49%D | 418 71%ATU | 417 69%aTU | 246 57% | 303 58% | 835 70%AW | 549 57% | |
| Several times a day | 342 16%CDL mnQTuW | 220 21%AC | 122 11% | 5 4% | 26 12%DIq | 46 13%DQ | 65 20%aDe fKLMNQ | 62 18%DLm nQ | 65 21%aDE fKLMNp Q | 47 18%DkL mnQ | 25 12%Dq | 32 9%Dq | 29 12%DLQ | 75 13%DLQ | 127 19%aDe fKLMNQ | 137 18%DKLm nQ | 8 5%e | 111 19%aTU | 114 19%aTu | 49 11% | 68 13% | 225 19%AW | 117 12% | |
| About once a day | 334 16%UW | 161 15% | 174 16% | 16 11% | 29 13% | 54 16% | 54 17% | 59 17% | 49 16% | 35 14% | 39 18% | 45 13% | 33 13% | 87 15% | 113 17% | 123 16% | 17 11% | 102 17%U | 107 18%U | 68 16%u | 56 11% | 209 18%AW | 124 13% | |
| Several times a week | 242 11%cdj q | 138 13%ac | 103 10% | 8 6% | 30 14%djl mq | 42 12%djq | 32 10% | 55 16%ADg JloPQ | 33 11% | 18 7% | 24 11% | 38 11%eQ | 30 12%q | 72 12%djq | 87 13%dgj pq | 75 10% | 10 6% | 69 12% | 66 11% | 47 11% | 60 12% | 135 11% | 107 11% | |
| About once a week | 121 6%k | 64 6% | 56 5% | 7 5% | 18 8%Kp | 22 6%k | 17 5% | 20 6% | 16 5% | 17 7%k | 5 2% | 25 7%k | 21 8%aKp | 43 7%K | 36 5% | 38 5%k | 9 6% | 32 6% | 37 6% | 22 5% | 29 6% | 70 6% | 51 5% | |
| Several times a month | 116 5%ho | 49 5% | 68 6% | 9 6% | 17 8%Ho | 18 5% | 16 5% | 9 3% | 22 7%Ho | 14 5% | 11 5% | 25 7%Ho | 19 7%Ho | 37 6%h | 26 4% | 47 6%h | 12 7%dho | 37 6% | 32 4% | 18 4% | 30 6% | 69 6% | 47 5% | |
| About once a month | 71 3%k | 29 3% | 39 4% | 5 4%k | 13 6%ahKo p | 12 4%k | 10 3%k | 8 2% | 11 4%k | 10 4%k | 1 * | 18 5%aKo | 15 6%AhKo p | 27 5%aK | 17 3% | 23 3%K | 8 5%DK | 20 3% | 22 4% | 11 3% | 17 3% | 42 4% | 29 3% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



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Absolutes/col percents

Table 254
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC News app/site
Base: All respondents

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 161 | 77 | 82 | 13 | 20 | 24 | 21 | 27 | 19 | 20 | 17 | 33 | 24 | 48 | 48 | 56 | 14 | 47 | 39 | 31 | 43 | 86 | 74 |
| | 7% | 7% | 8% | 9% | 9% | 7% | 6% | 8% | 6% | 8% | 8% | 9% | 10% | 8% | 7% | 7% | 9% | 8% | 6% | 7% | 8% | 7% | 8% |
| Never | 765 | 334 | 428 | 78 | 63 | 126 | 107 | 107 | 95 | 94 | 95 | 141 | 78 | 204 | 214 | 285 | 79 | 168 | 191 | 188 | 218 | 359 | 406 |
| | 36%Beo | 31% | 40%AB | 55%AEF | 29% | 37% | 33% | 31% | 31% | 37% | 44%AEg | 39%Ehi | 31% | 34%e | 32% | 36%l | 51%AEF | 29% | 31% | 43%ARS | 42%ARS | 30% | 43%AV |
| | Rsv | | | GHJKL | | | | | | | HiMnOP | Mno | | | | | GHJULM | | | | | | |
| | | | | MNO PQ | | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

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ONLINE Fieldwork:- 29th March to 6th April 2021

Table 255
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC News app/site
Base: All respondents

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|---------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|----------------------|----------------|----------------|------------------------|------------------|-------------|-----------|-------------|------------|-------------------|--------------------------------|----------------------|------------------------|---------------|------------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 676 31%y | 52 30% | 26 31% | 74 31% | 57 33% | 52 27% | 47 31% | 37 34% | 53 27% | 94 34% | 91 30% | 67 34% | 26 41%AFI kn | 560 31% | 599 32% | 10 21% | 37 37% | 17 37% | 8 28% | 72 32% | 68 28% | 97 29% | 512 33%ay | 49 28% | 150 28% |
| NET: Weekly | 1039 48%i | 88 51%i | 40 47% | 114 48% | 80 46% | 88 46% | 69 46% | 54 50%i | 75 39% | 145 52%i | 141 47% | 105 54%i | 39 60%Ade FglKN | 858 47%i | 912 48% | 19 39% | 53 52% | 24 53% | 15 54% | 111 50% | 109 45% | 156 46% | 774 50%a | 84 48% | 242 45% |
| NET: Monthly | 1226 57%y | 107 62%g | 49 57% | 132 56% | 89 52% | 103 53% | 75 50% | 62 58% | 101 52% | 174 62%egjn | 175 58% | 114 59% | 44 73%ade FGIN | 1013 56% | 1073 56% | 24 50% | 63 62% | 29 63% | 17 63% | 133 60% | 132 54% | 182 54% | 913 59%ay | 100 57% | 285 52% |
| NET: Ever | 1387 64%gY | 116 68%g | 53 62% | 146 62% | 99 58% | 121 62% | 85 56% | 71 66% | 118 61% | 199 71%adE GIN | 196 65% | 136 70%eg | 47 73%ade Gin | 1152 64%g | 1211 64% | 27 56% | 72 71% | 34 75% | 20 72% | 153 69%p | 148 60% | 204 61% | 1029 66%ay | 113 64% | 324 60% |
| Several times a day | 342 16% | 25 15% | 11 13% | 36 15% | 26 15% | 25 13% | 24 16% | 22 20% | 25 13% | 54 19% | 47 16% | 33 17% | 14 22%afn | 280 15% | 306 16% | 5 11% | 13 13% | 12 26%t | 2 7% | 32 14% | 34 14% | 49 14% | 256 16% | 28 16% | 77 14% |
| About once a day | 334 16% | 27 16% | 15 18% | 38 16% | 31 18% | 27 14% | 23 15% | 15 14% | 28 15% | 40 14% | 44 15% | 34 18% | 12 19% | 280 16% | 293 15% | 5 10% | 24 24%ao | 5 11% | 6 21% | 40 18% | 34 14% | 49 14% | 256 16% | 21 12% | 73 13% |
| Several times a week | 242 11% | 22 13% | 10 12% | 29 12% | 12 7% | 29 15%eg | 11 8% | 12 11% | 17 9% | 32 11% | 34 11% | 26 14% | 7 11% | 201 11% | 208 11% | 7 15% | 13 12% | 4 9% | 4 15% | 28 13% | 34 14% | 41 12% | 169 11% | 28 16% | 69 13% |
| About once a week | 121 6% | 14 8%i | 3 4% | 12 5% | 11 6% | 7 4% | 11 7% | 5 5% | 5 3% | 19 7% | 16 5% | 12 6% | 5 8%i | 97 5% | 105 6% | 1 2% | 3 3% | 3 7% | 3 12% | 11 5% | 7 3% | 17 5% | 94 6% | 7 4% | 23 4% |
| Several times a month | 116 5% | 13 7% | 5 6% | 9 4% | 9 5% | 7 4% | 4 3% | 6 5% | 17 9%adfg ln | 17 6% | 19 6% | 7 3% | 4 6% | 95 5% | 99 11% | 5 9% | 9 9% | 1 2% | 1 4% | 16 7% | 14 6% | 15 4% | 87 6% | 10 6% | 27 5% |
| About once a month | 71 3%e | 6 4%e | 3 4%e | 9 4%e | - | 7 4%e | 2 1% | 3 3%e | 8 4%E | 12 4%E | 16 5%EI | 2 1% | 1 2%e | 60 3%e | 63 3% | - | 1 1% | 4 8%pqt | 1 4% | 6 3% | 9 4% | 11 3% | 52 3% | 7 4% | 16 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 255
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC News app/site
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|---------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|---------------------|------------------|------------|------------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|--------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northem Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 161 7% | 9 5% | 5 5% | 13 6% | 10 6% | 18 9% | 9 6% | 8 8% | 17 9% | 24 9% | 21 7% | 21 11% | 3 5% | 140 8% | 138 7% | 3 6% | 9 9% | 5 11% | 3 10% | 20 9% | 16 6% | 22 7% | 116 7% | 13 7% | 39 7% |
| Never | 765 36%jmw | 56 32% | 33 38% | 91 38%jm | 73 42%JIM | 73 38% | 66 44%abJIMn | 37 34% | 75 39%jm | 81 29% | 105 35% | 58 30% | 18 27% | 655 36%Jm | 689 36% | 22 44%t | 30 29% | 11 25% | 7 28% | 70 31% | 97 40% | 133 39% | 532 34% | 63 36% | 219 40%Aw |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 256
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC News app/site
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------------|------------------|-------------------|-------------------|--------------------------|---------------|-----------------|------------------|---------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 678 | 492 | 93 | 70 | 34 | 4 | 179 | 65 | 161 | 155 | 29 | 74 | 111 | 143 | 123 | 54 | 32 | 20 | 17 | 8 | 12 | 5 | 14 |
| | 31% <i>Cgh</i> | 33% <i>aCg</i> | 26% | 32% | 25% | 29% | 28% | 25% | 28% | 28% | 27% | 25% | 27% | 34% <i>Lm</i> | 36% <i>aLM</i> | 32% | 39% <i>lm</i> | 32% | 43% <i>lm</i> | 30% | 44% | 34% | 43% <i>lm</i> |
| NET: Weekly | 1039 | 742 | 157 | 105 | 52 | 7 | 289 | 100 | 258 | 249 | 48 | 121 | 187 | 209 | 180 | 83 | 40 | 31 | 21 | 15 | 18 | 10 | 20 |
| | 48% <i>ceg</i> | 50% <i>ace</i> | 43% | 48% <i>h</i> | 39% | 50% | 45% <i>h</i> | 39% | 44% <i>h</i> | 45% <i>h</i> | 44% | 40% | 45% | 50% <i>l</i> | 53% <i>aLM</i> | 49% | 49% | 49% | 54% | 55% | 66% | 66% | 63% <i>klm</i> |
| NET: Monthly | 1226 | 877 | 183 | 120 | 65 | 9 | 340 | 123 | 303 | 291 | 62 | 154 | 221 | 235 | 209 | 96 | 51 | 37 | 24 | 16 | 21 | 12 | 25 |
| | 57% <i>CeG</i> | 59% <i>ACe</i> | 51% | 54% | 48% | 57% | 53% | 48% | 52% | 53% | 55% | 52% | 53% | 57% | 62% <i>aLM</i> | 56% | 62% | 58% | 63% | 60% | 74% | 80% | 78% <i>aLMnp</i> |
| NET: Ever | 1387 | 982 | 209 | 142 | 82 | 9 | 395 | 142 | 351 | 337 | 68 | 183 | 255 | 266 | 233 | 107 | 56 | 41 | 28 | 19 | 22 | 12 | 25 |
| | 64% <i>CgH</i> | 66% <i>aCg</i> | 58% | 65% <i>ch</i> | 61% | 64% | 61% <i>ch</i> | 55% | 60% <i>h</i> | 61% <i>ch</i> | 61% | 61% | 61% | 64% | 69% <i>lm</i> | 62% | 68% | 65% | 73% | 72% | 80% | 80% | 80% <i>akmp</i> |
| Several times a day | 342 | 259 | 42 | 34 | 17 | 1 | 82 | 32 | 75 | 70 | 17 | 36 | 61 | 69 | 60 | 29 | 17 | 14 | 8 | 5 | 3 | 2 | 8 |
| | 16% <i>cGi</i> | 17% <i>ACG</i> | 11% | 16% | 13% | 7% | 13% | 13% | 13% | 13% | 15% | 12% | 15% | 17% | 18% <i>l</i> | 17% | 21% <i>l</i> | 22% <i>l</i> | 21% | 19% | 12% | 13% | 27% <i>l</i> |
| About once a day | 334 | 234 | 51 | 36 | 16 | 3 | 97 | 33 | 87 | 85 | 13 | 38 | 50 | 73 | 62 | 25 | 15 | 7 | 8 | 3 | 9 | 3 | 5 |
| | 16% <i>m</i> | 16% | 14% | 16% | 12% | 22% | 15% | 13% | 15% | 15% | 11% | 13% | 12% | 18% <i>m</i> | 19% <i>m</i> | 15% | 18% | 10% | 22% | 12% | 32% | 21% | 16% |
| Several times a week | 242 | 158 | 49 | 24 | 9 | 3 | 81 | 27 | 75 | 66 | 13 | 28 | 50 | 51 | 38 | 19 | 8 | 8 | 2 | 4 | 3 | - | 5 |
| | 11% | 11% | 14% <i>e</i> | 11% | 6% | 20% | 13% <i>e</i> | 10% | 13% <i>e</i> | 12% <i>e</i> | 11% | 9% | 12% | 12% | 11% | 11% | 10% | 12% | 6% | 13% | 12% | - | 15% |
| About once a week | 121 | 92 | 15 | 11 | 10 | - | 29 | 8 | 23 | 27 | 6 | 19 | 26 | 15 | 19 | 10 | 1 | 3 | 2 | 3 | 3 | 5 | 2 |
| | 6% <i>i</i> | 6% <i>hi</i> | 4% | 5% | 7% <i>h</i> | - | 4% <i>i</i> | 3% | 4% | 5% <i>i</i> | 6% | 6% <i>q</i> | 6% | 4% | 6% | 6% | 1% | 5% | 5% | 11% | 9% | 32% | 5% |
| Several times a month | 116 | 85 | 15 | 7 | 9 | 1 | 30 | 12 | 24 | 27 | 12 | 14 | 22 | 15 | 21 | 9 | 8 | 4 | - | 1 | 2 | 1 | 2 |
| | 5% | 6% | 4% | 3% | 7% | 8% | 5% | 5% | 4% | 5% | 11% <i>AlmN</i> | 5% | 5% | 4% | 6% | 5% | 9% <i>n</i> | 6% | 1% | 5% | 8% | 7% | 6% |
| About once a month | 71 | 49 | 12 | 8 | 3 | - | 21 | 12 | 20 | 16 | 1 | 19 | 12 | 12 | 8 | 5 | 3 | 2 | 3 | - | - | 1 | 3 |
| | 3% | 3% | 3% | 4% | 2% | - | 3% | 5% | 3% | 3% | 1% | 6% <i>Akmo</i> | 3% | 3% | 2% | 3% | 4% | 3% | 7% <i>k</i> | - | - | 7% | 8% <i>k</i> |
| Less often | 161 | 105 | 25 | 22 | 17 | 1 | 54 | 18 | 48 | 46 | 6 | 29 | 34 | 31 | 23 | 10 | 4 | 4 | 4 | 3 | 2 | - | 1 |
| | 7% | 7% | 7% | 10% | 13% <i>abc</i> | 6% | 8% | 7% | 8% | 8% | 6% | 10% | 8% | 7% | 7% | 6% | 5% | 6% | 10% | 12% | 6% | - | 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

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Absolutes/col percents

Table 256
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC News app/site
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 765 | 508 | 153 | 78 | 53 | 5 | 252 | 116 | 230 | 214 | 43 | 116 | 161 | 148 | 104 | 64 | 27 | 22 | 10 | 7 | 6 | 3 | 6 |
| | | 36%bw | 34% | 42%ABd | 35% | 39% | 39%ab | 45%ABd | 40%ab | 39% | 39%w | 39%ow | 39%ow | 36% | 31% | 38%w | 32% | 35% | 27% | 28% | 20% | 20% | 20% |
| | | | | gi | | | | gj | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 257
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC News app/site
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------------|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 676 | 657 | 18 | 558 | 118 | 676 | - | 676 | - | 676 | - |
| | 31%CEG | 33%AC | 11% | 39%AE | 17% | 46%AG | - | 33%AI | - | 33%AK | - |
| | IK | | | | | | | | | | |
| NET: Weekly | 1039 | 1008 | 30 | 833 | 206 | 1039 | - | 1039 | - | 1039 | - |
| | 48%CEG | 51%AC | 18% | 58%AE | 29% | 71%AG | - | 51%AI | - | 51%AK | - |
| | IK | | | | | | | | | | |
| NET: Monthly | 1226 | 1186 | 39 | 974 | 252 | 1226 | - | 1226 | - | 1226 | - |
| | 57%CEG | 60%AC | 24% | 68%AE | 35% | 84%AG | - | 60%AI | - | 60%AK | - |
| | IK | | | | | | | | | | |
| NET: Ever | 1387 | 1343 | 44 | 1091 | 295 | 1387 | - | 1387 | - | 1387 | - |
| | 64%CEG | 68%AC | 26% | 76%AE | 41% | 94%AG | - | 68%AI | - | 68%AK | - |
| | IK | | | | | | | | | | |
| Several times a day | 342 | 336 | 6 | 285 | 57 | 342 | - | 342 | - | 342 | - |
| | 16%CEG | 17%AC | 4% | 20%AE | 8% | 23%AG | - | 17%AI | - | 17%AK | - |
| | IK | | | | | | | | | | |
| About once a day | 334 | 322 | 12 | 273 | 61 | 334 | - | 334 | - | 334 | - |
| | 16%CEG | 16%AC | 7% | 19%AE | 9% | 23%AG | - | 16%AI | - | 16%AK | - |
| | IK | | | | | | | | | | |
| Several times a week | 242 | 231 | 11 | 186 | 56 | 242 | - | 242 | - | 242 | - |
| | 11%CEG | 12% | 7% | 13%AE | 8% | 17%AG | - | 12%AI | - | 12%AK | - |
| | IK | | | | | | | | | | |
| About once a week | 121 | 120 | 1 | 88 | 32 | 121 | - | 121 | - | 121 | - |
| | 6%CGk | 6%AC | 1% | 6% | 5% | 8%AG | - | 6%ai | - | 6%ak | - |
| | IK | | | | | | | | | | |
| Several times a month | 116 | 113 | 3 | 90 | 26 | 116 | - | 116 | - | 116 | - |
| | 5%ceGi | 6%ac | 2% | 6%ae | 4% | 8%AG | - | 6%ai | - | 6%ak | - |
| | k | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base



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Absolutes/col percents

Table 257

Q16. Now, thinking about websites and apps, how often do you use the following, if at all?

BBC News app/site

Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|--------------------|---------------------|-------------|-----------------------|------------|--------------------|--------------|---|-------------|---|-------------|---------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| About once a month | 71 3%G | 65 3% | 6 3% | 51 4% | 20 3% | 71 5%AG | - | 71 3% | - | 71 3% | - |
| Less often | 161 7%cGJK | 156 8%ac | 4 3% | 118 8% | 43 6% | 161 11%AG | - | 161 8%AI | - | 161 8%AK | - |
| Never | 765 36%BDF HJ | 642 32% | 123 74%AB | 349 24% | 417 59%AD | 81 6% | 684 100%AF | 667 32% | 99 100%AH | 665 32% | 100 100%AJ |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 258
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Sport app/site
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-----------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 282 | 232 | 49 | 15 | 25 | 60 | 53 | 54 | 38 | 29 | 8 | 40 | 28 | 89 | 107 | 75 | 18 | 100 | 84 | 53 | 45 | 184 | 98 |
| UW | 13%CKP | 22%AC | 5% | 10%K | 12%K | 18%adj | 16%KIP | 16%KP | 12%K | 11%K | 4% | 11%K | 11%K | 15%kIm | 16%aKI | 10%K | 11%K | 17%ATU | 14%U | 12% | 9% | 15%AW | 10% |
| NET: Weekly | 542 | 423 | 118 | 33 | 55 | 91 | 92 | 109 | 76 | 57 | 29 | 87 | 60 | 151 | 202 | 163 | 36 | 190 | 148 | 106 | 96 | 339 | 202 |
| UW | 25%CKP | 40%AC | 11% | 23%k | 25%K | 26%Kp | 29%KP | 32%Aj | 24%K | 22%k | 14% | 24%K | 24%K | 25%Kp | 30%AjK | 21%K | 23%k | 32%AST | 24%u | 24%u | 18% | 28%AW | 21% |
| NET: Monthly | 640 | 483 | 154 | 35 | 65 | 107 | 103 | 132 | 91 | 69 | 37 | 100 | 71 | 178 | 235 | 197 | 39 | 219 | 180 | 121 | 119 | 399 | 240 |
| UW | 30%CKP | 45%AC | 14% | 25% | 30%K | 31%Kp | 32%Kp | 38%ADi | 29%Kp | 27%k | 17% | 28%K | 28%K | 30%K | 35%Adj | 25%K | 25% | 37%AST | 30%u | 28% | 23% | 33%AW | 25% |
| NET: Ever | 798 | 556 | 240 | 45 | 88 | 126 | 136 | 154 | 115 | 82 | 53 | 134 | 97 | 223 | 290 | 249 | 51 | 259 | 223 | 151 | 164 | 482 | 315 |
| UW | 37%CKP | 52%AC | 22% | 32% | 41%jKp | 37%K | 42%adj | 45%Adf | 37%Kp | 32% | 24% | 38%K | 39%Kp | 37%Kp | 43%Adf | 32%K | 32% | 44%AST | 37% | 35% | 32% | 40%AW | 33% |
| Several times a day | 140 | 124 | 16 | 5 | 10 | 33 | 23 | 32 | 20 | 13 | 5 | 15 | 11 | 44 | 54 | 38 | 6 | 49 | 44 | 22 | 25 | 93 | 47 |
| UW | 6%CKI | 12%AC | 1% | 3% | 5% | 10%adeK | 7%k | 9%adKL | 6%k | 5% | 2% | 4% | 4% | 7%eKLM | 8%adKI | 5%k | 4% | 8%au | 7% | 5% | 5% | 8%AW | 5% |
| About once a day | 143 | 108 | 34 | 10 | 15 | 28 | 30 | 22 | 18 | 16 | 3 | 25 | 17 | 45 | 53 | 37 | 12 | 51 | 40 | 31 | 20 | 91 | 51 |
| UW | 7%CKP | 10%AC | 3% | 7%K | 7%K | 8%Kp | 9%aKP | 6%K | 6%k | 6%K | 1% | 7%K | 7%K | 8%Kp | 8%Kp | 5%K | 8%K | 9%aU | 7%u | 7%u | 4% | 8%aw | 5% |
| Several times a week | 153 | 116 | 37 | 10 | 14 | 16 | 20 | 41 | 26 | 16 | 9 | 24 | 15 | 31 | 61 | 51 | 10 | 51 | 37 | 33 | 31 | 88 | 64 |
| UW | 7%CN | 11%AC | 3% | 7% | 6% | 5% | 6% | 12%AeFg | 8% | 6% | 4% | 7% | 6% | 5% | 9%afGk | 7% | 7% | 9% | 6% | 8% | 6% | 7% | 6% |
| About once a week | 107 | 75 | 32 | 7 | 15 | 14 | 19 | 14 | 13 | 12 | 12 | 23 | 17 | 31 | 33 | 37 | 7 | 39 | 28 | 19 | 20 | 67 | 40 |
| UW | 5%C | 7%AC | 3% | 5% | 7% | 4% | 6% | 4% | 4% | 5% | 6% | 6% | 7% | 5% | 5% | 5% | 5% | 7%au | 5% | 4% | 4% | 6% | 4% |
| Several times a month | 60 | 41 | 20 | - | 5 | 11 | 8 | 15 | 8 | 8 | 6 | 5 | 5 | 16 | 23 | 21 | - | 18 | 21 | 10 | 13 | 38 | 22 |
| UW | 3%CDq | 4%AC | 2% | - | 2% | 3%dq | 2%q | 4%dlQ | 2%q | 3%dq | 3%dq | 1% | 2% | 3%dlq | 3%dq | 3%dq | - | 3% | 3% | 2% | 2% | 3% | 2% |
| About once a month | 37 | 18 | 17 | 2 | 6 | 5 | 3 | 8 | 7 | 4 | 2 | 8 | 6 | 11 | 11 | 13 | 3 | 11 | 11 | 5 | 10 | 22 | 15 |
| UW | 2% | 2% | 2% | 1% | 3% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 258
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Sport app/site
Base: All respondents

| | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | | |
|---------------|------------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|-----------|-----------|-----------|-----------|-------------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 159 | 73 | 86 | 11 | 23 | 18 | 33 | 22 | 24 | 13 | 16 | 34 | 26 | 45 | 55 | 52 | 12 | 40 | 43 | 30 | 45 | 83 | 76 |
| | 7% | 7% | 8% | 8% | 11%afjnp | 5% | 10%afjp | 6% | 8% | 5% | 7% | 10%fj | 10%fjnp | 8%f | 8% | 7% | 8% | 7% | 7% | 7% | 9% | 7% | 8% |
| Never | 1354 | 516 | 831 | 96 | 127 | 218 | 186 | 192 | 197 | 174 | 164 | 223 | 153 | 371 | 377 | 535 | 106 | 327 | 385 | 283 | 357 | 712 | 640 |
| | 63%BgH ORV | 48% | 78%AB | 68%gho | 59% | 63%ho | 58% | 55% | 63% | 68%egH O | 76%AEF GHILMN OP | 62% | 61% | 63%ho | 57% | 68%AeG HmnO | 68%gho | 56% | 63%R | 65%R | 68%AR | 60% | 67%AV |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 259
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Sport app/site
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|----------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 282 | 13 | 17 | 35 | 26 | 21 | 14 | 17 | 23 | 48 | 43 | 16 | 9 | 242 | 235 | 5 | 24 | 13 | 2 | 44 | 25 | 25 | 234 | 12 | 45 |
| | 13%bIOVxY | 8% | 20%BfgL | 15%bl | 15%bl | 11% | 10% | 16%bl | 12% | 17%aBgL | 14%b | 8% | 15%bl | 13%bl | 12% | 10% | 23%AO | 29%AOp | 6% | 20%AO | 10% | 8% | 15%AVXY | 7% | 8% |
| NET: Weekly | 542 | 41 | 24 | 65 | 45 | 51 | 31 | 27 | 37 | 84 | 79 | 39 | 20 | 455 | 458 | 11 | 38 | 25 | 3 | 77 | 56 | 61 | 429 | 33 | 102 |
| | 25%OVxY | 24% | 28% | 27% | 26% | 26% | 21% | 25% | 19% | 30%gil | 26% | 20% | 31%gil | 25% | 24% | 23% | 37%AO | 55%AOP | 10% | 34%AO | 23%y | 18% | 27%AVxY | 19% | 19% |
| NET: Monthly | 640 | 47 | 30 | 74 | 52 | 58 | 34 | 29 | 48 | 104 | 93 | 45 | 26 | 537 | 540 | 13 | 44 | 28 | 5 | 90 | 65 | 77 | 505 | 42 | 123 |
| | 30%OVY | 27% | 34% | 31% | 30% | 30% | 23% | 27% | 25% | 37%AbGhLN | 31% | 23% | 41%ABefGHikLN | 30%gl | 28% | 28% | 43%AO | 61%AOP | 19% | 40%AOP | 26% | 23% | 32%AVxY | 24% | 23% |
| NET: Ever | 798 | 62 | 34 | 88 | 63 | 68 | 43 | 36 | 68 | 132 | 113 | 60 | 32 | 669 | 679 | 18 | 52 | 31 | 7 | 107 | 85 | 102 | 617 | 56 | 165 |
| | 37%gOVY | 36% | 39% | 37% | 37% | 35% | 29% | 33% | 35% | 47%AbdefGHikLN | 38% | 31% | 49%AbdefGHikLN | 37%g | 36% | 36% | 51%AO | 67%AOP | 26% | 48%AO | 35% | 30% | 40%AVxY | 32% | 30% |
| Several times a day | 140 | 6 | 9 | 22 | 13 | 14 | 6 | 11 | 10 | 18 | 20 | 5 | 5 | 117 | 124 | 2 | 8 | 5 | - | 15 | 13 | 12 | 115 | 6 | 22 |
| | 6%vY | 4% | 10%L | 9%bl | 8%l | 7%l | 4% | 10%bgL | 5% | 7%l | 7%l | 2% | 7%l | 6%l | 7% | 4% | 8% | 11% | - | 7% | 5% | 4% | 7%AVY | 4% | 4% |
| About once a day | 143 | 7 | 8 | 13 | 12 | 6 | 8 | 6 | 13 | 29 | 22 | 11 | 5 | 125 | 111 | 3 | 16 | 8 | 2 | 29 | 12 | 13 | 119 | 6 | 23 |
| | 7%OVY | 4% | 10%f | 6% | 7% | 3% | 6% | 6% | 7% | 11%AbFn | 7% | 6% | 7% | 7%f | 6% | 6% | 16%AO | 18%AO | 6% | 13%AO | 5% | 4% | 8%AvxY | 4% | 4% |
| Several times a week | 153 | 15 | 3 | 16 | 12 | 18 | 11 | 5 | 9 | 23 | 19 | 15 | 7 | 126 | 128 | 6 | 8 | 7 | - | 21 | 18 | 20 | 117 | 10 | 30 |
| | 7% | 9% | 4% | 7% | 7% | 9% | 8% | 5% | 4% | 8% | 6% | 8% | 11%achikn | 7% | 7% | 12% | 8% | 16%ao | - | 9% | 8% | 6% | 7% | 6% | 6% |
| About once a week | 107 | 13 | 4 | 13 | 7 | 12 | 5 | 4 | 6 | 13 | 17 | 9 | 3 | 87 | 95 | 1 | 6 | 4 | 1 | 12 | 12 | 15 | 78 | 11 | 28 |
| | 5% | 7% | 5% | 6% | 4% | 6% | 3% | 4% | 3% | 5% | 6% | 5% | 4% | 5% | 5% | 2% | 6% | 9% | 4% | 5% | 5% | 5% | 5% | 6% | 5% |
| Several times a month | 60 | 1 | 4 | 3 | 2 | 4 | 3 | 1 | 9 | 13 | 9 | 6 | 4 | 54 | 49 | 2 | 5 | 2 | 2 | 12 | 5 | 9 | 49 | 7 | 12 |
| | 3% | 1% | 5%b | 1% | 1% | 2% | 2% | 1% | 5%b | 5%abde | 3% | 3% | 6%ABDEfghn | 3% | 3% | 4% | 5% | 5% | 8% | 5%ao | 2% | 3% | 3% | 4% | 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 259
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Sport app/site
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--------------------|-----------------------|--------------|----------------|----------------|------------------------------|-------------------|--------------------|-------------|---------------------|------------|----------------|----------------|----------------------|------------------|---------------------|------------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-------------|--------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| About once a month | 37 2% | 4 3%l | 1 1% | 6 2%l | 5 3%gl | 2 1% | - | 1 1% | 2 1% | 7 3%l | 5 2% | - | 2 4%aGLn | 29 2% | 33 2% | - | 1 1% | 1 1% | - | 2 1% | 3 1% | 8 2% | 28 2% | 2 1% | 9 2% |
| Less often | 159 7% | 16 9% | 4 5% | 14 6% | 11 7% | 10 5% | 9 6% | 6 6% | 19 10% | 28 10% | 20 7% | 15 8% | 5 8% | 131 7% | 139 7% | 4 9% | 8 7% | 3 6% | 2 8% | 17 8% | 20 8% | 25 7% | 112 7% | 14 8% | 42 8% |
| Never | 1354 63%JMQ RTW | 110 64%jm | 52 61% | 149 63%jm | 109 63%jm | 126 65%JM | 107 71%aJM n | 72 67%JM | 126 65%JM | 148 53% | 188 62%jm | 134 69%JM | 33 51% | 1139 63%JM | 1221 64%AQR T | 31 64%R | 50 49% | 15 33% | 20 74% | 116 52%R | 160 65% | 235 70%AW | 944 60% | 120 68%w | 378 70%AW |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 260
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Sport app/site
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 282 | 180 | 65 | 32 | 13 | 1 | 101 | 46 | 95 | 88 | 10 | 26 | 50 | 58 | 51 | 22 | 12 | 13 | 8 | 5 | 7 | 2 | 8 |
| | 13%bl | 12% | 18%ABe | 15% | 10% | 7% | 16%abe | 18%abe | 16%Abe | 16%abe | 9% | 9% | 12% | 14%l | 15%l | 13% | 15% | 21%kL | 22%kL | 19% | 26% | 13% | 25%akLm |
| NET: Weekly | 542 | 343 | 117 | 66 | 34 | 5 | 195 | 75 | 174 | 171 | 16 | 58 | 91 | 113 | 94 | 47 | 27 | 20 | 13 | 10 | 12 | 4 | 17 |
| | 25%BKI | 23% | 32%AB | 30%b | 25% | 35% | 30%AB | 29%b | 30%AB | 31%AB | 15% | 19% | 22% | 27%KI | 28%KI | 27%kl | 33%KI | 32%KI | 35%KI | 38% | 41% | 23% | 52%AKLMNOP |
| NET: Monthly | 640 | 413 | 129 | 76 | 40 | 6 | 220 | 86 | 197 | 192 | 23 | 74 | 103 | 131 | 114 | 53 | 32 | 23 | 16 | 10 | 12 | 6 | 19 |
| | 30%BKI | 28% | 36%AB | 35%b | 30% | 42% | 34%AB | 33% | 34%aB | 35%AB | 21% | 25% | 25% | 32%klm | 34%klm | 31% | 39%KI | 36%k | 42%klm | 38% | 43% | 39% | 59%AKLMNOPr |
| NET: Ever | 798 | 520 | 156 | 95 | 53 | 7 | 271 | 99 | 243 | 237 | 27 | 103 | 143 | 154 | 137 | 65 | 35 | 26 | 18 | 14 | 14 | 7 | 22 |
| | 37%BK | 35% | 43%aB | 43%b | 39% | 50% | 42%AB | 38% | 42%AB | 43%AB | 24% | 34% | 34%k | 37%k | 41%K | 38%k | 43%K | 40%k | 47%K | 54% | 50% | 46% | 68%AKLMNOPqr |
| Several times a day | 140 | 90 | 29 | 13 | 6 | 1 | 48 | 25 | 46 | 39 | 4 | 11 | 33 | 28 | 23 | 14 | 4 | 7 | 3 | 3 | 2 | - | 5 |
| | 6%l | 6% | 8% | 6% | 5% | 7% | 10%ab | 8% | 7% | 9%ab | 5% | 4% | 8%l | 7% | 7% | 8%l | 5% | 11%l | 8% | 11% | 7% | - | 16%aKLNo |
| About once a day | 143 | 90 | 36 | 19 | 7 | - | 53 | 20 | 49 | 49 | 6 | 15 | 18 | 31 | 28 | 8 | 8 | 6 | 5 | 2 | 5 | 2 | 3 |
| | 7%lm | 6% | 10%AB | 9% | 5% | - | 8% | 8% | 8% | 9%ab | 5% | 5% | 4% | 7% | 8%lm | 4% | 9% | 9% | 14%imp | 7% | 19% | 13% | 8% |
| Several times a week | 153 | 91 | 37 | 20 | 12 | 4 | 58 | 19 | 52 | 51 | 4 | 17 | 25 | 30 | 23 | 14 | 13 | 4 | 3 | 3 | 3 | * | 5 |
| | 7%B | 6% | 10%aB | 9% | 9% | 27% | 9%ab | 7% | 9%b | 9%ab | 4% | 6% | 6% | 7% | 7% | 8% | 16%AKLMn | 6% | 8% | 12% | 12% | 3% | 15%kim |
| About once a week | 107 | 71 | 15 | 14 | 9 | - | 36 | 11 | 28 | 31 | 2 | 15 | 15 | 25 | 19 | 11 | 2 | 3 | 2 | 2 | 1 | 1 | 4 |
| | 5% | 5% | 4% | 6% | 7% | - | 5%l | 4% | 5% | 6%c | 2% | 5% | 4% | 6% | 6% | 6% | 3% | 5% | 5% | 7% | 3% | 8% | 13%aKMq |
| Several times a month | 60 | 43 | 7 | 7 | 5 | 1 | 16 | 6 | 14 | 14 | 2 | 9 | 9 | 6 | 16 | 5 | 4 | 1 | 2 | - | * | 2 | 1 |
| | 3% | 3% | 2% | 3% | 4% | 8% | 3% | 2% | 2% | 3% | 2% | 3% | 2% | 1% | 5%aN | 3% | 4% | 2% | 5% | - | 2% | 13% | 3% |
| About once a month | 37 | 28 | 5 | 3 | 2 | - | 9 | 4 | 9 | 7 | 5 | 7 | 3 | 12 | 4 | 1 | 1 | 2 | 1 | - | - | * | 1 |
| | 2% | 2% | 1% | 1% | 1% | - | 1% | 2% | 1% | 1% | 4%aMo | 2% | 1% | 3%lm | 1% | 1% | 1% | 2% | 2% | - | - | 3% | 3% |
| Less often | 159 | 106 | 27 | 19 | 13 | 1 | 51 | 13 | 46 | 45 | 4 | 29 | 40 | 23 | 23 | 12 | 3 | 3 | 2 | 4 | 2 | 1 | 3 |
| | 7% | 7% | 7% | 9% | 9% | 8% | 8%h | 5% | 8%h | 8% | 4% | 10%n | 10%n | 5% | 7% | 7% | 4% | 4% | 5% | 16% | 7% | 7% | 9% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 260
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Sport app/site
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|------------------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 1354 | 971 | 207 | 126 | 81 | 7 | 376 | 158 | 339 | 314 | 84 | 196 | 273 | 260 | 200 | 106 | 47 | 38 | 20 | 12 | 14 | 8 | 10 |
| | 63% cGJ | 65% ACd GU | 57% | 57% | 61% | 50% | 58% | 62% | 58% | 57% | 76% AmnO pQrSW | 66% W | 66% W | 63% W | 59% W | 62% W | 57% w | 60% w | 53% | 46% | 50% | 54% | 32% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 261
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Sport app/site
Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 282 | 278 | 5 | 253 | 29 | 282 | - | 282 | - | 282 | - |
| | | 13%CEG IK | 14%AC | 3% | 18%AE | 4% | 19%AG | - | 14%AI | - | 14%AK |
| NET: Weekly | 542 | 535 | 7 | 477 | 65 | 542 | - | 542 | - | 542 | - |
| | | 25%CEG IK | 27%AC | 4% | 33%AE | 9% | 37%AG | - | 26%AI | - | 26%AK |
| NET: Monthly | 640 | 626 | 14 | 556 | 84 | 640 | - | 640 | - | 640 | - |
| | | 30%CEG IK | 32%AC | 8% | 39%AE | 12% | 44%AG | - | 31%AI | - | 31%AK |
| NET: Ever | 798 | 779 | 20 | 682 | 117 | 798 | - | 798 | - | 798 | - |
| | | 37%CEG IK | 39%AC | 12% | 47%AE | 16% | 54%AG | - | 39%AI | - | 39%AK |
| Several times a day | 140 | 138 | 2 | 122 | 17 | 140 | - | 140 | - | 140 | - |
| | | 6%CEGI K | 7%aC | 1% | 8%AE | 2% | 10%AG | - | 7%AI | - | 7%AK |
| About once a day | 143 | 140 | 3 | 131 | 12 | 143 | - | 143 | - | 143 | - |
| | | 7%CEGI K | 7%aC | 2% | 9%AE | 2% | 10%AG | - | 7%AI | - | 7%AK |
| Several times a week | 153 | 151 | 2 | 139 | 14 | 153 | - | 153 | - | 153 | - |
| | | 7%CEGI K | 8%AC | 1% | 10%AE | 2% | 10%AG | - | 7%AI | - | 7%AK |
| About once a week | 107 | 107 | - | 85 | 22 | 107 | - | 107 | - | 107 | - |
| | | 5%CEGI k | 5%AC | - | 6%AE | 3% | 7%AG | - | 5%ai | - | 5%ak |
| Several times a month | 60 | 54 | 6 | 47 | 13 | 60 | - | 60 | - | 60 | - |
| | | 3%G | 3% | 4% | 3% | 2% | 4%AG | - | 3% | - | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 261
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Sport app/site
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|--------------------|----------------------|-------------|--------------------|-------------|-----------------|--------------|--|-------------|--|-------------|---------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| About once a month | 37 2%eG | 36 2% | 1 1% | 32 2%ae | 5 1% | 37 3%AG | - | 37 2% | - | 37 2% | - |
| Less often | 159 7%cEGI K | 153 8%ac | 5 3% | 126 9%AE | 33 5% | 159 11%AG | - | 159 8%AI | - | 159 8%AK | - |
| Never | 1354 63%BDF HJ | 1206 61% | 148 88%AB | 759 53% | 595 84%AD | 669 46% | 684 100%AF | 1255 61% | 99 100%AH | 1253 61% | 100 100%AJ |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 262
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Bitesize
Base: All respondents

| | Gender | | | Age | | | | | | | | | SEG | | | | | | | | | | |
|----------------------|---------------------------|-----------------|------------|------------------------------------|--------------------------|---------------------------|--------------------------|-----------------------|------------------|-----------|---------|------------------------------------|--------------------------------|---------------------------|-------------------------|---------------|------------------------------------|-------------------|------------|---------------|-----------|------------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 67 3% cJK Ps | 44 4% aac | 23 2% | 12 9% AeHI JKmnOP | 8 4% UKP | 19 6% AHU KP | 18 6% AhU KoP | 6 2% p | 2 1% | 1 * | - | 21 6% AeHI JKMP | 9 4% iKP | 29 5% AhU KP | 24 4% HIJK P | 3 * | 15 9% AeHI JKIMnO P | 33 6% ASU | 10 2% | 11 2% | 13 2% | 44 4% | 23 2% |
| NET: Weekly | 167 8% LJKP sUw | 95 9% | 71 7% | 33 24% AEF GHUJKL MNOP | 24 11% aHI JKP | 48 14% AHI JKOP | 32 10% hJK oP | 18 5% JKP | 9 3% k | 4 2% | - | 57 16% AEg HIJKMn OP | 28 11% aHI JKP | 75 13% AHU KOP | 50 7% hJK P | 12 2% | 37 24% AEF GHUJKL MNOP | 73 13% ASU | 35 6% | 34 8% | 25 5% | 109 9% aw | 59 6% |
| NET: Monthly | 256 12% hUJ KPUW | 138 13% | 116 11% | 50 36% AEF GHUJKL MNOP | 45 21% AgH UKOP | 65 19% AHI JKOP | 44 14% hJK oP | 29 8% JKP | 15 5% kp | 5 2% | 2 1% | 95 27% AEf GHUJKM NOP | 51 20% AgH UKOP | 116 20% AgH UKOP | 74 11% hJK P | 23 3% k | 58 37% AEF GHUJKL MNOP | 103 18% AST | 61 10% | 50 12% | 42 8% | 165 14% AW | 92 10% |
| NET: Ever | 419 19% cUJ KPUw | 226 21% c | 188 18% | 69 49% AEF GHUJKL MNOP | 73 34% AgH UKOP | 92 27% AHI JKoP | 83 26% AHI JKOP | 56 16% UJK P | 30 10% jKP | 11 4% | 5 2% | 141 40% AEF GHUJKM NOP | 86 34% Ag HIJKNo P | 178 30% AHI JKOP | 139 21% HIJK P | 47 6% K | 79 51% AEF GHUJKL MNOP | 148 25% AST | 108 18% | 79 16% | 84 16% | 256 21% aw | 163 17% |
| Several times a day | 28 1% hiPw | 19 2% | 9 1% | 6 5% AEHI JKIMOP | 1 * | 12 3% AeHI jkmoP | 9 3% aHIj KOP | - | - | 1 * | - | 7 2% EHik MP | 2 1% | 13 2% aeHI kmP | 9 1% hiP | 1 * | 7 5% AEHI JKLMOP | 17 3% ASU | 4 1% | 3 1% | 4 2% | 21 2% | 8 1% |
| About once a day | 38 2% jP | 25 2% | 14 1% | 6 4% aUJK P | 7 3% UKP | 8 2% jkP | 9 3% UJKP | 6 2% jP | 2 1% | - | - | 13 4% AUJK P | 7 3% UJKP | 15 3% jkP | 15 2% jkP | 2 * | 7 5% AUJK P | 17 3% as | 6 1% | 7 2% | 9 2% | 23 2% | 16 2% |
| Several times a week | 65 3% kPu | 32 3% | 32 3% | 9 7% AHU KOP | 13 6% AHU KOP | 19 6% AHU KOP | 10 3% jkP | 5 2% | 6 2% k | 2 1% | - | 22 6% AgHI JKOP | 15 6% AHU KOP | 34 6% AHU KOP | 15 2% k | 8 1% | 11 7% AgHI JKOP | 27 5% asU | 13 2% | 17 4% u | 8 1% | 40 3% | 25 3% |
| About once a week | 36 2% P | 20 2% | 16 1% | 11 8% AEFG HUKLM NOP | 3 1% p | 9 3% ijkP | 4 1% p | 6 2% P | 1 * | 1 * | - | 14 4% AEgj JKMnoP | 4 2% p | 13 2% ikP | 11 2% P | 2 * | 11 7% AEFG HUKIM NOP | 13 2% u | 12 2% | 7 2% | 4 1% | 25 2% | 11 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 262
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Bitesize
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | SEG | | | | | | | | | |
|-----------------------|-------------------------------|-------------|---------------|-----------------------|---------------------|--------------------|---------------------|-------------------------|-------------------------------|-------------------------------|-------------------------------|-----------------------|-----------------------|---------------------|------------------------|-------------------------------|-----------------------|------------|-------------|-------------|--------------|-------------|--------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Several times a month | 41 2%jkP | 21 2% | 20 2% | 7 5%Aghi JKoP | 10 4%AhiJ KoP | 10 3%JKP | 5 2%j | 5 2% | 4 1%p | - | - | 17 5%Aghi JKOP | 12 5%Aghi JKOP | 21 4%AJKo P | 11 2%j | 4 1% | 10 6%AdGH LJKOP | 12 2% | 13 2% | 10 2% | 6 1% | 25 2% | 16 2% |
| About once a month | 48 2%jP | 22 2% | 24 2% | 10 7%AFGH LJKoP | 11 5%AhiJ koP | 8 2% | 7 2% | 6 2% | 3 1% | 1 1% | 2 1% | 21 6%AfgH LKNOP | 12 5%AUK oP | 19 3%jP | 13 2% | 6 1% | 11 7%AFGH LJKoP | 17 3% | 13 2% | 6 1% | 11 2% | 31 3% | 17 2% |
| Less often | 163 8%JKP | 88 8% | 72 7% | 18 13%aJ KP | 28 13%AhiJ KP | 27 8%JKP | 38 12%AJUK P | 27 8%JKP | 15 5%kp | 6 2% | 3 1% | 46 13%Afh LJKP | 35 14%Afh LJKoP | 62 11%Afl JKP | 65 10%aLJK P | 24 3% | 21 13%AJUK P | 45 8% | 47 8% | 28 7% | 43 8% | 92 8% | 71 7% |
| Never | 1733 81%DEF GLMNQR v | 845 79% | 883 82%ab | 72 51% | 143 66%DLQ | 252 73%DLm Q | 239 74%DeL mQ | 290 84%DEF GLMNOQ | 281 90%ADE FGHLMN OQ | 244 96%ADE FGHLM NOQ | 212 98%ADE FGHLM NOQ | 215 80%DQ | 164 66%DLQ | 415 70%DLm Q | 529 79%DEF GLMNQ | 738 84%ADE FGHLM NOQ | 77 49% | 438 75% | 499 82%R | 355 82%R | 437 84%aR | 938 79% | 792 83%av |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 263
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Bitesize
Base: All respondents

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|-----------------------|--------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|-------------------------------|----------------|----------------|------------------------|------------------|------------|-----------|--------------|--------------|-------------------|--------------------------------|----------------------|------------------------|---------------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 67 3%OVx Y | 3 2% | 1 1% | 9 4%l | 5 3%l | 6 3%l | 4 3%l | 3 2%l | - | 20 7%Abcl KmN | 7 2%l | 8 4%l | 1 2%l | 60 3%l | 44 2% | 4 9%aO | 12 11%AO | 7 15%AO | - | 23 10%AO | 5 2% | 3 1% | 58 4%avxY | 1 1% | 6 1% |
| NET: Weekly | 167 8%OVX Y | 9 5%l | 6 7%l | 21 9%l | 9 5%l | 19 10%l | 8 5%l | 10 9%l | 2 1% | 37 13%ABEG lKn | 24 8%l | 15 8%l | 5 8%l | 143 8%l | 118 6% | 7 13%o | 24 24%AO | 11 24%AO | 3 13% | 45 20%AO | 13 6% | 11 3% | 140 9%AVXY | 4 2% | 22 4% |
| NET: Monthly | 256 12%OV xY | 18 10% | 10 11% | 31 13%l | 16 10% | 25 13%l | 15 10% | 13 12%l | 12 6% | 52 18%Abe gIIN | 37 12%l | 20 10% | 8 13%l | 217 12%l | 192 10% | 9 19%o | 30 30%AO | 14 30%AO | 5 17% | 58 26%AO | 20 8% | 20 6% | 213 14%AuVX Y | 11 6% | 37 7% |
| NET: Ever | 419 19%OVX Y | 37 21% | 14 17% | 47 20% | 26 15% | 40 21% | 23 15% | 18 16% | 30 16% | 85 30%Abc DEFGH KLMM | 54 18% | 33 17% | 12 18% | 353 20% | 317 17% | 13 27% | 48 47%AOp | 23 51%AOp | 8 28% | 92 41%AOp | 40 16%Vxy | 34 10% | 336 22%AVX Y | 17 10% | 68 13%v |
| Several times a day | 28 1%OVY | 1 1% | - | 6 3%l | 1 1% | 2 1% | 2 1% | 1 1% | - | 9 3%Aimn | 3 1% | 3 2% | - | 27 1% | 17 1% | 2 4%o | 4 4%aO | 5 11%AO | - | 11 5%AO | 1 * | - | 27 2%AvY | - | 1 * |
| About once a day | 38 2%O | 2 1% | 1 1% | 3 1% | 4 2%l | 4 2% | 2 1% | 2 2%l | - | 11 4%alkn | 4 1% | 4 2%l | 1 2%l | 33 2% | 27 1% | 2 4% | 7 7%AO | 2 4% | - | 11 5%AO | 4 2% | 3 1% | 31 2% | 1 1% | 5 1% |
| Several times a week | 65 3%lO | 3 2% | 4 5%l | 7 3% | 3 2% | 8 4%l | 4 3% | 5 4%l | 1 1% | 12 4%l | 9 3% | 4 2% | 3 4%l | 54 3%l | 48 3% | 1 2% | 9 8%AO | 1 2% | 2 6% | 13 6%ao | 6 2% | 5 1% | 51 3% | 2 1% | 11 2% |
| About once a week | 36 2%O | 3 2% | 1 1% | 4 2% | 1 2% | 4 2% | - | 3 2%g | 1 1% | 5 2% | 9 3%g | 3 2% | 1 2%g | 29 2% | 26 1% | 1 2% | 4 4%o | 3 7%AO | 2 7% | 10 5%AO | 2 1% | 3 1% | 31 2% | 1 1% | 5 1% |
| Several times a month | 41 2% | 5 3% | 1 2% | 4 2% | 3 2% | 5 3% | 3 2% | 1 2% | 4 2% | 5 2% | 6 2% | 1 2% | 1 2% | 34 2% | 34 2% | 3 6%ao | 3 3% | - | 1 4% | 7 3% | 4 1% | 6 2% | 34 2% | 2 1% | 7 1% |
| About once a month | 48 2% | 3 2% | 2 2% | 6 2% | 4 2% | 1 1% | 4 2% | 2 2% | 5 3% | 9 3% | 7 2% | 3 2% | 2 3%l | 41 2% | 40 2% | - | 3 3% | 3 6% | - | 6 3% | 3 1% | 3 1% | 38 2% | 5 3% | 8 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 263
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Bitesize
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------|----------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|----------------------|----------------|----------------|------------------------|------------------|---------------------|--------------|-------------|-------------|-------------------|--------------------------------|----------------------|------------------------|-------------|---------------|---------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 163 8%OVx | 19 11%khk | 4 5% | 16 7% | 9 5% | 16 8% | 8 5% | 5 5% | 19 10% | 34 12%Aegh KmN | 16 5% | 13 7% | 3 5% | 136 8% | 126 7% | 4 8% | 18 18%AO | 10 21%AO | 3 12% | 35 16%AO | 20 8%vxy | 14 4% | 123 8%vx | 6 4% | 31 6%v |
| Never | 1733 81%JQR TW | 135 79%kj | 72 83%j | 190 80%J | 146 85%J | 153 79%j | 127 85%J | 90 84%J | 163 84%J | 195 70% | 248 82%J | 161 83%J | 53 82%J | 1455 80%J | 1582 83%AQR T | 35 73%qrt | 54 53% | 22 49% | 19 72% | 131 59% | 205 84% | 303 90%AUW y | 1225 78% | 158 90%AuW | 475 87%AuW |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 264
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Bitesize
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 67 | 23 | 34 | 16 | 7 | - | 43 | 23 | 42 | 39 | 2 | 7 | 9 | 14 | 11 | 3 | 4 | 1 | - | 2 | 4 | 1 | 6 |
| | 3%B | 2% | 9%ABGiJ | 7%AB | 5%B | - | 7%AB | 9%AB | 7%AB | 7%AB | 2% | 2% | 2% | 3% | 3% | 2% | 5% | 2% | - | 7% | 14% | 6% | 18%AKLMNOPqRS |
| NET: Weekly | 167 | 58 | 81 | 36 | 15 | 3 | 106 | 54 | 104 | 97 | 4 | 15 | 25 | 26 | 11 | 12 | 5 | 4 | 7 | 10 | 3 | 10 | |
| | 8%B | 4% | 22%ABdEgIJ | 16%AB | 11%B | 21% | 16%AB | 21%ABeG | 18%ABeG | 18%ABe | 4% | 5% | 6% | 6% | 8% | 6% | 14%aKLMnp | 7% | 9% | 27% | 35% | 22% | 31%AKLMNOPqRS |
| NET: Monthly | 256 | 100 | 111 | 50 | 25 | 4 | 152 | 75 | 147 | 136 | 9 | 25 | 41 | 45 | 45 | 15 | 14 | 8 | 6 | 8 | 11 | 4 | 13 |
| | 12%BI | 7% | 31%ABdEgIJ | 23%AB | 19%aB | 28% | 23%ABG | 29%ABeG | 25%ABG | 25%AB | 8% | 8% | 10% | 11% | 13%I | 9% | 18%Im | 12% | 15% | 29% | 39% | 29% | 42%AKLMNOPQRs |
| NET: Ever | 419 | 196 | 151 | 79 | 35 | 5 | 218 | 92 | 208 | 196 | 17 | 47 | 75 | 73 | 75 | 22 | 18 | 16 | 13 | 10 | 13 | 5 | 16 |
| | 19%Bp | 13% | 42%ABEGhIJ | 36%ABe | 26%B | 36% | 34%ABeG | 36%ABG | 36%ABeG | 36%ABEG | 15% | 16% | 18% | 18% | 22%lp | 13% | 22% | 24%p | 34%akLmnp | 37% | 47% | 35% | 51%AKLMNOPQR |
| Several times a day | 28 | 9 | 15 | 5 | 2 | - | 19 | 11 | 18 | 16 | - | 2 | 3 | 7 | 3 | 3 | 1 | - | - | 1 | 2 | - | 5 |
| | 1%B | 1% | 4%ABj | 2%b | 2% | - | 3%AB | 4%AB | 3%AB | 3%AB | - | 1% | 1% | 2% | 1% | 2% | 1% | - | - | 4% | 7% | - | 14%AKLMNOPQRs |
| About once a day | 38 | 14 | 19 | 11 | 5 | - | 24 | 12 | 24 | 23 | 2 | 4 | 6 | 7 | 8 | - | 3 | 1 | - | 1 | 2 | 1 | 1 |
| | 2%B | 1% | 5%ABg | 5%AB | 3%b | - | 4%AB | 5%AB | 4%AB | 4%AB | 2% | 1% | 1% | 2% | 2%p | - | 4%p | 2% | - | 3% | 7% | 6% | 3%p |
| Several times a week | 65 | 23 | 29 | 13 | 6 | 3 | 39 | 18 | 38 | 36 | 1 | 7 | 12 | 8 | 8 | 4 | 5 | 2 | 2 | 2 | 4 | 2 | 4 |
| | 3%B | 2% | 8%ABg | 6%aB | 4%b | 21% | 6%AB | 7%AB | 6%AB | 7%AB | 1% | 2% | 3% | 2% | 2% | 2% | 6%n | 4% | 5% | 8% | 16% | 10% | 13%AKLMNOP |
| About once a week | 36 | 12 | 18 | 7 | 2 | - | 24 | 14 | 24 | 22 | 1 | 1 | 4 | 4 | 8 | 4 | 3 | 1 | 2 | 3 | 2 | 1 | - |
| | 2%BI | 1% | 5%AB | 3%B | 2% | - | 4%AB | 5%AB | 4%AB | 4%AB | 1% | * | 1% | 1% | 3%I | 2% | 4%L | 2% | 4%I | 12% | 6% | 6% | - |
| Several times a month | 41 | 19 | 15 | 7 | 7 | 1 | 22 | 8 | 19 | 18 | 1 | 5 | 8 | 9 | 8 | 3 | 1 | 1 | * | - | 1 | - | 1 |
| | 2%B | 1% | 4%AB | 3%b | 5%aB | 7% | 3%AB | 3%b | 3%AB | 3%aB | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | - | - | 4% | - | 3% |
| About once a month | 48 | 24 | 15 | 8 | 4 | - | 24 | 13 | 23 | 20 | 4 | 5 | 9 | 9 | 9 | 2 | 1 | 2 | * | - | - | 1 | 3 |
| | 2%B | 2% | 4%AB | 4% | 3% | - | 4%AB | 5%AB | 4%AB | 4%aB | 4% | 2% | 2% | 2% | 3% | 1% | 1% | 3% | 4% | 2% | - | 7% | 8%almnP |
| Less often | 163 | 96 | 40 | 29 | 10 | 1 | 66 | 17 | 62 | 61 | 7 | 22 | 34 | 28 | 30 | 7 | 4 | 8 | 7 | 2 | 2 | 1 | 3 |
| | 8%B | 6% | 11%ABH | 13%ABh | 7% | 8% | 10%ABh | 7% | 11%ABH | 11%ABh | 7% | 7% | 8% | 7% | 9% | 4% | 4% | 12%p | 19%AkImNoPQ | 8% | 8% | 7% | 9% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 264
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Bitesize
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 1733 | 1294 | 211 | 142 | 99 | 10 | 429 | 165 | 373 | 355 | 94 | 252 | 341 | 341 | 262 | 149 | 64 | 48 | 25 | 17 | 15 | 10 | 15 |
| | 81%CDG | 87%ACD | 58% | 64% | 74%CDg | 64% | 66%Clj | 64%c | 64%C | 64%C | 85%eW | 84%eoSW | 82%eSW | 82%eSW | 78%W | 87%aorS | 78%W | 76%W | 66% | 63% | 53% | 65% | 49% |
| | HIUsW | EGHIJ | | | i | | | | | | | | | | W | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 265
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
BBC Bitesize
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------------|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 67 | 65 | 2 | 66 | 1 | 67 | - | 67 | - | 67 | - |
| | 3%EG | 3% | 1% | 5%AE | * | 5%AG | - | 3% | - | 3% | - |
| NET: Weekly | 167 | 163 | 4 | 152 | 15 | 167 | - | 167 | - | 167 | - |
| | 8%CEGI | 8%ac | 3% | 11%AE | 2% | 11%AG | - | 8%AI | - | 8%AK | - |
| NET: Monthly | 256 | 248 | 8 | 223 | 34 | 256 | - | 256 | - | 256 | - |
| | 12%CEG | 13%AC | 5% | 15%AE | 5% | 17%AG | - | 12%AI | - | 12%AK | - |
| NET: Ever | 419 | 409 | 10 | 355 | 64 | 419 | - | 419 | - | 419 | - |
| | 19%CEG | 21%AC | 6% | 25%AE | 9% | 29%AG | - | 20%AI | - | 20%AK | - |
| Several times a day | 28 | 27 | 1 | 28 | - | 28 | - | 28 | - | 28 | - |
| | 1%EG | 1% | 1% | 2%AE | - | 2%AG | - | 1% | - | 1% | - |
| About once a day | 38 | 37 | 1 | 37 | 1 | 38 | - | 38 | - | 38 | - |
| | 2%EG | 2% | 1% | 3%AE | * | 3%AG | - | 2% | - | 2% | - |
| Several times a week | 65 | 64 | * | 57 | 7 | 65 | - | 65 | - | 65 | - |
| | 3%cEG | 3%ac | * | 4%AE | 1% | 4%AG | - | 3% | - | 3% | - |
| About once a week | 36 | 34 | 2 | 29 | 7 | 36 | - | 36 | - | 36 | - |
| | 2%G | 2% | 1% | 2% | 1% | 2%AG | - | 2% | - | 2% | - |
| Several times a month | 41 | 39 | 2 | 33 | 8 | 41 | - | 41 | - | 41 | - |
| | 2%G | 2% | 1% | 2% | 1% | 3%AG | - | 2% | - | 2% | - |
| About once a month | 48 | 47 | 1 | 37 | 11 | 48 | - | 48 | - | 48 | - |
| | 2%G | 2% | 1% | 3% | 1% | 3%AG | - | 2% | - | 2% | - |
| Less often | 163 | 160 | 2 | 132 | 31 | 163 | - | 163 | - | 163 | - |
| | 8%CEGI | 8%AC | 1% | 9%AE | 4% | 11%AG | - | 8%AI | - | 8%AK | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 265

Q16. Now, thinking about websites and apps, how often do you use the following, if at all?

BBC Bitesize

Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|--------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Never | 1733 | 1576 | 157 | 1085 | 648 | 1049 | 684 | 1634 | 99 | 1633 | 100 |
| | 81%BDF | 79% | 94%AB | 75% | 91%AD | 71% | 100%AF | 80% | 100%AH | 80% | 100%AJ |
| | HJ | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 266
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
NET: BBC
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | | SEG | | | | | |
|-----------------------|------------------------|--------------|------------|-----------------------|----------------------|--------------|-----------------------|------------------------|----------------------|--------------|------------|-----------------------|-------------------|---------------|------------------------|--------------------|------------------------|---------------|---------------|------------|------------|--------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 725 34%CDL mnQUW | 415 39%AC | 310 29% | 31 22% | 60 28% | 110 32%dq | 124 39%aDe LMnQ | 130 38%DeL mnQ | 117 38%DeL mnQ | 86 34%dlq | 66 31% | 91 26% | 70 28% | 180 30%dlq | 255 38%ADE kLMNQ | 270 34%DLQ | 36 23% | 233 40%ATU | 228 38%atU | 129 30% | 134 26% | 461 39%AW | 263 28% |
| NET: Weekly | 1127 52%CDk QUW | 637 59%AC | 490 46% | 59 42% | 113 52%dq | 178 52%qd | 176 55%Dkq | 204 59%aDj KLnpQ | 172 55%Dkp Q | 128 50% | 97 44% | 172 48%dq | 127 51% | 306 52%dq | 380 57%ADK LpQ | 396 51%k | 67 43% | 347 59%ATU | 340 56%atU | 212 49% | 227 44% | 687 58%AW | 439 46% |
| NET: Monthly | 1314 61%CKT UW | 716 67%AC | 594 55% | 77 55% | 144 67%dkl p | 206 60%k | 204 64%k | 221 64%K | 203 65%dkP | 151 59% | 109 50% | 221 62%dk | 162 65%dk | 369 62%K | 425 64%dk | 462 59%K | 91 58%dk | 402 69%ATU | 392 65%aTU | 242 56% | 277 53% | 794 67%AW | 519 54% |
| NET: Ever | 1468 68%CKT UW | 784 73%AC | 677 63% | 93 66% | 160 74%saKn p | 228 66%k | 225 70%k | 246 71%K | 221 71%Kp | 170 67%k | 125 58% | 253 71%K | 183 73%Kp | 411 69%K | 470 70%K | 516 66%K | 108 69%dk | 442 75%ATU | 432 71%TU | 267 61% | 324 62% | 874 73%AW | 591 62% |
| Several times a day | 379 18%CDL nQTUW | 252 24%AC | 127 12% | 13 9% | 29 14% | 55 16% | 68 21%Dek LmnQ | 70 20%DkL mnQ | 67 22%Dek LmnQ | 49 19%dlq | 28 13% | 43 12% | 33 13% | 88 15% | 138 21%aDe kLMNQ | 144 18%DkL Q | 16 10% | 129 22%ATU | 124 20%aTU | 54 12% | 72 14% | 254 21%AW | 126 13% |
| About once a day | 346 16%U | 163 15% | 182 17% | 18 13% | 31 14% | 55 16% | 56 17% | 60 17% | 50 16% | 37 15% | 38 17% | 49 14% | 37 15% | 92 16% | 117 17% | 125 16% | 20 13% | 104 18%U | 104 17%u | 75 17%u | 62 12% | 208 17% | 137 14% |
| Several times a week | 264 12%c | 149 14%ac | 115 11% | 14 10% | 33 15% | 46 13% | 33 10% | 55 16%agj p | 37 12% | 24 9% | 23 11% | 47 13% | 34 14% | 80 13% | 88 13%g | 84 11% | 16 10% | 75 13% | 73 12% | 54 12% | 62 12% | 148 12% | 116 12% |
| About once a week | 137 6%k | 72 7% | 65 6% | 14 10%hKop | 20 9%kp | 23 7% | 19 6% | 18 5% | 18 6% | 7 3% | 3 1% | 34 10%AhhKo P | 24 9%aKop | 47 8%k | 37 6% | 43 5% | 15 10%Kop | 39 7% | 39 6% | 29 7% | 30 6% | 78 7% | 59 6% |
| Several times a month | 117 5%h | 51 5% | 66 6% | 7 5% | 18 8%Ho | 19 6% | 19 6%ho | 9 3% | 20 6%h | 14 5% | 11 5% | 25 7%H | 21 8%aHo | 40 7%H | 28 4%h | 45 6%h | 10 6%dh | 34 6% | 34 6% | 20 5% | 29 6% | 68 6% | 49 5% |
| About once a month | 70 3%k | 28 3% | 38 4% | 11 8%AFGH iKnOP | 13 6%afgh Knop | 9 3% | 8 3% | 8 2% | 10 3%k | 9 4%k | 1 * | 24 7%AFGH iKNOP | 14 6%ahKo p | 23 4%k | 16 2% | 20 3%k | 14 9%AFGH ijKNOP | 21 4% | 18 3% | 10 2% | 21 4% | 39 3% | 31 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 266
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
NET: BBC
Base: All respondents

| | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | | |
|---------------|--------------------|------------|--------------|-------------|-----------|------------|-----------|------------|-----------|-----------|--------------------------------|------------|-----------|-------------|------------|---------------|-----------|------------|------------|---------------|---------------|------------|--------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 154 7% | 68 6% | 83 8% | 16 11%ai | 16 7% | 22 6% | 20 6% | 25 7% | 18 6% | 20 8% | 16 8% | 32 9% | 20 8% | 42 7% | 46 7% | 54 7% | 17 11% | 41 7% | 40 7% | 25 6% | 47 9% | 80 7% | 72 8% |
| Never | 684 32%BeR V | 288 27% | 394 37%AB | 48 34%q | 56 26% | 116 34% | 97 30% | 100 29% | 91 29% | 85 33% | 92 42%AEf GhijLM NOPq | 103 29% | 67 27% | 183 31%e | 197 30% | 268 34%eim | 48 31% | 144 25% | 176 29% | 167 39%ARS | 197 38%ARS | 320 27% | 364 38%AV |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 267
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
NET: BBC
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------------|---------------|--------------|----------------|----------------|------------------------------|--------------------|-------------------|------------|-----------------------|--------------------|----------------|----------------|-----------------------------|------------------|-------------|-----------|-------------|-------------------|-------------------|--------------------------------|----------------------|------------------------|----------------|------------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 725 34%y | 53 31% | 31 36% | 79 33% | 60 35% | 54 28% | 49 33% | 40 37% | 58 30% | 105 38%f | 98 33% | 70 36% | 28 43%AbF ikn | 605 33% | 634 33% | 12 25% | 42 41% | 23 50%aop | 8 30% | 85 38%p | 72 29% | 103 31% | 552 35%Ay | 51 29% | 159 29% |
| NET: Weekly | 1127 52%y | 91 53%i | 46 53% | 122 51%i | 89 52% | 101 52%i | 75 50% | 58 54%i | 80 41% | 156 56%i | 157 52%i | 109 57%i | 42 68%AbD eFGHj KN | 936 52%i | 987 52% | 21 43% | 57 56% | 30 66%p | 15 57% | 123 55% | 117 48% | 164 49% | 845 54%Ay | 90 51% | 258 47% |
| NET: Monthly | 1314 61%Y | 108 63% | 56 64% | 139 59% | 98 57% | 116 60% | 84 56% | 67 62% | 108 56% | 183 66%i | 188 62% | 118 61% | 48 74%AbD EFGHk IN | 1091 60% | 1150 61% | 26 54% | 64 63% | 35 77%aop t | 19 69% | 144 64% | 140 57% | 192 57% | 980 63%Ay | 107 61% | 304 56% |
| NET: Ever | 1468 68%eY | 119 69% | 59 68% | 152 64% | 105 61% | 131 68% | 96 63% | 74 69% | 127 65% | 204 73%deg n | 209 69% | 141 73%e | 51 79%ADE FGIKN | 1223 68% | 1285 68% | 27 56% | 73 72% | 38 84%aop t | 21 76% | 159 71%p | 160 65% | 215 64% | 1088 70%avy | 118 67% | 345 64% |
| Several times a day | 379 18% | 25 15% | 16 18% | 43 18% | 27 16% | 31 16% | 25 17% | 24 22% | 28 15% | 57 20% | 52 17% | 36 18% | 15 24%abi n | 315 17% | 337 18% | 6 13% | 18 17% | 14 30%aopt | 2 7% | 39 18% | 36 15% | 53 16% | 287 18% | 31 18% | 83 15% |
| About once a day | 346 16% | 28 16% | 15 18% | 36 15% | 33 19% | 23 12% | 24 16% | 15 14% | 30 16% | 49 17% | 46 15% | 34 18% | 13 19%f | 290 16% | 298 16% | 6 13% | 24 23%ao | 9 21% | 6 23% | 46 20% | 36 15% | 50 15% | 265 17% | 20 11% | 76 14% |
| Several times a week | 264 12% | 24 14% | 12 14% | 28 12% | 15 9% | 35 18%aeg In | 15 10% | 13 12% | 17 9% | 33 12% | 37 12% | 26 14% | 9 15% | 218 12% | 233 12% | 7 15% | 10 10% | 4 9% | 3 12% | 25 11% | 35 14% | 42 12% | 186 12% | 29 16% | 72 13% |
| About once a week | 137 6%i | 14 8%i | 3 4% | 14 6% | 14 8%i | 13 6% | 12 8%i | 5 5% | 5 3% | 17 6% | 22 7%i | 13 7% | 5 8%i | 113 6%i | 120 6% | 1 2% | 5 5% | 3 7% | 4 14% | 13 6% | 10 4% | 19 6% | 106 7% | 11 6% | 27 5% |
| Several times a month | 117 5% | 13 7% | 5 6% | 9 4% | 7 4% | 8 4% | 5 3% | 6 5% | 21 11%ADef gkLN | 17 6% | 15 5% | 7 3% | 4 6% | 95 5% | 101 5% | 5 11% | 6 6% | 2 5% | 2 8% | 15 7% | 14 6% | 18 5% | 84 5% | 11 6% | 30 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 267
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
NET: BBC
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--------------------|-------------------|--------------|----------------|-----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|-------------------------|------------------------|-------------------|-----------------|-----------------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| About once a month | 70 3% | 4 2% | 4 5% | 8 3% | 2 1% | 7 4% | 4 3% | 4 3% | 7 4% | 10 4% | 15 5% | 2 1% | 2 3% | 60 3% | 62 3% | - | 1 1% | 3 6% | 1 4% | 5 2% | 9 4% | 10 3% | 51 3% | 6 3% | 16 3% |
| Less often | 154 7% | 12 7% | 3 4% | 13 6% | 7 4% | 15 8% | 11 7% | 7 6% | 18 9% | 21 7% | 21 7% | 23 12% acde mn | 3 4% | 132 7% | 135 7% | 1 2% | 9 9% | 3 7% | 2 7% | 15 7% | 20 8% | 23 7% | 108 7% | 11 6% | 41 8% |
| Never | 684 32% Mrw | 53 31% | 27 32% | 85 36% jM | 67 39% ajl M | 63 32% m | 55 37% kjM | 33 31% | 67 35% M | 76 27% | 92 31% m | 52 27% | 14 21% | 584 32% kjM | 615 32% r | 22 44% Rt | 29 28% | 7 16% | 6 24% | 64 29% r | 85 35% | 122 36% w | 473 30% | 58 33% | 198 36% Aw |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 268
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
NET: BBC
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 725 | 518 | 112 | 76 | 40 | 4 | 204 | 75 | 184 | 178 | 30 | 83 | 121 | 151 | 130 | 56 | 33 | 22 | 18 | 8 | 14 | 6 | 16 |
| | 34%lm | 35% | 31% | 35% | 30% | 29% | 31% | 29% | 32% | 32% | 27% | 28% | 29% | 36%lm | 39%akLM | 33% | 40%lm | 35% | 46%klm | 30% | 51% | 41% | 50%akLMp |
| NET: Weekly | 1127 | 785 | 190 | 119 | 62 | 7 | 335 | 121 | 298 | 293 | 49 | 131 | 204 | 228 | 190 | 89 | 46 | 34 | 24 | 16 | 22 | 12 | 23 |
| | 52%L | 53% | 52% | 54% | 47% | 50% | 52% | 47% | 51% | 53%h | 44% | 44% | 49% | 55%kL | 56%kLm | 52% | 56%l | 53% | 63%l | 59% | 79% | 76% | 73%akLMmp |
| NET: Monthly | 1314 | 920 | 221 | 136 | 73 | 9 | 386 | 148 | 346 | 336 | 63 | 163 | 235 | 257 | 223 | 101 | 57 | 41 | 29 | 17 | 24 | 13 | 26 |
| | 61%lm | 62% | 61% | 61% | 54% | 57% | 60% | 57% | 60% | 61% | 56% | 55% | 57% | 62% | 66%aLM | 59% | 69%lm | 65% | 75%klm | 63% | 84% | 83% | 83%AKLMnoP |
| NET: Ever | 1468 | 1019 | 251 | 155 | 87 | 9 | 440 | 162 | 394 | 382 | 69 | 187 | 274 | 287 | 243 | 112 | 61 | 45 | 32 | 20 | 24 | 13 | 27 |
| | 68%l | 68% | 69%h | 70% | 65% | 64% | 68%h | 63% | 68%h | 69%h | 62% | 63% | 66% | 69% | 72%l | 65% | 74% | 71% | 82%klmp | 76% | 86% | 83% | 86%akLMmp |
| Several times a day | 379 | 278 | 55 | 37 | 18 | 1 | 100 | 45 | 93 | 86 | 18 | 38 | 71 | 78 | 66 | 33 | 18 | 15 | 9 | 5 | 4 | 2 | 11 |
| | 18%l | 19% | 15% | 17% | 14% | 7% | 15% | 17% | 16% | 16% | 16% | 13% | 17% | 19%l | 19%l | 19% | 22%l | 23%l | 24% | 19% | 15% | 13% | 34%AKLMnop |
| About once a day | 346 | 239 | 56 | 39 | 22 | 3 | 103 | 30 | 91 | 92 | 12 | 45 | 50 | 73 | 65 | 23 | 15 | 8 | 8 | 3 | 10 | 4 | 5 |
| | 16%hm | 16% | 16% | 18%h | 16% | 22% | 16%h | 12% | 16%h | 17%h | 11% | 15% | 12% | 18%hm | 19%M | 14% | 18% | 12% | 12% | 12% | 36% | 28% | 16% |
| Several times a week | 264 | 168 | 57 | 30 | 12 | 3 | 93 | 33 | 84 | 79 | 13 | 28 | 55 | 56 | 40 | 21 | 8 | 8 | 4 | 5 | 5 | 2 | 6 |
| | 12%b | 11% | 16%abe | 13% | 9% | 20% | 14% | 13% | 14% | 14%e | 11% | 9% | 13% | 13% | 12% | 10% | 10% | 13% | 10% | 17% | 17% | 10% | 19% |
| About once a week | 137 | 99 | 21 | 13 | 10 | - | 38 | 13 | 31 | 36 | 6 | 21 | 28 | 22 | 20 | 13 | 5 | 3 | 3 | 3 | 3 | 4 | 1 |
| | 6% | 7% | 6% | 6% | 8% | - | 6%l | 5% | 5% | 7%l | 6% | 7% | 7% | 5% | 6% | 7% | 6% | 5% | 7% | 11% | 11% | 26% | 4% |
| Several times a month | 117 | 89 | 13 | 8 | 8 | 1 | 27 | 12 | 24 | 23 | 12 | 16 | 21 | 16 | 21 | 8 | 8 | 3 | 2 | 1 | 1 | - | 1 |
| | 5% | 6% | 4% | 4% | 6% | 8% | 4% | 4% | 4% | 4% | 11%almNp | 5% | 5% | 4% | 6% | 5% | 10%n | 5% | 5% | 5% | 5% | - | 2% |
| About once a month | 70 | 46 | 18 | 8 | 2 | - | 24 | 15 | 24 | 20 | 1 | 17 | 10 | 12 | 11 | 4 | 2 | 4 | 3 | - | - | 1 | 2 |
| | 3% | 3% | 5%j | 4% | 2% | - | 4% | 6%abg | 4% | 4% | 1% | 6%akm | 2% | 3% | 3% | 2% | 3% | 7%k | 7%k | - | - | 7% | 7%k |
| Less often | 154 | 99 | 30 | 20 | 14 | 1 | 54 | 14 | 48 | 47 | 6 | 24 | 39 | 30 | 20 | 11 | 4 | 4 | 3 | 3 | * | - | 1 |
| | 7% | 7% | 8% | 9% | 10% | 6% | 8%h | 6% | 8%h | 8% | 6% | 8% | 9% | 7% | 6% | 6% | 5% | 6% | 8% | 12% | 1% | - | 3% |
| Never | 684 | 472 | 112 | 65 | 47 | 5 | 207 | 95 | 187 | 170 | 42 | 112 | 141 | 127 | 94 | 59 | 21 | 18 | 7 | 6 | 4 | 3 | 5 |
| | 32%w | 32% | 31% | 30% | 35% | 36% | 32% | 37%cgj | 32% | 31% | 38%sw | 37%aosW | 34%sw | 31%w | 28% | 35%sw | 26% | 29% | 18% | 24% | 14% | 17% | 14% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 269
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
NET: BBC
Base: All respondents

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 725 | 704 | 22 | 599 | 126 | 725 | - | 725 | - | 725 | - |
| | | 34%CEG | 35%AC | 13% | 42%AE | 18% | | 49%AG | - | 35%AI | - |
| | | IK | | | | | | | | 35%AK | - |
| NET: Weekly | 1127 | 1091 | 36 | 899 | 228 | 1127 | - | 1127 | - | 1127 | - |
| | | 52%CEG | 55%AC | 21% | 62%AE | 32% | | 77%AG | - | 55%AI | - |
| | | IK | | | | | | | | 55%AK | - |
| NET: Monthly | 1314 | 1267 | 47 | 1032 | 281 | 1314 | - | 1314 | - | 1314 | - |
| | | 61%CEG | 64%AC | 28% | 72%AE | 40% | | 90%AG | - | 64%AI | - |
| | | IK | | | | | | | | 64%AK | - |
| NET: Ever | 1468 | 1417 | 51 | 1139 | 329 | 1468 | - | 1468 | - | 1468 | - |
| | | 68%CEG | 71%AC | 30% | 79%AE | 46% | | 100%AG | - | 71%AI | - |
| | | IK | | | | | | | | 72%AK | - |
| Several times a day | 379 | 373 | 7 | 317 | 62 | 379 | - | 379 | - | 379 | - |
| | | 18%CEG | 19%AC | 4% | 22%AE | 9% | | 26%AG | - | 18%AI | - |
| | | IK | | | | | | | | 18%AK | - |
| About once a day | 346 | 331 | 15 | 282 | 64 | 346 | - | 346 | - | 346 | - |
| | | 16%CEG | 17%AC | 9% | 20%AE | 9% | | 24%AG | - | 17%AI | - |
| | | IK | | | | | | | | 17%AK | - |
| Several times a week | 264 | 253 | 11 | 202 | 62 | 264 | - | 264 | - | 264 | - |
| | | 12%CEG | 13%AC | 7% | 14%AE | 9% | | 18%AG | - | 13%AI | - |
| | | IK | | | | | | | | 13%AK | - |
| About once a week | 137 | 135 | 3 | 97 | 40 | 137 | - | 137 | - | 137 | - |
| | | 6%CGk | 7%ac | 2% | 7% | 6% | | 9%AG | - | 7%ai | - |
| | | IK | | | | | | | | 7%AK | - |
| Several times a month | 117 | 112 | 5 | 85 | 32 | 117 | - | 117 | - | 117 | - |
| | | 5%Gk | 6% | 3% | 6% | 4% | | 8%AG | - | 6%ai | - |
| | | IK | | | | | | | | 6%ak | - |
| About once a month | 70 | 64 | 6 | 48 | 22 | 70 | - | 70 | - | 70 | - |
| | | 3%G | 3% | 4% | 3% | 3% | | 5%AG | - | 3% | - |
| | | IK | | | | | | | | 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 269
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
NET: BBC
Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|------------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 154 | 149 | 4 | 107 | 47 | 154 | - | 154 | - | 154 | - |
| | 7% cGIK | 8% ac | 3% | 7% | 7% | 10% AG | - | 7% AI | - | 7% AK | - |
| Never | 684 | 568 | 116 | 301 | 383 | - | 684 | 586 | 99 | 584 | 100 |
| | 32% BDF HJ | 29% | 70% AB | 21% | 54% AD | - | 100% AF | 29% | 100% AH | 28% | 100% AJ |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 270
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Facebook
Base: All respondents

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|-----------------------|-----------|----------|------------|------------------|-----------------------|------------------------|-----------------|--------------|-----------|-----------|-------------|----------------|-----------------|------------------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 1251 | 567 | 681 | 56 | 132 | 232 | 217 | 211 | 181 | 126 | 95 | 188 | 143 | 375 | 428 | 402 | 63 | 326 | 369 | 247 | 307 | 696 | 554 |
| 58%BDJ KIPQ | 53% | 64%AB | 40% | 61%DJK LmpQ | 67%ADI JKLmnp Q | 68%ADI JKLmPQ | 61%DJK IPQ | 58%DJK PQ | 50% | 44% | 53%DKQ | 57%DKL Q | 63%ADJ KLmPQ | 64%ADJ KLQP | 51%dkQ | 41% | 56% | 61% | 57% | 59% | 58% | 58% | 58% |
| NET: Weekly | 1501 | 714 | 782 | 72 | 169 | 270 | 251 | 255 | 206 | 163 | 116 | 241 | 186 | 456 | 506 | 484 | 82 | 403 | 429 | 304 | 365 | 831 | 669 |
| 70%BDJ KPQ | 67% | 73%AB | 51% | 78%ADI JKLMPQ | 78%ADI JKLPQ | 78%ADI JKLPQ | 74%Dij KPQ | 66%DKp Q | 64%dkq | 53% | 68%DKQ | 74%Dij KLQP | 77%ADI JKLPQ | 76%ADI JKLPQ | 62%dkQ | 53% | 69% | 71% | 70% | 70% | 70% | 70% | 70% |
| NET: Monthly | 1584 | 762 | 815 | 78 | 177 | 279 | 266 | 267 | 215 | 178 | 124 | 255 | 194 | 474 | 533 | 516 | 89 | 427 | 458 | 321 | 375 | 885 | 696 |
| 74%BDK PQ | 71% | 76%ab | 55% | 82%ADI JKLMPQ | 81%ADI JKLPQ | 83%ADI JKLPQ | 77%Dij KPQ | 69%DKq | 70%DKq | 57% | 71%DKQ | 78%Dij KLQP | 80%ADI JKLPQ | 80%ADI JKLPQ | 66%dkQ | 57% | 73% | 75% | 74% | 72% | 74% | 74% | 73% |
| NET: Ever | 1673 | 818 | 847 | 86 | 184 | 293 | 281 | 286 | 226 | 181 | 136 | 270 | 204 | 497 | 567 | 543 | 100 | 448 | 492 | 339 | 392 | 939 | 731 |
| 78%DJ KPQ | 76% | 79% | 61% | 85%ADI JKLMPQ | 85%ADI JKLPQ | 87%ADI JKLPQ | 83%aDI JKIPQ | 73%dkq | 71%d | 63% | 76%DKp Q | 82%DJ KLQP | 84%ADI JKLPQ | 85%ADI JKLPQ | 69%dk | 64%dk | 76% | 81%au | 78% | 75% | 79% | 79% | 77% |
| Several times a day | 885 | 377 | 506 | 37 | 91 | 170 | 166 | 146 | 131 | 83 | 60 | 128 | 98 | 268 | 313 | 274 | 43 | 226 | 261 | 178 | 219 | 487 | 398 |
| 41%BDJ KIPQ | 35% | 47%AB | 26% | 42%DJK LmQ | 49%ADJ KLmnpQ | 52%ADe hJKLm oPQ | 42%DJK pQ | 42%DJK PQ | 32% | 28% | 36%DKQ | 39%DKQ | 45%aDJ KLmPQ | 47%ADh JKLmPQ | 35%dk | 28% | 39% | 43% | 41% | 42% | 41% | 42% | 42% |
| About once a day | 366 | 189 | 176 | 19 | 41 | 62 | 51 | 64 | 50 | 44 | 35 | 60 | 46 | 108 | 115 | 128 | 20 | 100 | 108 | 68 | 88 | 209 | 156 |
| 17% | 18% | 16% | 14% | 19% | 18% | 16% | 19% | 19% | 16% | 17% | 16% | 17% | 18% | 18% | 17% | 16% | 13% | 17% | 18% | 16% | 17% | 17% | 16% |
| Several times a week | 160 | 92 | 66 | 8 | 26 | 27 | 20 | 30 | 16 | 19 | 13 | 34 | 27 | 54 | 51 | 49 | 10 | 57 | 34 | 31 | 39 | 90 | 70 |
| 7%cs | 9%c | 6% | 6% | 12%Agk P | 8% | 6% | 9% | 5% | 8% | 6% | 9%dpj | 11%aip | 9%i | 8% | 6% | 7% | 10%aS | 6% | 7% | 7% | 8% | 7% | 7% |
| About once a week | 90 | 56 | 35 | 7 | 12 | 11 | 13 | 13 | 9 | 17 | 7 | 19 | 16 | 27 | 27 | 33 | 9 | 19 | 26 | 26 | 19 | 45 | 45 |
| 4%c | 5%ac | 3% | 5% | 5% | 3% | 4% | 4% | 3% | 3% | 7%afip | 3% | 5% | 6% | 4% | 4% | 4% | 6% | 3% | 4% | 6%r | 4% | 4% | 5% |
| Several times a month | 35 | 20 | 15 | 4 | 2 | 5 | 7 | 5 | 4 | 5 | 3 | 6 | 2 | 7 | 12 | 5 | 12 | 9 | 10 | 2 | 4 | 21 | 15 |
| 2% | 2% | 1% | 3% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 2%am | 1% | 1% | 2% | 2% | 3%am | 2% | 1% | 2% | 1% | 2% | 2% |
| About once a month | 47 | 28 | 17 | 2 | 6 | 4 | 8 | 8 | 5 | 9 | 5 | 8 | 7 | 11 | 15 | 20 | 2 | 12 | 21 | 7 | 6 | 33 | 13 |
| 2%uw | 3% | 2% | 1% | 3% | 1% | 2% | 2% | 2% | 2% | 4% | 2% | 2% | 3% | 2% | 2% | 3% | 1% | 2% | 3%au | 2% | 1% | 3%w | 1% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 270
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Facebook
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------|--------------------------------------|--------------------|---------------|---|--------------|--------------|--------------------|-------------------|--------------------------------------|--------------------------------------|--|-------------------------------------|--------------------|-------------------|-------------------|--|---|------------|------------|-----------|---------------------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Less often | 89 4% <i>Cj</i> | 56 5% <i>ac</i> | 32 3% | 8 6% <i>J</i> | 7 3% | 14 4% | 15 5% <i>ij</i> | 19 5% <i>J</i> | 11 4% | 3 1% | 12 6% <i>Jp</i> | 15 4% <i>j</i> | 10 4% | 23 4% <i>j</i> | 34 5% <i>J</i> | 27 3% <i>j</i> | 10 7% <i>J</i> | 21 4% | 33 5% | 18 4% | 17 3% | 54 5% | 35 4% |
| Never | 479 22% <i>EFG</i> <i>hNOs</i> | 254 24% | 224 21% | 55 39% <i>AEF</i> <i>GHILM</i> <i>NOpq</i> | 32 15% | 51 15% | 40 13% | 60 17% | 85 27% <i>aEF</i> <i>GHmNO</i> | 75 29% <i>AEF</i> <i>GHMNO</i> | 81 37% <i>AEF</i> <i>GHILMN</i> <i>Op</i> | 87 24% <i>EFG</i> <i>hMNO</i> | 46 18% <i>E</i> | 97 16% | 100 15% | 241 31% <i>AEF</i> <i>GHIMNO</i> | 57 36% <i>AEF</i> <i>GHILMN</i> <i>O</i> | 138 24% | 116 19% | 95 22% | 129 25% <i>s</i> | 254 21% | 224 23% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 271
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Facebook
Base: All respondents

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|-----------------------|---------------|---------------|-----------------------|----------------|-------------------------------|--------------------|--------------------|------------|---------------------|-------------|-----------------------|---------------------|------------------------|-------------------|-------------|-----------|-----------|--------------|---------------------|---------------------------------|-----------------------|--------------------------|-------------|-------------|---------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 1251 58% | 89 52% | 61 71%aBe fjkn | 141 60% | 97 56% | 106 55% | 88 59% | 69 64%b | 108 56% | 158 57% | 170 56% | 123 64%b | 40 61% | 1054 58% | 1105 58% | 28 57% | 65 63% | 22 49% | 17 64% | 132 59% | 162 66%AW | 203 60% | 887 57% | 115 65%w | 337 62%aw |
| NET: Weekly | 1501 70%w | 119 69% | 67 77%e | 169 71% | 110 64% | 135 70% | 107 71% | 77 72% | 128 68% | 191 68% | 201 67% | 148 76%aei kn | 48 75%e | 1257 70% | 1320 70% | 36 74% | 73 72% | 30 66% | 22 81% | 161 72% | 190 78%AW | 246 73% | 1067 68% | 126 72% | 403 74%Aw |
| NET: Monthly | 1584 74%w | 123 72% | 68 79% | 173 73% | 116 67% | 141 73% | 109 73% | 81 76% | 140 72% | 209 75% | 218 72% | 155 80%En | 50 78%e | 1329 74% | 1395 73% | 37 76% | 77 76% | 32 70% | 22 81% | 168 75% | 202 83%AVW xy | 254 75% | 1130 72% | 132 75% | 422 78%aw |
| NET: Ever | 1673 78%e | 127 74% | 68 79% | 180 76% | 123 72% | 150 77% | 115 77% | 85 79% | 148 76% | 226 81%e | 236 78% | 161 83%bE | 53 81%e | 1407 78%e | 1467 77% | 38 79% | 86 84% | 35 77% | 24 88% | 183 82% | 211 86%AVW xy | 265 79% | 1196 77% | 141 80% | 440 81%aw |
| Several times a day | 885 41%W | 63 36% | 46 54%abe fgjkn | 102 43% | 68 40% | 74 38% | 59 39% | 49 46% | 78 40% | 110 39% | 116 39% | 89 46% | 29 45% | 744 41% | 786 41% | 19 40% | 43 42% | 16 36% | 13 48% | 92 41% | 125 51%AW | 151 45% | 609 39% | 87 49%aW | 254 47%AW |
| About once a day | 366 17% | 26 15% | 15 17% | 40 17% | 29 17% | 32 16% | 29 19% | 19 18% | 30 16% | 48 17% | 53 18% | 34 17% | 11 16% | 310 17% | 319 17% | 8 17% | 21 21% | 6 14% | 4 16% | 40 18% | 37 15% | 52 16% | 278 18% | 28 16% | 83 15% |
| Several times a week | 160 7% | 18 11%e | 4 5% | 21 9% | 8 5% | 18 9% | 9 6% | 6 5% | 13 7% | 22 8% | 19 6% | 17 9% | 6 9% | 130 7% | 139 7% | 7 14%q | 3 3% | 7 16%aoQt | - 8%Q | 17 8%Q | 16 7% | 28 8% | 114 7% | 9 5% | 42 8% |
| About once a week | 90 4% x | 12 7% | 1 1% | 7 3% | 5 3% | 11 6% | 10 6% | 3 3% | 7 4% | 11 4% | 13 4% | 8 4% | 3 4% | 73 4% | 77 4% | 2 4% | 6 4% | - 6% | 4 16% | 12 6% | 12 5% x | 16 5% x | 65 4% | 2 1% | 24 4% X |
| Several times a month | 35 2% | 3 2% | 1 1% | 2 1% | 2 1% | 4 2% | - 1% | 2 2% | 5 3%g | 8 3%g | 3 1% | 2 1% | 1 2%g | 29 2% | 29 2% | 1 3% | 1 2% | - 2% | - 2% | 5 2% | 3 1% | 3 1% | 28 2% | 3 2% | 7 1% |
| About once a month | 47 2% | 1 1% | - - | 2 1% | 3 2% | 2 1% | 2 1% | 2 2% | 6 3% | 9 3% | 14 5% Abdf n | 4 2% | 1 1% | 43 2% | 45 2% | - - | 1 1% | 1 2% | - - | 2 1% | 9 4% v | 4 1% | 34 2% | 3 2% | 12 2% v |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 271
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Facebook
Base: All respondents

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|---------------|--------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------------|------------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Less often | 89 4%o | 4 2% | - | 6 3% | 8 4% | 9 4% | 6 4% | 4 4% | 8 4% | 17 6%c | 18 6%c | 7 4% | 2 4%c | 78 4% | 72 4% | 1 2% | 9 8%ao | 3 7% | 2 8% | 15 7%o | 9 4% | 11 3% | 66 4% | 8 5% | 18 3% |
| Never | 479 22%Uy | 45 26%l | 18 21% | 57 24% | 49 28%ajL mn | 44 23% | 35 23% | 22 21% | 46 24% | 54 19% | 66 22% | 32 17% | 12 19% | 400 22% | 433 23% | 10 21% | 16 16% | 10 23% | 3 12% | 40 18% | 33 14% | 72 21%U | 365 23%Uy | 35 20%u | 103 19%U |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 272
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Facebook
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 1251 | 836 | 223 | 132 | 84 | 7 | 408 | 170 | 363 | 347 | 55 | 173 | 243 | 231 | 201 | 114 | 47 | 38 | 20 | 15 | 19 | 10 | 19 |
| | 58%B | 56% | 62% | 60% | 63% | 44% | 63%AB | 66%AB | 63%aB | 63%AB | 49% | 58% | 59% | 56% | 60% | 67%aKn | 57% | 59% | 51% | 55% | 67% | 64% | 59% |
| NET: Weekly | 1501 | 1014 | 261 | 164 | 100 | 8 | 480 | 191 | 425 | 413 | 68 | 220 | 283 | 282 | 246 | 131 | 57 | 43 | 23 | 17 | 21 | 13 | 23 |
| | 70%b | 68% | 72% | 74% | 75% | 51% | 74%AB | 74% | 73%ab | 75%ABc | 61% | 74%k | 68% | 68% | 73%k | 76%Kmns | 69% | 68% | 60% | 63% | 74% | 84% | 72% |
| NET: Monthly | 1584 | 1074 | 275 | 172 | 104 | 8 | 502 | 196 | 446 | 431 | 76 | 229 | 298 | 297 | 255 | 136 | 59 | 47 | 25 | 18 | 23 | 14 | 27 |
| | 74%b | 72% | 76% | 78% | 78% | 51% | 78%AB | 76% | 77%ab | 78%AB | 68% | 76% | 72% | 72% | 76% | 79%k | 72% | 74% | 65% | 67% | 81% | 91% | 85% |
| NET: Ever | 1673 | 1128 | 285 | 184 | 117 | 10 | 535 | 206 | 472 | 458 | 80 | 240 | 317 | 314 | 273 | 137 | 64 | 49 | 28 | 21 | 23 | 14 | 28 |
| | 78%B | 76% | 79% | 83%ab | 87%ABc | 65% | 83%ABC | 80% | 81%aB | 83%ABci | 72% | 80% | 76% | 76% | 81%k | 80% | 77% | 77% | 72% | 79% | 82% | 93% | 88% |
| Several times a day | 885 | 570 | 178 | 104 | 65 | 6 | 309 | 128 | 279 | 271 | 36 | 121 | 176 | 160 | 143 | 90 | 31 | 27 | 13 | 11 | 15 | 7 | 12 |
| | 41%B | 38% | 49%AB | 47%b | 48%b | 42% | 48%AB | 50%AB | 48%AB | 49%AB | 32% | 40% | 42% | 39% | 43% | 53%AKlm | 37% | 43% | 35% | 40% | 52% | 49% | 39% |
| About once a day | 366 | 267 | 45 | 29 | 19 | * | 99 | 42 | 84 | 76 | 19 | 52 | 68 | 71 | 57 | 24 | 16 | 10 | 6 | 4 | 4 | 2 | 6 |
| | 17%cj | 18%cj | 12% | 13% | 14% | 3% | 15%cJ | 16% | 15% | 14% | 17% | 17% | 16% | 17% | 17% | 14% | 20% | 16% | 16% | 15% | 15% | 15% | 20% |
| Several times a week | 160 | 114 | 24 | 20 | 9 | 1 | 45 | 15 | 40 | 39 | 11 | 26 | 26 | 34 | 27 | 13 | 5 | 4 | 2 | 2 | * | 3 | 2 |
| | 7% | 8% | 7% | 9% | 6% | 7% | 7% | 6% | 7% | 7% | 10% | 9% | 6% | 8% | 8% | 7% | 6% | 6% | 6% | 8% | 2% | 20% | 7% |
| About once a week | 90 | 64 | 14 | 12 | 7 | - | 27 | 6 | 21 | 27 | 2 | 21 | 13 | 17 | 19 | 4 | 6 | 2 | 1 | - | 2 | - | 2 |
| | 4% | 4% | 4% | 6%h | 6% | - | 4%hi | 2% | 4% | 5%ghl | 2% | 7%amp | 3% | 4% | 5% | 2% | 7% | 3% | 3% | - | 5% | - | 6% |
| Several times a month | 35 | 21 | 10 | 3 | 3 | - | 14 | 3 | 14 | 12 | 1 | 4 | 9 | 5 | 4 | 3 | - | * | 2 | - | 2 | 1 | - |
| | 2% | 1% | 3% | 2% | 2% | - | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 2% | - | 1% | 6%anoq | - | 7% | 7% | - |
| About once a month | 47 | 38 | 4 | 5 | 1 | - | 9 | 2 | 8 | 7 | 6 | 4 | 7 | 10 | 5 | 2 | 2 | 3 | - | 1 | - | - | 4 |
| | 2% | 3% | 1% | 2% | 1% | - | 1% | 1% | 1% | 1% | 6%almop | 1% | 2% | 3% | 1% | 1% | 3% | 5% | - | 4% | - | - | 13%ALMNOPqs |
| Less often | 89 | 54 | 11 | 12 | 13 | 2 | 33 | 9 | 26 | 27 | 4 | 12 | 19 | 17 | 18 | 1 | 4 | 2 | 2 | 3 | * | - | 1 |
| | 4%P | 4% | 3% | 5% | 10%ABCghU | 14% | 5%CI | 4% | 4%c | 5%C | 4%p | 4%p | 5%p | 4%p | 5%P | * | 5%p | 3% | 6%P | 12% | 1% | 3% | 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 272
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Facebook
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------|--------------------------|------------------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Never | 479 | 362 | 77 | 37 | 17 | 5 | 112 | 52 | 109 | 93 | 31 | 59 | 99 | 100 | 64 | 34 | 19 | 15 | 11 | 6 | 5 | 1 | 4 |
| | 22% ^d | 24% ^e | 21% ^e | 17% | 13% | 35% | 17% | 20% | 19% ^c | 17% | 28% ^o | 20% | 24% | 24% | 19% | 20% | 23% | 23% | 28% | 21% | 18% | 7% | 12% |
| | | ij | AdE | eGJ | | | | | Gj | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 273
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Facebook
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------------|---------------|-------------|--------------------|---------------|-----------------|---------------|--|-------------|--|-------------|-----------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 1251 58% | 1160 58% | 90 54% | 846 59% | 405 57% | 865 59% | 386 56% | 1197 58% | 54 55% | 1196 58% | 55 54% |
| NET: Weekly | 1501 70%G | 1392 70% | 109 65% | 1023 71% | 479 67% | 1052 72%AG | 449 66% | 1437 70% | 64 65% | 1436 70% | 65 65% |
| NET: Monthly | 1584 74%eG | 1470 74% | 114 68% | 1081 75%ae | 502 71% | 1115 76%AG | 468 68% | 1516 74% | 68 68% | 1515 74% | 68 68% |
| NET: Ever | 1673 78%eG | 1552 78% | 121 72% | 1140 79%ae | 533 75% | 1179 80%AG | 494 72% | 1602 78% | 71 71% | 1600 78% | 72 72% |
| Several times a day | 885 41% | 821 41% | 64 38% | 589 41% | 296 42% | 615 42% | 270 39% | 843 41% | 42 42% | 842 41% | 43 42% |
| About once a day | 366 17% | 340 17% | 26 16% | 257 16% | 109 15% | 250 17% | 116 17% | 354 17% | 12 12% | 354 17% | 12 12% |
| Several times a week | 160 7%G | 147 7% | 13 8% | 112 8% | 48 7% | 124 8%aG | 36 5% | 156 8% | 4 5% | 156 8% | 4 4% |
| About once a week | 90 4% | 84 4% | 6 4% | 65 5% | 26 4% | 63 4% | 27 4% | 84 4% | 6 6% | 84 4% | 6 6% |
| Several times a month | 35 2% | 33 2% | 2 1% | 23 2% | 13 2% | 26 2% | 9 1% | 33 2% | 2 2% | 33 2% | 2 2% |
| About once a month | 47 2% | 45 2% | 2 1% | 36 2% | 11 2% | 37 2% | 10 2% | 46 2% | 1 1% | 46 2% | 1 1% |
| Less often | 89 4% | 81 4% | 8 5% | 59 4% | 30 4% | 64 4% | 26 4% | 86 4% | 3 3% | 85 4% | 4 4% |
| Never | 479 22% dF | 433 22% | 46 28% | 300 21% | 179 25%ad | 289 20% | 191 28%AF | 451 22% | 28 29% | 451 22% | 28 28% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 274
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Twitter
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|-----------------------|-----------------------|--------------|------------|-------------------|--------------------------------|----------------------|-----------------------|--------------------|------------------|------------|-----------|------------------------------|--------------------------------|------------------------------|----------------------|-------------|---------------------|--------------|-------------|-------------|------------|--------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 483 22%CIJ KPUW | 297 28%AC | 183 17% | 36 25%LJK P | 89 41%ADF GHUKL NOPQ | 102 30%Ahl JKP | 92 29%AIJ KoP | 76 22%LJK P | 46 15%Kp | 29 11% | 13 6% | 125 35%ADH LJKOPQ | 100 40%ADF GHUKL NOPQ | 202 34%Adf HUKOP | 169 25%aUJ KP | 88 11%K | 42 27%LJK P | 161 27%AU | 143 24%U | 105 24%U | 75 14% | 304 25%AW | 180 19% |
| NET: Weekly | 709 33%CIJ KPUW | 417 39%AC | 288 27% | 52 37%LJK P | 123 57%ADF GHUKL NOPQ | 145 42%AIJ KP | 127 39%AIJ KP | 123 36%LJK P | 78 25%Kp | 45 18%K | 18 8% | 174 49%ADg GHUKOP Q | 139 56%ADF GHUKL NOPQ | 284 48%Adf GHUKO KP | 250 37%AIJ KP | 140 18%K | 61 39%LJK P | 222 38%AU | 208 34%U | 149 34%U | 130 25% | 430 36%AW | 279 29% |
| NET: Monthly | 827 38%CIJ KPUW | 468 44%AC | 355 33% | 63 45%LJK P | 133 62%ADF GHUKL NOPQ | 173 50%Ahl JKP | 152 47%AIJ KP | 140 41%LJK P | 93 30%Kp | 52 20%K | 21 10% | 196 55%ADg HUKOP q | 154 62%ADF GHUKL NOPQ | 327 55%Adf GHUKO KP | 292 44%AIJ KP | 167 21%K | 76 48%ADI JKP | 257 44%AU | 243 40%U | 168 39%U | 159 30% | 500 42%AW | 327 34% |
| NET: Ever | 962 46%CIJ KPUW | 544 51%AC | 431 40% | 74 53%LJK P | 146 68%ADF GHUKL NOPQ | 200 58%Ahl JKP | 182 57%Ahl JKoP | 166 48%LJK P | 119 38%Kp | 63 25%K | 32 15% | 220 62%ADH LJKOPq | 170 68%ADF GHUKL NOPQ | 369 62%Adf GHUKO KP | 348 52%Ahl JKP | 214 27%K | 87 56%Adf JKP | 294 50%AU | 291 48%U | 195 45%u | 199 38% | 585 49%AW | 394 41% |
| Several times a day | 281 13%CIJ PU | 177 16%AC | 101 9% | 19 14%LJK P | 54 25%ADF GHUKL NOPQ | 59 17%aUJ KP | 51 16%LJK P | 43 12%LJK P | 32 10%Kp | 15 6% | 7 3% | 73 20%ADH LJKOPq | 58 23%Adg HUKOP q | 117 20%AIJ JKoP | 94 14%LJK P | 55 7%k | 24 15%LJK P | 90 15%U | 80 13%u | 66 15%U | 46 9% | 169 14% | 111 12% |
| About once a day | 202 9%CIJ KPUW | 120 11%AC | 82 8% | 17 12%LJK P | 36 16%Ahl JKoP | 43 12%aUJ KP | 41 13%aUJ KP | 33 10%Kp | 14 4% | 13 5% | 6 3% | 52 15%Ahl JKP | 42 17%Ahl JKoP | 85 14%Ahl JKP | 75 11%LJK P | 33 4% | 19 12%LJK P | 71 12%AU | 63 10%U | 39 9%u | 29 6% | 134 11%AW | 68 7% |
| Several times a week | 144 7%LJK P | 81 8% | 62 6% | 10 7%LJK P | 20 9%LJK P | 29 8%LJK P | 25 8%LJK P | 30 9%LJK P | 23 7%LJK P | 7 3% | 1 1% | 30 8%LJK P | 25 10%aLJK P | 53 9%aLJK P | 55 8%LJK P | 31 4%K | 13 8%LJK P | 38 6% | 41 7% | 26 6% | 40 8% | 78 7% | 66 7% |
| About once a week | 82 4% | 40 4% | 42 4% | 6 4% | 13 6%kp | 15 4% | 9 3% | 17 5%k | 9 3% | 10 4% | 3 1% | 19 5%kp | 14 6%kp | 29 5%kp | 26 4% | 22 3% | 6 4% | 23 4% | 24 4% | 19 4% | 16 3% | 48 4% | 34 4% |
| Several times a month | 68 3%LJK P | 28 3% | 40 4% | 7 5%LJK P | 6 3% | 19 5%aLJK P | 15 5%LJK P | 9 2% | 8 3% | 2 1% | 2 1% | 13 4%LJK P | 7 3% | 26 4%LJK P | 24 4%LJK P | 13 2% | 9 6%aLJK P | 22 4% | 19 3% | 10 2% | 16 3% | 42 4% | 26 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 274
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Twitter
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--------------------|--------------------------------|-------------|---------------|--------------------|--------------|---------------|--------------|-----------------------|-------------------------------|--------------------------------|----------------------------------|--------------|--------------|--------------|---------------------|--------------------------------|--------------|------------|------------|------------|--------------------|-------------|--------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| About once a month | 50 2% | 23 2% | 27 3% | 4 3% | 5 2% | 9 3% | 10 3%k | 9 3% | 7 2% | 5 2% | 1 1% | 9 2% | 8 3%ek | 16 3% | 19 3% | 14 2% | 5 3%k | 12 2% | 16 3% | 9 2% | 13 2% | 28 2% | 22 2% |
| Less often | 154 7% | 76 7% | 77 7% | 11 8% | 13 6% | 27 8% | 30 9%j | 26 7% | 26 8% | 11 4% | 11 5% | 24 7% | 16 6% | 43 7% | 56 8%j | 48 6% | 11 7% | 37 6% | 48 8% | 27 6% | 40 8% | 85 7% | 67 7% |
| Never | 1170 54%BEF GLMNOQ RV | 528 49% | 640 60%AB | 67 47%ELM nq | 70 32% | 144 42%emn | 140 43%EM | 180 52%Efg LMNo | 192 62%ADE FGHLMN OQ | 192 75%ADE FGHILM NOQ | 186 85%ADE FGHIJL MNOPQ | 136 38%EM | 80 32% | 224 38%em | 320 48%EgL MN | 570 73%ADE FGHILM NOQ | 69 44%elM | 292 50% | 317 52% | 239 55% | 322 62%ARS t | 609 51% | 561 59%AV |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 275
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Twitter
Base: All respondents

| | GOR | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | | |
|-----------------------|---------------------|---------------|----------------|----------------|-------------------------------|---------------------|--------------------|-------------|----------------------|-------------------------------|----------------|----------------|------------------------|-------------------|------------|-------------|-------------|--------------------|---------------------|---------------------------------|-----------------------|--------------------------|--------------------|-----------|------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 483 22%GOv xY | 43 25%g | 21 25%g | 50 21% | 31 18% | 52 27%G | 21 14% | 25 23%g | 41 21% | 85 30%AdE GikIN | 58 19% | 39 20% | 17 27%G | 398 22%g | 395 21% | 13 27% | 34 34%AO | 24 54%AOp qT | 7 26% | 79 35%AO | 55 22%xy | 57 17% | 375 24%AVx Y | 27 15% | 99 18% |
| NET: Weekly | 709 33%giO Vy | 61 36% | 30 35% | 66 28% | 49 28% | 71 37%gi | 38 25% | 37 34% | 51 26% | 121 43%ADE GikIN | 100 33% | 64 33% | 23 35% | 589 33%g | 589 31% | 21 42% | 48 47%AO | 29 65%AOp qt | 10 38% | 108 48%AO | 89 36%VxY | 89 26% | 538 34%AVx y | 46 26% | 156 29% |
| NET: Monthly | 827 38%dgO v | 74 43%dgi | 33 38% | 74 31% | 56 33% | 82 42%dgi | 46 31% | 43 40% | 62 32% | 143 51%AcD EGhIKL mN | 117 39% | 71 37% | 25 39% | 685 38%d | 691 36% | 26 53%ao | 55 53%AO | 30 67%AO | 10 38% | 121 54%AO | 114 47%AVw XY | 109 32% | 618 40%v | 59 33% | 192 35% |
| NET: Ever | 982 46%Deg Ov | 84 49%deg | 37 42% | 88 37% | 63 36% | 101 52%DEG in | 57 38% | 52 48%de | 78 40% | 170 61%AbC DEGHK LmN | 134 44% | 87 45% | 31 49%de | 814 45%de | 818 43% | 31 64%aO | 64 63%AO | 35 77%AO | 15 56% | 145 65%AO | 137 56%AVW XY | 135 40% | 726 47%v | 73 41% | 232 43% |
| Several times a day | 281 13%gOx | 25 14%g | 13 15% | 29 12% | 16 9% | 31 16%gl | 10 7% | 14 13% | 24 12% | 59 21%ADE GhikLN | 32 11% | 17 9% | 10 16%GI | 232 13%g | 230 12% | 7 14% | 19 18% | 15 34%AOp qt | 4 16% | 46 20%AO | 34 14%xy | 35 10% | 217 14%x | 13 8% | 58 11% |
| About once a day | 202 9%O | 18 11% | 9 10% | 21 9% | 15 9% | 21 11% | 10 7% | 11 10% | 17 9% | 26 9% | 26 9% | 21 11% | 7 11% | 166 9% | 165 9% | 6 13% | 16 15%ao | 9 20%ao | 3 10% | 33 15%AO | 21 8% | 23 7% | 158 10% | 14 8% | 41 8% |
| Several times a week | 144 7%j | 9 5% | 6 7% | 10 4% | 10 6% | 12 6% | 13 8%i | 7 7% | 5 3% | 26 9%dl | 23 8%i | 18 9%di | 4 7% | 123 7%i | 124 7% | 4 9% | 10 10% | 2 4% | 1 4% | 17 8% | 23 9%y | 20 6% | 103 7% | 13 7% | 36 7% |
| About once a week | 82 4% | 9 5% | 2 3% | 7 3% | 7 4% | 7 4% | 4 3% | 4 4% | 4 2% | 10 4% | 19 6%amn | 7 3% | 1 1% | 68 4% | 70 4% | 3 7% | 3 3% | 3 7% | 2 8% | 12 5% | 11 5% | 12 3% | 60 4% | 6 4% | 21 4% |
| Several times a month | 68 3% | 10 6% | 1 1% | 7 3% | 3 2% | 5 3% | 3 2% | 5 4% | 5 3% | 14 5%n | 9 3% | 3 2% | 3 4% | 51 3% | 59 3% | 2 4% | 4 4% | 1 2% | - | 7 3% | 13 5%ay | 10 3% | 47 3% | 5 3% | 19 4% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 275
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Twitter
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--------------------|-----------------------------------|------------------------|------------------------|-----------------------------------|-----------------------------------|------------------------|-------------------------------|------------------------|-------------------------|------------------------|-------------------------|-------------------------|------------------------|--------------------------|----------------------------------|-----------------------|-----------|-----------|-------------------|--------------------------------|------------------------|---------------------------|-------------------------|-------------------------|-------------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| About once a month | 50 2% ^d | 3 2% | 2 3% | 1 * | 4 2% | 5 3% | 5 3% ^d | 1 1% | 5 3% | 8 3% ^d | 9 3% ^d | 4 2% | * | 45 2% ^d | 43 2% | 3 7% ^{ao} | 3 3% | - | - | 6 3% | 12 5% ^{aw} | 10 3% | 33 2% | 7 4% | 17 3% |
| Less often | 154 7% ^o | 10 6% | 3 4% | 14 6% | 6 4% | 19 10% ^e | 10 7% | 9 9% | 16 8% | 27 10% ^e | 16 5% | 16 8% | 6 9% ^e | 129 7% | 127 7% | 5 10% | 10 9% | 4 9% | 5 18% | 24 11% ^{ao} | 23 9% | 26 8% | 109 7% | 14 8% | 40 7% |
| Never | 1170 54% ^{jpQ} RTU | 88 51% ^j | 50 58% ^J | 149 63% ^{AbF} hJmn | 110 64% ^{abF} hJmn | 92 48% | 94 62% ^{abF} J | 56 52% ^j | 116 60% ^J | 109 39% | 168 56% ^J | 107 55% ^J | 33 51% ^j | 993 55% ^{fJ} | 1081 57% ^{APQ} RT | 18 36% | 38 37% | 11 23% | 12 44% | 78 35% | 108 44% | 201 60% ^{aUw} | 835 53% ^U | 103 59% ^U | 310 57% ^U |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 276
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Twitter
Base: All respondents

Absolutes/col percents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|-----------------|-----------------|------------------|-----------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 483 | 310 | 100 | 58 | 28 | 6 | 168 | 75 | 154 | 143 | 25 | 68 | 83 | 80 | 79 | 38 | 23 | 13 | 12 | 11 | 13 | 3 | 16 |
| | 22%B | 21% | 28%aB | 26% | 21% | 38% | 26%ab | 29%AB | 27%AB | 26%ab | 23% | 23% | 20% | 19% | 24% | 22% | 28% | 20% | 30% | 43% | 45% | 21% | 51%AKLMNOPqR |
| NET: Weekly | 709 | 460 | 143 | 86 | 41 | 10 | 240 | 102 | 222 | 207 | 35 | 98 | 127 | 113 | 119 | 60 | 34 | 19 | 15 | 17 | 15 | 4 | 20 |
| | 33%BN | 31% | 39%AB | 39%ab | 31% | 65% | 37%aB | 40%aB | 38%AB | 38%aB | 31% | 33% | 30% | 27% | 35%n | 35% | 42%n | 30% | 40% | 66% | 52% | 4 | 26% |
| NET: Monthly | 827 | 530 | 165 | 101 | 56 | 10 | 287 | 122 | 263 | 248 | 44 | 107 | 151 | 138 | 135 | 71 | 37 | 22 | 18 | 17 | 16 | 7 | 25 |
| | 38%Bn | 36% | 46%AB | 46%aB | 42% | 65% | 44%AB | 47%AB | 45%AB | 45%AB | 40% | 36% | 36% | 33% | 40% | 42% | 45%n | 35% | 46% | 66% | 59% | 43% | 79%AKLMNOPQRS |
| NET: Ever | 982 | 629 | 197 | 116 | 68 | 13 | 340 | 131 | 309 | 294 | 52 | 128 | 184 | 172 | 156 | 79 | 41 | 27 | 20 | 18 | 20 | 8 | 25 |
| | 46%B | 42% | 54%AB | 53%aB | 51% | 86% | 53%AB | 51%b | 53%AB | 53%AB | 46% | 43% | 44% | 42% | 46% | 46% | 49% | 42% | 52% | 70% | 70% | 51% | 79%AKLMNOPQRs |
| Several times a day | 281 | 183 | 59 | 32 | 17 | 2 | 96 | 46 | 89 | 79 | 15 | 36 | 56 | 47 | 36 | 23 | 13 | 8 | 11 | 9 | 6 | 1 | 12 |
| | 13% | 12% | 16% | 15% | 13% | 15% | 15% | 18%ab | 15% | 14% | 13% | 12% | 14% | 11% | 11% | 13% | 16% | 13% | 28%AKLmNOp | 33% | 22% | 9% | 36%AKLMNOPqR |
| About once a day | 202 | 127 | 41 | 26 | 11 | 3 | 72 | 29 | 65 | 65 | 10 | 32 | 27 | 32 | 43 | 15 | 10 | 4 | 1 | 3 | 6 | 2 | 5 |
| | 9%bm | 9% | 11% | 12% | 8% | 23% | 11% | 11% | 11% | 12%ab | 9% | 11% ^m | 6% | 8% | 13%aMn | 9% | 12% | 7% | 2% | 10% | 22% | 12% | 15% |
| Several times a week | 144 | 91 | 31 | 17 | 9 | 4 | 49 | 18 | 47 | 43 | 7 | 19 | 28 | 21 | 24 | 14 | 6 | 4 | 3 | 3 | 1 | 1 | 3 |
| | 7% | 6% | 9% | 8% | 7% | 27% | 8% | 7% | 8% | 8% | 7% | 6% | 7% | 5% | 7% | 8% | 7% | 6% | 7% | 12% | 4% | 5% | 11% |
| About once a week | 82 | 59 | 12 | 12 | 3 | - | 23 | 9 | 21 | 21 | 2 | 12 | 16 | 13 | 15 | 8 | 5 | 2 | 1 | 3 | 1 | - | - |
| | 4% | 4% | 3% | 5% | 3% | - | 4% | 4% | 4% | 4% | 2% | 4% | 4% | 3% | 5% | 4% | 7% | 3% | 3% | 11% | 3% | - | - |
| Several times a month | 68 | 35 | 18 | 10 | 9 | - | 33 | 15 | 30 | 30 | 3 | 6 | 12 | 11 | 13 | 9 | * | 3 | 1 | - | 2 | 3 | 3 |
| | 3%B | 2% | 5%b | 4% | 7%aB | - | 5%AB | 6%aB | 5%AB | 5%AB | 3% | 2% | 3% | 3% | 4% | 5% | 1% | 5% | 3% | - | 7% | 17% | 11%ALmNQ |
| About once a month | 50 | 35 | 4 | 5 | 6 | - | 15 | 5 | 12 | 11 | 6 | 3 | 13 | 14 | 3 | 2 | 2 | - | 1 | - | - | - | 2 |
| | 2%o | 2% | 1% | 2% | 4% ^c | - | 2% ^c | 2% | 2% ^c | 2% ^c | 5%aLOp | 1% | 3% ^o | 3% ^b | 1% | 1% | 3% | - | 3% | - | - | - | 6%IO ^r |
| Less often | 154 | 99 | 32 | 15 | 12 | 3 | 53 | 10 | 46 | 46 | 7 | 21 | 33 | 34 | 22 | 7 | 4 | 4 | 2 | 1 | 3 | 1 | - |
| | 7%h | 7% | 9%H | 7% | 9%h | 21% | 8%H | 4% | 8%H | 8%H | 7% | 7% | 8% | 8% | 6% | 4% | 4% | 7% | 6% | 4% | 11% | 8% | - |
| Never | 1170 | 861 | 165 | 105 | 66 | 2 | 307 | 126 | 272 | 258 | 59 | 171 | 232 | 242 | 181 | 92 | 42 | 37 | 18 | 8 | 9 | 7 | 7 |
| | 54%CdG | 58%ACD | 46% | 47% | 49% | 14% | 47% | 49% | 47% | 47% | 54%W | 57%W | 56%W | 58%W | 54%W | 54%W | 51%W | 58%W | 48%w | 30% | 30% | 49% | 21% |
| | IJW | GhU | | | | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 277
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Twitter
Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------|---------------|---------------|-----------|-----------------------|--------------|--------------------|--------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Daily | 483 22%eG | 450 23% | 33 20% | 344 24%ae | 139 20% | 392 27%AG | 91 13% | 465 23% | 19 19% | 465 23% | 19 19% |
| NET: Weekly | 709 33%EG | 658 33% | 52 31% | 504 35%AE | 206 29% | 570 39%AG | 139 20% | 680 33% | 30 30% | 679 33% | 31 31% |
| NET: Monthly | 827 38%EG | 769 39% | 58 35% | 591 41%AE | 236 33% | 667 45%AG | 160 23% | 794 39% | 33 34% | 793 39% | 34 34% |
| NET: Ever | 982 46%EG | 913 46% | 69 41% | 701 49%AE | 281 40% | 795 54%AG | 186 27% | 946 46% | 36 36% | 945 46% | 37 37% |
| Several times a day | 281 13%G | 261 13% | 20 12% | 195 14% | 86 12% | 230 16%AG | 51 7% | 269 13% | 12 12% | 269 13% | 12 12% |
| About once a day | 202 9%eG | 189 10% | 14 8% | 149 10%ae | 53 7% | 162 11%AG | 40 6% | 196 10% | 7 7% | 196 10% | 7 7% |
| Several times a week | 144 7%G | 131 7% | 13 8% | 103 7% | 41 6% | 114 8%AG | 30 4% | 138 7% | 6 7% | 137 7% | 7 7% |
| About once a week | 82 4% | 76 4% | 6 3% | 57 4% | 25 4% | 64 4% | 18 3% | 77 4% | 5 5% | 77 4% | 5 5% |
| Several times a month | 68 3%g | 65 3% | 3 2% | 47 3% | 21 3% | 56 4%ag | 12 2% | 66 3% | 2 2% | 66 3% | 2 2% |
| About once a month | 50 2%eg | 47 2% | 3 2% | 40 3%ae | 10 1% | 41 3%ag | 9 1% | 49 2% | 1 1% | 49 2% | 1 1% |
| Less often | 154 7%G | 143 7% | 11 7% | 109 8% | 45 6% | 128 9%AG | 26 4% | 152 7% | 3 3% | 152 7% | 3 3% |
| Never | 1170 54%DF | 1072 54% | 98 59% | 740 51% | 430 60%AD | 672 46% | 498 73%AF | 1107 54% | 63 64% | 1107 54% | 63 63% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 278
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Mail online
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|-----------------------|--------------|------------|------------|-----------|-----------------------------|--------------|--------------|--------------|--------------|-------------|-------------|--------------|------------------------|----------------------|--------------|--------------|------------|-------------|------------|------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Daily | 421 20%dq | 198 19% | 221 21% | 17 12% | 44 20%dl | 69 20%dm | 67 21%dn | 72 21%do | 57 18% | 50 20%dp | 46 21%dq | 60 17%dr | 49 20%ds | 119 20%dt | 139 21%du | 153 20%dv | 21 13% | 125 21% | 118 19% | 78 18% | 101 19% | 242 20% | 179 19% |
| NET: Weekly | 622 29%dd | 306 29% | 313 29% | 29 21% | 75 35%adi | 100 29% | 92 29% | 113 33%di | 78 25% | 71 28% | 64 29% | 104 29%dq | 83 33%dil | 183 31%dn | 205 31%do | 213 27% | 38 24%D | 181 31% | 172 28% | 123 28% | 146 28% | 353 30% | 269 28% |
| NET: Monthly | 732 34%D | 362 34% | 365 34% | 34 24% | 93 43%ADg iKLnOP Q | 121 35%de | 104 33% | 127 37%D | 99 32% | 89 35%df | 65 30% | 127 36%DQ | 103 41%ADg iKLpQ | 223 38%ADk pq | 231 35% | 253 32% | 44 28%D | 221 38%a | 198 33% | 139 32% | 174 33% | 420 35% | 313 33% |
| NET: Ever | 895 42%Dq | 446 42% | 445 42% | 43 30% | 109 50%ADg jklOP Q | 156 45%Dq | 129 40%de | 149 43%D | 127 41%df | 99 39% | 83 38% | 151 42%DQ | 122 49%ADg jklPQ | 278 47%ADJ kPQ | 279 42%de | 309 39% | 53 34%D | 266 45%a | 244 40% | 171 39% | 214 41% | 511 43% | 385 40% |
| Several times a day | 215 10% | 95 9% | 119 11% | 8 5% | 26 12%ed | 32 9% | 35 11% | 36 10% | 35 11% | 24 9% | 19 9% | 33 9%ed | 29 12%el | 61 10% | 71 11% | 78 10% | 12 7%D | 63 11% | 55 9% | 44 10% | 53 10% | 118 10% | 97 10% |
| About once a day | 206 10% | 104 10% | 102 9% | 9 6% | 18 8% | 37 11% | 32 10% | 36 10% | 22 7% | 26 10% | 27 12%iq | 27 8% | 20 8% | 57 10% | 68 10%ei | 75 10% | 9 6% | 62 11% | 63 10% | 34 8% | 48 9% | 125 10% | 82 9% |
| Several times a week | 125 6%P | 71 7% | 54 5% | 8 6% | 21 10%ajP | 19 6% | 17 5% | 28 8%ijP | 12 4% | 10 4% | 11 5% | 29 8%ajP | 23 9%ajP | 43 7%ip | 45 7%p | 32 4% | 11 7%ed | 32 5% | 34 6% | 27 6% | 31 6% | 67 6% | 58 6% |
| About once a week | 76 4% | 37 3% | 38 4% | 4 3% | 11 5% | 11 3% | 8 3% | 13 4% | 9 3% | 11 4% | 7 3% | 15 4% | 11 4% | 22 4% | 22 3% | 28 4% | 5 3% | 24 4% | 20 3% | 18 4% | 14 3% | 44 4% | 32 3% |
| Several times a month | 53 2%k | 27 3% | 26 2% | 3 2% | 7 3%k | 11 3%k | 6 2% | 10 3%k | 8 3%k | 8 3%k | * | 10 3%k | 8 3%k | 19 3%k | 16 2%k | 16 2%k | 5 3%Dk | 17 3% | 13 2% | 9 2% | 14 3% | 29 2% | 23 2% |
| About once a month | 58 3%hko | 29 3% | 27 2% | 2 1% | 11 5%agHK Oq | 10 3%k | 6 2% | 3 1% | 14 4%hKO | 10 4%hko | 1 1% | 13 4%dhko | 11 4%hKO | 21 4%hko | 10 1% | 25 3%hKo | 2 1% | 23 4%at | 14 2% | 7 2% | 14 3% | 37 3% | 21 2% |
| Less often | 163 8%j | 83 8% | 79 7% | 9 6% | 15 7% | 36 10%aJ | 25 8% | 23 7% | 27 9%j | 10 4% | 18 8% | 24 7% | 20 8% | 55 9%j | 47 7% | 56 7%j | 9 6% | 45 8% | 46 8% | 32 7% | 40 8% | 91 8% | 72 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 278
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Mail online
Base: All respondents

| | Gender | | | Age | | | | | | | | | SEG | | | | | | | | | | |
|---------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Never | 1257 | 626 | 626 | 98 | 107 | 188 | 192 | 197 | 185 | 156 | 134 | 205 | 128 | 315 | 389 | 475 | 103 | 320 | 363 | 264 | 307 | 683 | 571 |
| | 58%EmN | 58% | 58% | 70%AEF | 50% | 55% | 60%em | 57% | 59%e | 61%emn | 62%emn | 58%EM | 51% | 53% | 58%e | 61%EMN | 66%aEf | 55% | 60% | 61% | 59% | 57% | 60% |
| | r | | | gHLMN | | | | | | | | | | | | LMN | | | | | | | |
| | | | | opQ | | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 279
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Mail online
Base: All respondents

| | GOR | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | |
|-----------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|----------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|------------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Daily | 421 | 26 | 19 | 49 | 31 | 47 | 20 | 21 | 33 | 80 | 42 | 44 | 9 | 365 | 356 | 10 | 31 | 11 | 8 | 61 | 38 | 61 | 318 | 27 | 97 |
| | 20%gKO | 15% | 22% | 21% | 18% | 24%bgK | 13% | 19% | 17% | 29%ABdeGhIKM | 14% | 23%gk | 15% | 20%gK | 19% | 21% | 30%AO | 25% | 31% | 27%AO | 16% | 18% | 20% | 16% | 18% |
| NET: Weekly | 622 | 40 | 27 | 72 | 45 | 68 | 35 | 28 | 49 | 108 | 67 | 64 | 19 | 535 | 515 | 17 | 45 | 22 | 13 | 97 | 61 | 86 | 469 | 46 | 139 |
| | 29%kO | 23% | 31% | 30%k | 26% | 35%abgik | 23% | 26% | 25% | 39%ABEGHIKN | 22% | 33%k | 30% | 30%k | 27% | 35% | 44%AO | 48%AO | 43%AO | 25% | 25% | 30% | 26% | 26% | 26% |
| NET: Monthly | 732 | 46 | 32 | 88 | 49 | 79 | 43 | 35 | 58 | 123 | 85 | 72 | 23 | 629 | 608 | 19 | 53 | 24 | 16 | 112 | 75 | 110 | 548 | 56 | 171 |
| | 34%bkO | 27% | 37% | 37%bk | 28% | 41%aBegiK | 29% | 33% | 30% | 44%ABEGhIKN | 28% | 37%b | 35% | 35%bk | 32% | 39% | 52%AO | 54%AO | 58% | 50%AO | 31% | 33% | 35% | 32% | 31% |
| NET: Ever | 895 | 54 | 36 | 114 | 59 | 88 | 55 | 40 | 76 | 153 | 108 | 84 | 27 | 773 | 741 | 21 | 70 | 31 | 18 | 139 | 92 | 133 | 671 | 68 | 205 |
| | 42%BekOy | 32% | 42% | 48%aBEghK | 34% | 46%Bek | 36% | 37% | 39% | 55%ABCEGHIKImN | 36% | 43%b | 42%b | 43%aBek | 39% | 43% | 68%AOP | 68%AOP | 65% | 62%AOP | 37% | 39% | 43%ay | 38% | 38% |
| Several times a day | 215 | 9 | 13 | 30 | 15 | 22 | 11 | 7 | 17 | 40 | 22 | 26 | 5 | 194 | 180 | 6 | 15 | 5 | 6 | 33 | 19 | 33 | 157 | 19 | 52 |
| | 10%bo | 5% | 15%Bk | 12%b | 8% | 11%b | 8% | 7% | 9% | 14%aBhk | 7% | 13%bk | 8% | 11%abk | 9% | 13% | 15% | 11% | 23% | 15%ao | 8% | 10% | 10% | 11% | 10% |
| About once a day | 206 | 18 | 6 | 19 | 17 | 26 | 9 | 13 | 16 | 40 | 20 | 18 | 5 | 171 | 176 | 4 | 16 | 6 | 2 | 28 | 19 | 29 | 161 | 8 | 44 |
| | 10%x | 10% | 7% | 8% | 10% | 13%gk | 6% | 12%gk | 8% | 14%AdGKmN | 7% | 9% | 7% | 9% | 9% | 8% | 15%o | 14% | 8% | 12% | 8% | 8% | 10%xx | 5% | 8%xx |
| Several times a week | 125 | 7 | 4 | 15 | 8 | 12 | 8 | 4 | 11 | 18 | 16 | 18 | 4 | 109 | 97 | 4 | 10 | 9 | 1 | 24 | 16 | 13 | 93 | 12 | 27 |
| | 6%O | 4% | 5% | 6% | 5% | 6% | 5% | 4% | 6% | 6% | 5% | 9%a | 6% | 6% | 5% | 9% | 9% | 19%AO | 4% | 11%AO | 7% | 4% | 6% | 7% | 2% |
| About once a week | 76 | 7 | 3 | 8 | 5 | 9 | 7 | 3 | 5 | 10 | 10 | 2 | 5 | 61 | 63 | 2 | 4 | 2 | 4 | 12 | 7 | 11 | 59 | 6 | 15 |
| | 4% | 4% | 4% | 3% | 3% | 5%l | 5% | 3% | 3% | 4% | 3% | 1% | 8%AdehijklN | 3% | 3% | 5% | 4% | 4% | 15% | 5% | 3% | 3% | 4% | 3% | 3% |
| Several times a month | 53 | 1 | 5 | 7 | 2 | 5 | 5 | 4 | 4 | 4 | 11 | 2 | 2 | 46 | 45 | - | 6 | 1 | 1 | 8 | 4 | 14 | 37 | 4 | 16 |
| | 2% | 1% | 6%aBejin | 3% | 1% | 3% | 4% | 3% | 2% | 1% | 4%b | 1% | 3%b | 3% | 2% | - | 6%ao | 2% | 5% | 4% | 2% | 4%au | 2% | 3% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 279
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Mail online
Base: All respondents

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|--------------------|------------------------|-----------------------|----------------|----------------|------------------------------|-------------------|-------------------|-------------|---------------------|---------------|---------------------|----------------|------------------------|------------------|---------------------|--------------|--------------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|------------|--------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| About once a month | 58 3% | 4 2% | - | 9 4% | 2 1% | 6 3% | 3 2% | 4 4% | 5 3% | 11 4% | 6 2% | 5 3% | 2 3% | 48 3% | 48 3% | 2 4% | 2 2% | 2 4% | 1 4% | 7 3% | 10 4% | 11 3% | 42 3% | 6 4% | 16 3% |
| Less often | 163 8%O | 9 5% | 4 5% | 27 11%abfh | 10 6% | 10 5% | 12 8% | 5 5% | 17 9% | 30 11%abfh | 23 8% | 12 6% | 5 7% | 145 8% | 132 7% | 2 4% | 17 16%AOp | 6 14% | 2 7% | 27 12%AOp | 17 7% | 22 7% | 124 8% | 11 6% | 35 6% |
| Never | 1257 58%dJn QRTw | 118 68%ADF JlmN | 50 58%j | 122 52% | 113 66%aDf Jn | 105 54% | 96 64%dJ | 67 63%dJ | 118 61%J | 127 45% | 193 64%aDf Jn | 110 57%j | 37 58%j | 1034 57%J | 1159 61%AQR T | 28 57%QrT | 33 32% | 15 32% | 9 35% | 84 38% | 153 63% | 204 61% | 890 57% | 108 62% | 337 62%aw |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 280
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Mail online
Base: All respondents

Absolutes/col percents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Daily | 421 | 278 | 83 | 46 | 26 | 4 | 139 | 57 | 125 | 122 | 15 | 62 | 76 | 78 | 67 | 43 | 17 | 9 | 7 | 6 | 2 | 9 | 9 |
| | 20% | 19% | 23% | 21% | 19% | 26% | 22% | 22% | 21% | 22% | 14% | 21% | 18% | 19% | 20% | 25%k | 21% | 15% | 18% | 22% | 23% | 14% | 27% |
| NET: Weekly | 622 | 405 | 120 | 77 | 39 | 7 | 210 | 80 | 191 | 186 | 28 | 92 | 105 | 110 | 102 | 58 | 23 | 18 | 10 | 11 | 5 | 11 | 11 |
| | 29%B | 27% | 33%b | 35%ab | 29% | 47% | 33%ab | 31% | 33%ab | 34%AB | 25% | 31% | 25% | 27% | 30% | 34%km | 27% | 29% | 26% | 40% | 36% | 31% | 36% |
| NET: Monthly | 732 | 484 | 133 | 87 | 48 | 7 | 241 | 95 | 218 | 209 | 32 | 107 | 129 | 125 | 120 | 68 | 27 | 20 | 13 | 13 | 6 | 15 | 15 |
| | 34%b | 32% | 37% | 39%b | 36% | 49% | 37%ab | 37% | 38%ab | 38%ab | 29% | 36% | 31% | 30% | 36% | 40%kmn | 33% | 31% | 34% | 48% | 43% | 41% | 48%kmm |
| NET: Ever | 895 | 598 | 160 | 103 | 55 | 10 | 287 | 112 | 261 | 249 | 44 | 136 | 162 | 156 | 140 | 80 | 30 | 24 | 19 | 14 | 13 | 6 | 15 |
| | 42%b | 40% | 44% | 47% | 41% | 65% | 44% | 43% | 45% | 45% | 40% | 45%n | 39% | 38% | 42% | 47%n | 37% | 37% | 50% | 52% | 48% | 41% | 48% |
| Several times a day | 215 | 143 | 40 | 20 | 17 | 3 | 69 | 29 | 60 | 59 | 7 | 27 | 39 | 36 | 38 | 25 | 8 | 4 | 5 | 4 | 6 | 1 | 2 |
| | 10% | 10% | 11% | 9% | 12% | 20% | 11% | 11% | 10% | 11% | 7% | 9% | 9% | 9% | 11% | 15%akn | 10% | 6% | 14% | 14% | 23% | 8% | 8% |
| About once a day | 206 | 135 | 42 | 25 | 9 | 1 | 70 | 28 | 65 | 62 | 8 | 35 | 37 | 42 | 29 | 17 | 9 | 6 | 2 | 2 | - | 1 | 6 |
| | 10% | 9% | 12% | 12% | 7% | 7% | 11% | 11% | 11% | 11%e | 7% | 12% | 9% | 10% | 9% | 10% | 11% | 9% | 4% | 8% | - | 6% | 20%akmos |
| Several times a week | 125 | 77 | 25 | 20 | 8 | 2 | 46 | 13 | 42 | 42 | 7 | 14 | 21 | 20 | 26 | 7 | 5 | 6 | 2 | 1 | 4 | 2 | 2 |
| | 6% | 5% | 7% | 9%ab | 6% | 14% | 7% | 5% | 7% | 8%ab | 7% | 5% | 5% | 5% | 8% | 4% | 6% | 9% | 6% | 5% | 13% | 10% | 7% |
| About once a week | 76 | 49 | 12 | 12 | 5 | 1 | 25 | 9 | 24 | 22 | 5 | 17 | 9 | 12 | 9 | 8 | * | 3 | 1 | 3 | - | 1 | * |
| | 4% | 3% | 3% | 5% | 3% | 7% | 4% | 4% | 4% | 4% | 4% | 6%am | 2% | 3% | 3% | 5% | 1% | 5% | 3% | 13% | - | 8% | 1% |
| Several times a month | 53 | 35 | 7 | 6 | 6 | - | 18 | 12 | 15 | 13 | 1 | 10 | 12 | 6 | 9 | 6 | 2 | * | 1 | - | 1 | * | 3 |
| | 2% | 2% | 2% | 3% | 5% | - | 3% | 5%abcg | 3% | 2% | 1% | 3% | 3% | 1% | 3% | 3% | 2% | 1% | 4% | - | 4% | 3% | 9%akNr |
| About once a month | 58 | 45 | 6 | 3 | 3 | * | 13 | 3 | 12 | 10 | 4 | 5 | 12 | 9 | 9 | 5 | 3 | 1 | 2 | 2 | 1 | 1 | 1 |
| | 3% | 3% | 2% | 2% | 2% | 3% | 2% | 1% | 2% | 2% | 3% | 2% | 3% | 2% | 3% | 3% | 3% | 2% | 4% | 8% | 3% | 7% | 3% |
| Less often | 163 | 115 | 27 | 16 | 7 | 2 | 46 | 17 | 43 | 40 | 12 | 28 | 33 | 31 | 20 | 12 | 3 | 4 | 6 | 1 | 1 | - | - |
| | 8% | 8% | 7% | 7% | 5% | 15% | 7% | 7% | 7% | 7% | 11% | 9% | 8% | 7% | 6% | 7% | 4% | 6% | 15%oqw | 4% | 4% | - | - |
| Never | 1257 | 892 | 202 | 118 | 79 | 5 | 360 | 145 | 320 | 303 | 67 | 164 | 254 | 258 | 197 | 91 | 52 | 40 | 19 | 13 | 15 | 9 | 17 |
| | 58% | 60%a | 56% | 53% | 59% | 35% | 56% | 57% | 55% | 55% | 60% | 55% | 61% | 62%lp | 58% | 53% | 63% | 63% | 50% | 48% | 52% | 59% | 52% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
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Absolutes/col percents

Table 281
Q16. Now, thinking about websites and apps, how often do you use the following, if at all?
Mail online
Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------------|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-----|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* | |
| NET: Daily | 421 | 403 | 18 | 319 | 102 | 315 | 106 | 414 | 7 | 414 | 7 | |
| | | 20%CEG | 20%AC | 11% | 22%AE | 14% | 21%AG | 16% | 20%AI | 7% | 20%AK | 7% |
| NET: Weekly | 622 | 595 | 27 | 479 | 143 | 480 | 142 | 611 | 11 | 610 | 12 | |
| | | 29%CEG | 30%AC | 16% | 33%AE | 20% | 33%AG | 21% | 30%AI | 11% | 30%AK | 12% |
| NET: Monthly | 732 | 699 | 33 | 570 | 162 | 575 | 158 | 720 | 13 | 719 | 14 | |
| | | 34%CEG | 35%AC | 20% | 40%AE | 23% | 39%AG | 23% | 35%AI | 13% | 35%AK | 14% |
| NET: Ever | 895 | 856 | 39 | 696 | 199 | 720 | 175 | 880 | 16 | 879 | 17 | |
| | | 42%CEG | 43%AC | 23% | 48%AE | 28% | 49%AG | 26% | 43%AI | 16% | 43%AK | 16% |
| Several times a day | 215 | 207 | 8 | 162 | 53 | 160 | 55 | 210 | 5 | 210 | 5 | |
| | | 10%cEg | 10%ac | 5% | 11%AE | 7% | 11%ag | 8% | 10% | 5% | 10% | |
| About once a day | 206 | 196 | 10 | 158 | 49 | 155 | 51 | 204 | 2 | 204 | 2 | |
| | | 10%Egi | 10% | 6% | 11%AE | 7% | 11%ag | 7% | 10%ai | 2% | 10%ak | 2% |
| Several times a week | 125 | 116 | 9 | 97 | 27 | 99 | 26 | 122 | 3 | 121 | 4 | |
| | | 6%EG | 6% | 5% | 7%AE | 4% | 7%AG | 4% | 6% | 3% | 6% | |
| About once a week | 76 | 76 | - | 62 | 14 | 66 | 10 | 76 | - | 76 | - | |
| | | 4%cEG | 4%ac | - | 4%aE | 2% | 4%AG | 1% | 4% | - | 4% | |
| Several times a month | 53 | 50 | 3 | 43 | 10 | 48 | 5 | 51 | 2 | 51 | 2 | |
| | | 2%eG | 3% | 2% | 3%ae | 1% | 3%AG | 1% | 2% | 2% | 2% | |
| About once a month | 58 | 54 | 4 | 49 | 9 | 47 | 11 | 57 | * | 57 | * | |
| | | 3%Eg | 3% | 2% | 3%AE | 1% | 3%ag | 2% | 3% | * | 3% | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 281

Q16. Now, thinking about websites and apps, how often do you use the following, if at all?

Mail online

Base: All respondents

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------|--------------------|-----------------|-----------------------|------------------|--------------------|-------------------|---|-----------|---|-----------|-------------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Less often | 163 | 157 | 6 | 126 | 37 | 146 | 17 | 160 | 3 | 160 | 3 |
| | 8% ^c EG | 8% ^c | 4% | 9% ^{AE} | 5% | 10% ^{AG} | 3% | 8% | 3% | 8% | 3% |
| Never | 1257 | 1129 | 128 | 744 | 513 | 747 | 509 | 1173 | 83 | 1173 | 84 |
| | 58% ^{BDF} | 57% | 77% ^{AB} | 52% | 72% ^{AD} | 51% | 74% ^{AF} | 57% | 84% ^{AH} | 57% | 84% ^{AJ} |
| | HJ | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 282

Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?

Summary**Base: All respondents who ever use each**

| | Websites & Apps | | | | | | |
|---------------------------------------|-----------------------|------------------------|--------------|-------------|------------|------------|-------------|
| | BBC News app/ site | BBC Sport app/ site | BBC Bitesize | NET: BBC | Facebook | Twitter | Mail online |
| Unweighted base | 1396 | 817 | 424 | 1482 | 1672 | 992 | 894 |
| Weighted base | 1387 | 798 | 419 | 1468 | 1673 | 982 | 895 |
| I've used it more | 410 30% | 133 17% | 102 24% | 505 34% | 544 33% | 282 29% | 184 21% |
| I've used it about the same amount | 859 62% | 572 72% | 235 56% | 1073 73% | 958 57% | 591 60% | 612 68% |
| I've used it less | 87 6% | 72 9% | 48 11% | 160 11% | 158 9% | 90 9% | 65 7% |
| NET: Changed | 497 36% | 205 26% | 150 36% | 625 43% | 703 42% | 372 38% | 249 28% |
| Don't know | 31 2% | 22 3% | 34 8% | 33 2% | 12 1% | 19 2% | 35 4% |

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 283
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
BBC News app/site
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|---------------------|--------------|--------------|-----------------------------|-------------------------|--------------|------------|-----------------------|-------------|------------------------|-----------------------------|------------------------|-----------------------------|-----------------------|----------------------|-----------------------|---------------------|------------|------------|------------|------------|--------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1396 | 766 | 624 | 68 | 161 | 213 | 220 | 225 | 216 | 169 | 124 | 229 | 181 | 394 | 445 | 509 | 83 | 447 | 413 | 225 | 309 | 860 | 534 |
| Weighted base | 1387 | 738 | 643 | 63* | 153 | 218 | 214 | 239 | 216 | 161 | 122 | 216 | 171 | 389 | 453 | 499 | 77* | 418 | 417 | 246 | 303 | 835 | 549 |
| I've used it more | 410 30%B | 182 25% | 228 35%AB | 17 27% | 44 29% | 74 34%k | 69 32% | 65 27% | 71 33% | 43 27% | 28 23% | 61 28% | 53 31% | 127 33%k | 133 29% | 142 28% | 23 30% | 124 30% | 137 33% | 69 28% | 80 26% | 261 31% | 149 27% |
| I've used it about the same amount | 859 62%Cel MN | 493 67%AC | 362 56% | 34 54% | 83 54% | 125 57% | 129 60% | 162 68%dEf LMNq | 126 58% | 110 69%dEf ILMNq | 88 72%adE FgILMN Q | 117 54% | 89 52% | 214 55% | 291 64%eIlM Nq | 325 65%eIlL MNq | 40 52% | 249 59% | 254 61% | 159 65% | 198 65% | 502 60% | 356 65% |
| I've used it less | 87 6%o | 51 7% | 33 5% | 6 9% | 22 15%AfGH lJKnOP | 15 7% | 11 5% | 9 4% | 13 6% | 8 5% | 3 3% | 28 13%AfG HIJKOP | 24 14%AfG HIJKnO P | 40 10%AfGH jkOP | 19 4% | 24 5% | 8 10%hkop | 38 9%AS | 19 5% | 13 5% | 16 5% | 57 7% | 30 5% |
| NET: Changed | 497 36%Bkw | 234 32% | 261 41%AB | 23 37% | 66 43%ahj Kop | 90 41%hKp | 80 37%k | 73 31% | 84 39%kp | 50 31% | 31 26% | 89 41%hjK p | 77 45%AHj KfOP | 167 43%AHj KOP | 153 34% | 166 33%k | 31 40%k | 162 39% | 156 37% | 82 33% | 96 32% | 318 38%aw | 178 32% |
| Don't know | 31 2%b | 11 1% | 20 3%b | 6 9%AeFg HIJkmN OP | 4 3%j | 3 1% | 5 2% | 4 2% | 5 3%j | - | 3 2% | 10 4%aeJm np | 5 3%j | 8 2% | 9 2% | 8 2% | 6 7%AFgh JNOP | 8 2% | 7 2% | 5 2% | 9 3% | 15 2% | 15 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 284
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
BBC News app/site
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|------------------------------------|--------------------|--------------|----------------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|---------------------|----------------|-------------------|------------------------|------------------|--------------------|-----------|------------|-------------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1396 | 109 | 50 | 131 | 96 | 114 | 81 | 100 | 110 | 193 | 179 | 120 | 113 | 1074 | 1226 | 26 | 70 | 33 | 19 | 148 | 144 | 205 | 1040 | 114 | 324 |
| Weighted base | 1387 | 116 | 53* | 146 | 99* | 121 | 85* | 71* | 118 | 199 | 196 | 136 | 47 | 1152 | 1211 | 27** | 72* | 34* | 20** | 153 | 148 | 204 | 1029 | 113 | 324 |
| I've used it more | 410 30% | 33 28% | 22 42%afg ljn | 53 36%i | 29 29% | 30 25% | 21 25% | 23 33% | 26 22% | 54 27% | 54 28% | 51 38%af jn | 14 29% | 340 30% | 351 29% | 10 37% | 25 34% | 15 44% | 5 27% | 55 36% | 52 35%y | 56 28% | 306 30% | 35 31% | 91 28% |
| I've used it about the same amount | 859 62%jqr T | 77 66%cj | 26 50% | 84 58% | 65 66% | 85 70%cl n | 58 69%cl | 41 58% | 82 70%clj | 109 55% | 125 64% | 74 55% | 31 65% | 709 62%j | 772 64%AqR T | 13 47% | 37 51% | 14 40% | 11 58% | 74 49% | 81 55% | 133 65%u | 637 62% | 67 60% | 205 63%U |
| I've used it less | 87 6%O | 5 4% | 4 8% | 7 5% | 3 3% | 4 3% | 5 6% | 4 6% | 8 7% | 23 12%Abde fN | 12 6% | 9 7% | 2 5% | 75 7% | 65 5% | 2 8% | 9 13%ao | 4 13% | 2 11% | 18 12%AO | 11 8% | 12 6% | 64 6% | 8 7% | 22 7% |
| NET: Changed | 497 36%O | 38 33% | 27 50%abe Fgln | 59 41%fi | 32 32% | 34 28% | 26 31% | 27 39% | 34 29% | 77 39% | 66 34% | 60 44%afi n | 16 35% | 416 36% | 416 34% | 12 45% | 34 47%o | 19 57%ao | 7 37% | 73 47%AO | 63 43%vY | 68 33% | 370 36% | 43 38% | 113 35% |
| Don't know | 31 2%o | 1 1% | - | 2 1% | 2 2% | 2 2% | - | 2 3% | 2 2% | 13 7%Abdg lmN | 5 2% | 1 1% | - | 27 2% | 22 2% | 2 8% | 2 3% | 1 3% | 1 5% | 6 4% | 4 2% | 3 2% | 22 2% | 3 3% | 7 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 285
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
BBC News app/site
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1396 | 996 | 208 | 140 | 83 | 9 | 391 | 141 | 347 | 335 | 67 | 180 | 250 | 263 | 228 | 113 | 57 | 43 | 31 | 21 | 25 | 16 | 31 |
| Weighted base | 1387 | 982 | 209 | 142 | 82* | 9** | 395 | 142 | 351 | 337 | 68* | 183 | 255 | 266 | 233 | 107 | 56* | 41* | 28** | 19** | 22** | 12** | 25** |
| I've used it more | 410 | 294 | 60 | 42 | 21 | 2 | 114 | 46 | 107 | 94 | 20 | 44 | 74 | 89 | 74 | 28 | 16 | 15 | 10 | 4 | 5 | 3 | 7 |
| | 30% | 30% | 29% | 29% | 26% | 22% | 29% | 32% | 31%j | 28% | 29% | 24% | 29% | 33%l | 32% | 26% | 28% | 37% | 34% | 19% | 21% | 25% | 29% |
| I've used it about the same amount | 859 | 610 | 129 | 87 | 51 | 6 | 242 | 81 | 208 | 214 | 43 | 111 | 151 | 162 | 150 | 72 | 37 | 23 | 18 | 12 | 15 | 8 | 14 |
| | 62% | 62% | 62% | 61% | 62% | 67% | 61%i | 57% | 59% | 63%l | 63% | 61% | 59% | 61% | 64% | 68% | 66% | 56% | 66% | 65% | 69% | 66% | 57% |
| I've used it less | 87 | 63 | 12 | 10 | 7 | 1 | 24 | 8 | 21 | 19 | 2 | 19 | 20 | 13 | 8 | 6 | 3 | 3 | - | * | 2 | 1 | 4 |
| | 6% | 6% | 6% | 7% | 9% | 11% | 6% | 6% | 6% | 6% | 3% | 11%anO | 8%o | 5% | 4% | 5% | 6% | 7% | - | 2% | 10% | 9% | 14% |
| NET: Changed | 497 | 356 | 72 | 51 | 29 | 3 | 138 | 54 | 128 | 113 | 22 | 63 | 95 | 102 | 82 | 34 | 19 | 18 | 10 | 4 | 7 | 4 | 11 |
| | 36% | 36% | 35% | 36% | 35% | 33% | 35% | 38% | 37%j | 33% | 32% | 35% | 37% | 38% | 35% | 32% | 34% | 44% | 34% | 21% | 31% | 34% | 43% |
| Don't know | 31 | 16 | 8 | 4 | 2 | - | 15 | 7 | 14 | 11 | 3 | 8 | 9 | 2 | 1 | 1 | - | - | - | 3 | - | - | - |
| | 2%bo | 2% | 4% | 3% | 3% | - | 4%ab | 5%b | 4%ab | 3% | 5%nO | 5%aNO | 4%no | 1% | * | 1% | - | - | - | 14% | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 286

Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
BBC News app/site

Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------------------------------|--------------|---------------|-----------|-----------------------|------------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1396 | 1352 | 44 | 1101 | 295 | 1396 | - | 1396 | - | 1396 | - |
| Weighted base | 1387 | 1343 | 44* | 1091 | 295 | 1387 | ** | 1387 | ** | 1387 | ** |
| I've used it more | 410 30% | 396 29% | 15 33% | 333 30% | 78 26% | 410 30% | - | 410 30% | - | 410 30% | - |
| I've used it about the same amount | 859 62% | 834 62% | 25 56% | 675 62% | 183 62% | 859 62% | - | 859 62% | - | 859 62% | - |
| I've used it less | 87 6% | 84 6% | 4 8% | 66 6% | 21 7% | 87 6% | - | 87 6% | - | 87 6% | - |
| NET: Changed | 497 36% | 479 36% | 18 41% | 399 37% | 99 33% | 497 36% | - | 497 36% | - | 497 36% | - |
| Don't know | 31 2%D | 30 2% | 1 2% | 17 2% | 13 4%AD | 31 2% | - | 31 2% | - | 31 2% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 287
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
BBC Sport app/site
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-----------------------------------|--------------------------|------------------------|----------------------------------|-------------------------------|----------------------------------|----------------------------------|-------------------------------------|-------------------------|-----------------------------------|----------------------------------|----------------------------------|-------------------------------|----------------------------------|------------------------------------|-----------------------------------|----------------------------------|------------|------------|-------------------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 817 | 580 | 234 | 50 | 93 | 126 | 141 | 147 | 117 | 87 | 56 | 143 | 102 | 228 | 288 | 260 | 56 | 283 | 226 | 139 | 168 | 509 | 307 |
| Weighted base | 798 | 556 | 240 | 45* | 88* | 126 | 136 | 154 | 115 | 82* | 53* | 134 | 97* | 223 | 290 | 249 | 51* | 259 | 223 | 151 | 164 | 482 | 315 |
| I've used it more | 133 17% ^c | 103 19% ^{ac} | 29 12% | 10 22% | 16 18% | 33 26% ^{AHj} KOP | 23 17% | 17 11% | 18 16% | 9 12% | 6 11% | 26 19% | 19 20% | 52 23% ^{AHj} KOP | 40 14% | 34 14% | 10 21% | 47 18% | 35 16% | 21 14% | 29 17% | 82 17% | 50 16% |
| I've used it about the same amount | 572 72% ^{DeF} LmNq | 399 72% | 172 72% | 25 54% | 55 62% | 75 60% | 101 75% ^{DfL} mNq | 125 81% ^{aADE} FLMNQ | 82 71% ^d | 66 81% ^{aDE} FLMNQ | 42 79% ^{Def} lmnq | 80 60% | 59 61% | 134 60% | 227 78% ^{aDE} FLMNQ | 190 76% ^{DeF} LMNQ | 29 58% | 178 69% | 165 74% | 117 78% ^u | 111 67% | 344 71% | 228 72% |
| I've used it less | 72 9% | 45 8% | 25 10% | 6 13% | 13 14% ^{ho} | 14 11% | 11 8% | 8 5% | 9 8% | 6 7% | 5 10% | 18 14% ^{saho} | 13 13% ^{ho} | 27 12% ^{ho} | 19 7% | 20 8% | 6 12% | 28 11% | 17 8% | 10 7% | 17 10% | 45 9% | 27 9% |
| NET: Changed | 205 26% ^{Ho} | 148 27% | 54 22% | 16 35% ^{Hjo} p | 28 32% ^{Hjo} p | 47 38% ^{AgH} JkOP | 34 25% | 26 17% | 28 24% | 15 19% | 11 21% | 44 33% ^{saHj} Op | 32 33% ^{Hjo} p | 79 36% ^{AgH} JkOP | 59 20% | 54 22% | 16 32% ^h | 75 29% | 52 23% | 31 21% | 45 28% | 127 26% | 76 24% |
| Don't know | 22 3% ^B | 8 1% | 14 6% ^{AB} | 5 11% ^{AFGh} JkOP | 5 6% ^{gjo} | 3 2% | 1 1% | 3 2% | 5 5% ^{gjop} | - | - | 10 7% ^{AGhj} knOp | 6 6% ^{agjo} | 9 4% ^g | 4 1% | 5 2% | 5 10% ^{AFGh} JkOP | 6 2% | 6 3% | 2 2% | 8 5% | 12 2% | 11 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 288
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
BBC Sport app/site
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|------------------------------------|---------------|---------------|----------------|---------------------|-------------------------------|--------------------|--------------------|------------------------|----------------------|--------------|----------------|----------------|-----------------------|-------------------|--------------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|------------|-----------|------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em-Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 817 | 59 | 32 | 80 | 62 | 65 | 42 | 51 | 63 | 129 | 104 | 53 | 77 | 630 | 701 | 17 | 50 | 30 | 7 | 104 | 83 | 105 | 632 | 57 | 168 |
| Weighted base | 798 | 62* | 34* | 88* | 63* | 68* | 43* | 36* | 68* | 132 | 113 | 60* | 32* | 669 | 679 | 18** | 52* | 31** | 7** | 107 | 85* | 102* | 617 | 56* | 165 |
| I've used it more | 133 17% | 7 12% | 4 12% | 23 26%abg lmn | 10 16% | 15 22% | 4 9% | 11 31%Abg ijkLMn | 10 14% | 20 15% | 18 16% | 6 11% | 3 10% | 111 17% | 106 16% | 7 40% | 9 18% | 9 31% | 1 9% | 27 25%ao | 14 17% | 14 14% | 107 17% | 10 18% | 24 14% |
| I've used it about the same amount | 572 72%hJT | 51 81%dHJ | 28 81%hj | 57 64% | 48 76%h | 46 68% | 32 74% | 20 57% | 52 78%hj | 82 62% | 81 72% | 48 80%hj | 26 82%adH Jn | 474 71%hj | 503 74%AT | 6 34% | 32 62% | 16 52% | 4 63% | 59 55% | 60 71% | 76 74% | 440 71% | 39 70% | 121 73% |
| I've used it less | 72 9%o | 4 7% | 2 6% | 5 6% | 4 6% | 4 6% | 7 17% | 3 8% | 4 7% | 20 15%Adn | 11 9% | 4 7% | 2 8% | 62 9% | 55 8% | 3 19% | 6 12% | 4 14% | 1 14% | 15 14% | 8 10% | 12 12% | 52 8% | 7 12% | 18 11% |
| NET: Changed | 205 26%O | 12 19% | 6 19% | 28 32% | 14 23% | 20 29% | 11 26% | 14 39%abi lmn | 14 21% | 40 31% | 28 25% | 11 18% | 6 18% | 173 26% | 161 24% | 11 60% | 15 30% | 14 44% | 2 23% | 41 38%AO | 23 27% | 26 26% | 159 26% | 17 30% | 42 25% |
| Don't know | 22 3%O | - | - | 3 3% | 1 2% | 2 3% | - | 1 4% | 1 2% | 9 7%AbmN | 3 3% | 1 2% | - | 21 3% | 14 2% | 1 6% | 4 8%aO | 1 3% | 1 14% | 7 7%aO | 2 2% | - | 18 3% | - | 2 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 289
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
BBC Sport app/site
Base: All respondents who ever use each

Absolutes/col percents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 817 | 535 | 159 | 97 | 54 | 7 | 275 | 102 | 247 | 241 | 27 | 103 | 140 | 154 | 138 | 72 | 35 | 28 | 20 | 16 | 16 | 10 | 25 |
| Weighted base | 798 | 520 | 156 | 95* | 53* | 7** | 271 | 99* | 243 | 237 | 27** | 103* | 143 | 154 | 137 | 65* | 35* | 26** | 18** | 14** | 14** | 7** | 22** |
| I've used it more | 133 | 80 | 32 | 16 | 8 | - | 52 | 22 | 48 | 43 | 5 | 18 | 22 | 29 | 21 | 11 | 6 | 5 | 3 | 1 | 4 | - | 5 |
| | 17% | 15% | 21% | 17% | 15% | - | 19% | 23% | 20% | 18% | 18% | 17% | 15% | 19% | 15% | 18% | 17% | 21% | 17% | 10% | 29% | - | 21% |
| I've used it about the same amount | 572 | 383 | 101 | 66 | 38 | 7 | 181 | 65 | 159 | 162 | 17 | 69 | 95 | 116 | 104 | 50 | 22 | 20 | 14 | 11 | 10 | 6 | 13 |
| | 72%gi | 74%logi | 65% | 69% | 71% | 100% | 67% | 65% | 66% | 68% | 64% | 67% | 66% | 75% | 76% | 77% | 62% | 79% | 75% | 76% | 71% | 83% | 61% |
| I've used it less | 72 | 44 | 15 | 9 | 6 | - | 28 | 7 | 24 | 23 | 3 | 10 | 19 | 7 | 13 | 4 | 7 | - | 1 | 1 | - | 1 | 2 |
| | 9%n | 9% | 10% | 10% | 10% | - | 10% | 7% | 10% | 10% | 11% | 10% | 13%N | 5% | 9% | 6% | 21%aNp | - | 4% | 8% | - | 17% | 9% |
| NET: Changed | 205 | 125 | 47 | 25 | 13 | - | 80 | 30 | 72 | 66 | 8 | 28 | 41 | 36 | 34 | 15 | 13 | 5 | 4 | 3 | 4 | 1 | 6 |
| | 26% | 24% | 30% | 26% | 25% | - | 29% | 30% | 30% | 28% | 29% | 27% | 29% | 23% | 24% | 23% | 38% | 21% | 21% | 18% | 29% | 17% | 30% |
| Don't know | 22 | 11 | 7 | 4 | 2 | - | 11 | 5 | 11 | 9 | 2 | 6 | 7 | 2 | - | - | - | - | 1 | 1 | - | - | 2 |
| | 3% | 2% | 4% | 5% | 4% | - | 4% | 5% | 4% | 4% | 8% | 6%anOp | 5%O | 1% | - | - | - | - | 4% | 6% | - | - | 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 290

Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?

BBC Sport app/site

Base: All respondents who ever use each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|------------------------------------|---------------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|-----|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 817 | 797 | 20 | 697 | 120 | 817 | - | 817 | - | 817 | - |
| Weighted base | 798 | 779 | 20** | 682 | 117 | 798 | -** | 798 | -** | 798 | -** |
| I've used it more | 133 | 129 | 3 | 123 | 10 | 133 | - | 133 | - | 133 | - |
| | 17%E | 17% | 17% | 18%ae | 8% | 17% | - | 17% | - | 17% | - |
| I've used it about the same amount | 572 | 560 | 12 | 487 | 85 | 572 | - | 572 | - | 572 | - |
| | 72% | 72% | 60% | 71% | 72% | 72% | - | 72% | - | 72% | - |
| I've used it less | 72 | 69 | 3 | 58 | 14 | 72 | - | 72 | - | 72 | - |
| | 9% | 9% | 17% | 9% | 12% | 9% | - | 9% | - | 9% | - |
| NET: Changed | 205 | 198 | 7 | 181 | 23 | 205 | - | 205 | - | 205 | - |
| | 26% | 25% | 34% | 27% | 20% | 26% | - | 26% | - | 26% | - |
| Don't know | 22 | 21 | 1 | 13 | 9 | 22 | - | 22 | - | 22 | - |
| | 3%D | 3% | 5% | 2% | 8%AD | 3% | - | 3% | - | 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 291
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
BBC Bitesize
Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|------------------------------------|-------------|------------|-------------|--------------|------------|--------------|-------------|-----------|-----------|-----------|----------|-------------|--------------|-------------|--------------|-----------|--------------|-------------|-----------|-----------|-----------|------------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 424 | 236 | 183 | 75 | 76 | 88 | 82 | 54 | 31 | 13 | 5 | 151 | 90 | 178 | 136 | 49 | 87 | 158 | 108 | 73 | 85 | 266 | 158 |
| Weighted base | 419 | 226 | 188 | 69* | 73* | 92* | 83* | 56* | 30** | 11** | 5** | 141 | 86* | 178 | 139 | 47* | 79* | 148 | 108 | 79* | 84* | 256 | 163 |
| I've used it more | 102 24%B | 43 19% | 58 31%aB | 22 33%elm | 12 17% | 25 27% | 17 21% | 15 26% | 9 30% | 2 15% | - | 35 25%em | 16 18% | 40 23% | 32 23% | 11 23% | 25 32%elm | 34 23% | 23 21% | 23 30% | 21 26% | 57 22% | 45 27% |
| I've used it about the same amount | 235 56% | 136 60% | 98 52% | 37 54% | 43 59% | 46 50% | 49 60% | 33 58% | 16 54% | 7 63% | 4 80% | 80 56% | 49 57% | 96 54% | 82 59% | 27 59% | 43 55% | 77 52% | 69 64% | 42 54% | 47 56% | 147 57% | 89 55% |
| I've used it less | 48 11% | 31 14% | 15 8% | 9 12% | 13 18%o | 10 10% | 7 9% | 4 8% | 3 10% | 2 18% | - | 22 15% | 17 20%Ago | 27 15% | 11 8% | 5 11% | 10 13% | 24 16%as | 7 7% | 6 8% | 10 12% | 32 12% | 16 10% |
| NET: Changed | 150 36% | 74 33% | 73 39% | 31 45%ego | 26 35% | 34 37% | 24 29% | 19 34% | 12 40% | 4 34% | - | 57 40% | 33 38% | 67 38% | 43 31% | 16 34% | 35 44% | 58 39% | 31 28% | 30 38% | 31 37% | 89 35% | 61 37% |
| Don't know | 34 8%DLQ | 17 7% | 17 9% | 1 1% | 4 6% | 12 13%DLQ | 9 11%dlq | 5 8%q | 2 7% | * 4% | 1 20% | 5 3%q | 4 5% | 16 9%dLm | 14 10%dlq | 4 8% | 1 1% | 12 8% | 9 8% | 7 9% | 6 7% | 21 8% | 13 8% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 292
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
BBC Bitesize
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|------------------------------------|--------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|---------------|----------------|----------------|------------------------|------------------|--------------|-----------|-------------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 424 | 35 | 13 | 44 | 25 | 39 | 23 | 26 | 28 | 84 | 49 | 30 | 28 | 335 | 324 | 13 | 47 | 23 | 8 | 91 | 39 | 33 | 341 | 17 | 68 |
| Weighted base | 419 | 37* | 14** | 47* | 26** | 40* | 23** | 18** | 30** | 85* | 54* | 33** | 12** | 353 | 317 | 13** | 48** | 23** | 8** | 92* | 40* | 34* | 336 | 17** | 68* |
| I've used it more | 102 24%j | 10 27% | 5 32% | 13 28% | 7 26% | 9 23% | 7 30% | 7 38% | 2 6% | 12 14% | 12 22% | 15 44% | 4 36% | 81 23%j | 78 25% | 4 31% | 14 29% | 3 13% | 3 36% | 24 26% | 12 30% | 13 38% | 81 24% | 3 16% | 18 27% |
| I've used it about the same amount | 235 56%qt | 21 57% | 6 45% | 25 52% | 16 63% | 25 62% | 13 56% | 8 46% | 24 79% | 44 51% | 33 62% | 14 43% | 7 57% | 200 57% | 187 59%qt | 6 46% | 19 39% | 14 59% | 4 51% | 43 46% | 23 56% | 18 53% | 185 55% | 13 72% | 41 61% |
| I've used it less | 48 11% | 4 11% | 2 15% | 7 15%f | 3 12% | 1 2% | 1 4% | 1 8% | 1 4% | 19 22%AFkN | 4 8% | 3 10% | * | 42 12%f | 32 10% | 1 7% | 10 21%ao | 3 14% | - | 14 15% | 3 8% | 1 3% | 42 13% | 2 12% | 5 8% |
| NET: Changed | 150 36% | 14 38% | 7 47% | 20 43% | 10 37% | 10 25% | 8 35% | 8 46% | 3 10% | 31 37% | 16 30% | 18 54% | 5 40% | 123 35% | 110 35% | 5 38% | 24 50%ao | 6 27% | 3 36% | 38 41% | 16 39% | 14 41% | 123 37% | 5 28% | 24 35% |
| Don't know | 34 8% | 2 5% | 1 9% | 2 5% | - | 5 13% | 2 10% | 1 8% | 3 11% | 10 12% | 4 8% | 1 3% | * | 30 9% | 21 7% | 2 15% | 5 11% | 3 14% | 1 13% | 12 13% | 2 5% | 2 6% | 28 8% | - | 3 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 293
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
BBC Bitesize
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 424 | 199 | 153 | 80 | 36 | 5 | 220 | 94 | 210 | 199 | 16 | 45 | 73 | 73 | 74 | 24 | 19 | 16 | 14 | 10 | 15 | 6 | 19 |
| Weighted base | 419 | 196 | 151 | 79* | 35* | 5** | 218 | 92* | 208 | 196 | 17** | 47* | 75* | 73* | 75* | 22** | 18** | 16** | 13** | 10** | 13** | 5** | 16** |
| I've used it more | 102 | 31 | 52 | 32 | 14 | - | 71 | 23 | 69 | 67 | 3 | 11 | 19 | 18 | 4 | 5 | 5 | 1 | 4 | 4 | - | 4 | 4 |
| | 24%B | 16% | 35%ABh | 41%ABh | 41%aB | - | 33%ABh | 25% | 33%ABh | 34%ABh | 18% | 23% | 25% | 25% | 19% | 27% | 34% | 8% | 37% | 33% | 8% | 23% | |
| I've used it about the same amount | 235 | 115 | 81 | 37 | 20 | 5 | 116 | 57 | 109 | 103 | 10 | 22 | 40 | 43 | 45 | 15 | 10 | 7 | 10 | 4 | 9 | 4 | 9 |
| | 56% | 58% | 53% | 47% | 56% | 100% | 53% | 62%cdg | 52% | 53% | 57% | 46% | 52% | 59% | 60% | 66% | 54% | 47% | 75% | 43% | 67% | 71% | 54% |
| I've used it less | 48 | 38 | 7 | 2 | 1 | - | 10 | 4 | 9 | 9 | 2 | 9 | 9 | 6 | 6 | 2 | 2 | 2 | 1 | - | 1 | 4 | 4 |
| | 11%CDG | 20%ACDe | 4% | 2% | 3% | - | 4% | 4% | 4% | 4% | 12% | 20% | 12% | 8% | 8% | 8% | 13% | 13% | 17% | 10% | - | 21% | 24% |
| NET: Changed | 150 | 69 | 59 | 34 | 15 | - | 81 | 27 | 77 | 75 | 5 | 20 | 28 | 24 | 24 | 6 | 7 | 7 | 3 | 5 | 4 | 2 | 8 |
| | 36% | 35% | 39%h | 43%h | 44% | - | 37%h | 29% | 37%h | 38%h | 30% | 43% | 37% | 33% | 32% | 27% | 40% | 47% | 25% | 47% | 33% | 29% | 46% |
| Don't know | 34 | 12 | 12 | 8 | - | - | 22 | 8 | 22 | 18 | 2 | 5 | 8 | 6 | 5 | 1 | 1 | 1 | - | 1 | - | - | - |
| | 8% | 6% | 8% | 10% | - | - | 10% | 9% | 10%c | 9% | 13% | 11% | 10% | 8% | 7% | 7% | 6% | 6% | - | 9% | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 294

Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
BBC Bitesize

Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------------------------------|--------------|---------------|-----------|-----------------------|-------------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 424 | 413 | 11 | 358 | 66 | 424 | - | 424 | - | 424 | - |
| Weighted base | 419 | 409 | 10** | 355 | 64* | 419 | ** | 419 | ** | 419 | ** |
| I've used it more | 102 24%D | 99 24% | 3 26% | 78 22% | 24 37%aD | 102 24% | - | 102 24% | - | 102 24% | - |
| I've used it about the same amount | 235 56%e | 230 56% | 5 53% | 209 59%ae | 27 42% | 235 56% | - | 235 56% | - | 235 56% | - |
| I've used it less | 48 11% | 47 11% | 1 10% | 43 12% | 5 7% | 48 11% | - | 48 11% | - | 48 11% | - |
| NET: Changed | 150 36% | 146 36% | 4 36% | 121 34% | 29 45% | 150 36% | - | 150 36% | - | 150 36% | - |
| Don't know | 34 8% | 33 8% | 1 11% | 25 7% | 9 13% | 34 8% | - | 34 8% | - | 34 8% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 295
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
NET: BBC
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|-----------------------|--------------|--------------|---------------------|----------------------------|----------------------|--------------|------------------------|------------|------------------------|--------------------|-----------------------|----------------------------|-----------------------|-----------------------|----------------------|----------------------|--------------|------------|------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1482 | 816 | 659 | 102 | 168 | 222 | 232 | 231 | 221 | 178 | 128 | 270 | 192 | 414 | 463 | 527 | 118 | 475 | 428 | 245 | 332 | 903 | 577 |
| Weighted base | 1468 | 784 | 677 | 93* | 160 | 228 | 225 | 246 | 221 | 170 | 125 | 253 | 183 | 411 | 470 | 516 | 108 | 442 | 432 | 267 | 324 | 874 | 591 |
| I've used it more | 505 34%BKp | 235 30% | 269 40%AB | 38 40%Kp | 56 35%k | 96 42%aJK oP | 79 35%k | 81 33% | 77 35%k | 49 29% | 29 24% | 93 37%K | 68 37%k | 164 40%AjK P | 160 34%k | 156 30% | 44 41%kjKp | 154 35% | 158 37% | 92 35% | 100 31% | 312 36% | 192 33% |
| I've used it about the same amount | 1073 73%CDL mNQ | 619 79%AC | 450 67% | 57 61% | 110 69%am | 155 68% | 167 74%dq | 194 79%aDe FLMNQ | 159 72% | 135 79%aDe FLMNQ | 96 77%dlm nq | 167 66% | 120 66% | 274 67% | 360 77%aDf LMNQ | 391 76%DfL MNQ | 67 62% | 322 73% | 319 74% | 198 74% | 235 72% | 640 73% | 433 73% |
| I've used it less | 160 11%cp | 96 12% | 62 9% | 14 16%kp | 34 21%AFG HUKNo P | 26 12% | 22 10% | 21 9% | 20 9% | 14 8% | 8 6% | 48 19%AFG HUKOP | 40 22%AFG HUKNO P | 66 16%AFgH jKOP | 43 9% | 42 8% | 18 17%ahi jkoP | 60 14%ast | 40 9% | 23 8% | 37 11% | 101 12% | 59 10% |
| NET: Changed | 625 43%BKP | 308 39% | 312 46%aB | 49 53%ahj KoP | 82 51%ahJ KoP | 115 51%ahJ KoP | 93 42%k | 95 39% | 91 41%k | 63 37% | 35 28% | 131 52%AgH jKOP | 97 53%AgH jKOP | 212 52%AgH jKOP | 189 40%k | 190 37%k | 57 53%ahJ KoP | 202 46% | 186 43% | 108 40% | 128 39% | 387 44% | 236 40% |
| Don't know | 33 2%b | 12 2% | 21 3%b | 6 6%ahJo P | 4 2%j | 5 2% | 5 2% | 4 2% | 5 2% | - | 3 2% | 10 4%j | 5 3%j | 10 2%j | 9 2% | 8 2% | 6 5%aJp | 8 2% | 8 2% | 5 2% | 10 3% | 16 2% | 16 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 296
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
NET: BBC
Base: All respondents who ever use each

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|------------------------------------|---------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|--------------|---------------------|-------------------------------|----------------|---------------------|----------------------|------------------|--------------|-----------|-------------|-------------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1482 | 112 | 55 | 137 | 102 | 124 | 92 | 105 | 118 | 198 | 191 | 125 | 123 | 1142 | 1305 | 26 | 71 | 37 | 20 | 154 | 156 | 217 | 1101 | 120 | 347 |
| Weighted base | 1468 | 119 | 59* | 152 | 105 | 131 | 96* | 74 | 127 | 204 | 209 | 141 | 51 | 1223 | 1285 | 27** | 73* | 38* | 21** | 159 | 160 | 215 | 1088 | 118 | 345 |
| I've used it more | 505 34%io | 39 33% | 24 40%i | 64 42%gjn | 37 35% | 44 33% | 27 28% | 31 42%glj | 32 25% | 62 30% | 66 32% | 62 44%agl jkn | 18 35% | 417 34%i | 429 33% | 15 56% | 31 42% | 18 48% | 8 39% | 72 45%AO | 61 38%y | 71 33% | 378 35% | 39 33% | 110 32% |
| I've used it about the same amount | 1073 73%lt | 93 78%l | 40 69% | 110 72% | 77 73% | 103 79%hjl | 73 76% | 49 67% | 102 81%ahj Ln | 140 69% | 152 73% | 92 65% | 40 78%l | 891 73% | 952 74%at | 17 61% | 52 71% | 26 67% | 11 55% | 106 66% | 107 67% | 159 74% | 802 74% | 84 71% | 251 73%u |
| I've used it less | 160 11%O | 9 8% | 8 13% | 13 8% | 8 8% | 9 7% | 10 11% | 8 10% | 12 9% | 43 21%ABD EFghIK LmN | 23 11% | 13 9% | 5 11% | 138 11% | 119 9% | 7 24% | 19 27%AO | 8 22%aO | 3 15% | 38 24%AO | 19 12% | 22 10% | 119 11% | 14 11% | 39 11% |
| NET: Changed | 625 43%IO | 47 39% | 29 50%i | 72 47%l | 45 42% | 52 40% | 34 36% | 36 48%l | 39 31% | 95 46%l | 81 39% | 73 52%abg lkn | 22 43%i | 520 43%l | 520 40% | 17 64% | 43 58%AO | 24 64%AO | 11 54% | 96 60%AO | 75 47%y | 86 40% | 466 43% | 51 43% | 140 40% |
| Don't know | 33 2%O | 1 1% | - | 1 1% | 2 2% | 2 2% | - | 2 3% | 3 3% | 14 7%Abcd fglMN | 6 3% | 1 1% | - | 29 2% | 23 2% | 2 8% | 2 3% | 2 5% | 1 5% | 7 5%o | 4 2% | 3 2% | 23 2% | 3 3% | 7 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 297
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
NET: BBC
Base: All respondents who ever use each

Absolutes/col percents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1482 | 1033 | 254 | 154 | 89 | 9 | 440 | 164 | 395 | 384 | 68 | 184 | 269 | 283 | 240 | 119 | 63 | 47 | 35 | 22 | 27 | 17 | 33 |
| Weighted base | 1468 | 1019 | 251 | 155 | 87* | 9** | 440 | 162 | 394 | 382 | 69* | 187 | 274 | 287 | 243 | 112 | 61* | 45* | 32* | 20** | 24** | 13** | 27* |
| I've used it more | 505 | 334 | 103 | 64 | 31 | 2 | 169 | 65 | 159 | 147 | 22 | 58 | 91 | 107 | 90 | 36 | 19 | 20 | 11 | 4 | 10 | 3 | 10 |
| | 34%b | 33% | 41%ab | 41%b | 36% | 22% | 38%ab | 40% | 40%ABg | 38% | 32% | 31% | 33% | 37% | 37% | 33% | 30% | 44% | 34% | 18% | 41% | 27% | 38% |
| I've used it about the same amount | 1073 | 746 | 177 | 112 | 66 | 9 | 318 | 118 | 280 | 282 | 49 | 135 | 195 | 217 | 180 | 81 | 46 | 31 | 25 | 15 | 19 | 10 | 19 |
| | 73% | 73% | 70% | 72% | 76% | 100% | 72% | 73% | 71% | 74%i | 71% | 72% | 71% | 76% | 74% | 73% | 74% | 69% | 78% | 76% | 78% | 79% | 68% |
| I've used it less | 160 | 115 | 24 | 16 | 12 | 1 | 45 | 13 | 39 | 39 | 5 | 28 | 39 | 21 | 10 | 9 | 5 | 3 | 3 | 2 | 2 | 2 | 6 |
| | 11%n | 11% | 10% | 10% | 14% | 11% | 10% | 8% | 10% | 10% | 7% | 15%n | 14%N | 7% | 9% | 9% | 15% | 11% | 9% | 13% | 9% | 18% | 20%no |
| NET: Changed | 625 | 416 | 121 | 77 | 41 | 3 | 206 | 75 | 189 | 180 | 25 | 77 | 120 | 122 | 106 | 43 | 27 | 23 | 12 | 5 | 12 | 5 | 15 |
| | 43%b | 41% | 48%ab | 50%b | 47% | 33% | 47%ab | 46% | 48%ab | 47%ab | 36% | 41% | 44% | 42% | 44% | 39% | 44% | 52% | 39% | 25% | 50% | 42% | 55% |
| Don't know | 33 | 16 | 10 | 4 | 2 | - | 17 | 8 | 16 | 13 | 4 | 8 | 10 | 2 | 1 | 1 | - | - | - | 2 | - | - | 1 |
| | 2%Bno | 2% | 4%b | 3% | 2% | - | 4%aB | 5%aB | 4%aB | 3%b | 6%aNOp | 5%aNO | 4%no | 1% | * | 1% | - | - | - | 9% | - | - | 4% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 298
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
NET: BBC
Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------------------------------|---------------------------|---------------------------|-----------|--------------------------|------------------------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1482 | 1430 | 52 | 1152 | 330 | 1482 | - | 1482 | - | 1482 | - |
| Weighted base | 1468 | 1417 | 51* | 1139 | 329 | 1468 | ** | 1468 | ** | 1468 | ** |
| I've used it more | 505 34% | 488 34% | 18 35% | 406 36% | 99 30% | 505 34% | - | 505 34% | - | 505 34% | - |
| I've used it about the same amount | 1073 73% ^{cE} | 1043 74% ^{ac} | 30 60% | 857 75% ^{AE} | 216 66% | 1073 73% | - | 1073 73% | - | 1073 73% | - |
| I've used it less | 160 11% | 153 11% | 8 16% | 126 11% | 35 11% | 160 11% | - | 160 11% | - | 160 11% | - |
| NET: Changed | 625 43% | 600 42% | 25 48% | 493 43% | 131 40% | 625 43% | - | 625 43% | - | 625 43% | - |
| Don't know | 33 2% ^D | 33 2% | - | 18 2% | 15 5% ^{AD} | 33 2% | - | 33 2% | - | 33 2% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 299
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
Facebook
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|------------------------|--------------|--------------|-----------------------------|----------------------|-----------------------|----------------------|-----------------------|-----------------------|-----------------------|----------------------|-----------------------|-------------------------|-----------------------|-----------------------|------------------------|---------------------------|------------|------------|------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1672 | 848 | 816 | 95 | 191 | 281 | 289 | 267 | 229 | 182 | 138 | 286 | 212 | 493 | 556 | 549 | 110 | 481 | 482 | 308 | 399 | 963 | 707 |
| Weighted base | 1673 | 818 | 847 | 86* | 184 | 293 | 281 | 286 | 226 | 181 | 136 | 270 | 204 | 497 | 567 | 543 | 100 | 448 | 492 | 339 | 392 | 939 | 731 |
| I've used it more | 544 33%Bho | 213 26% | 329 39%AB | 39 46%AGH JKOP | 76 42%AgH JKOP | 105 36%ho | 87 31% | 78 27% | 72 32% | 51 28% | 37 27% | 116 43%AGH JKOP | 87 43%AGH JKOP | 192 39%AgH jkOP | 164 29% | 160 29% | 46 46%AGH JKOP | 147 33% | 166 34% | 105 31% | 127 32% | 313 33% | 232 32% |
| I've used it about the same amount | 958 57%CD eFLMNQ | 519 63%AC | 438 52% | 32 38% | 89 48%km | 152 52%dq | 164 58%DeL MnQ | 179 62%DEF LMNQ | 140 62%DEF LMNQ | 115 64%DEF LMNQ | 87 64%DEF LMNQ | 121 45% | 94 46% | 246 50%dq | 342 60%DEF LMNQ | 342 63%ADE FLMNQ | 38 38% | 263 59% | 272 55% | 201 59% | 220 56% | 535 57% | 421 58% |
| I've used it less | 158 9%pr | 80 10% | 75 9% | 9 11% | 16 9% | 35 12%ip | 29 10% | 29 10% | 14 6% | 13 7% | 11 8% | 26 10% | 21 10% | 56 11%ip | 58 10% | 39 7% | 12 12% | 30 7% | 54 11%r | 33 10% | 41 11%r | 84 9% | 74 10% |
| NET: Changed | 703 42%BP | 293 36% | 404 48%AB | 49 57%AGH JKOP | 93 50%aHi JKOP | 140 48%ahi JkoP | 116 41% | 106 37% | 86 38% | 64 35% | 48 36% | 142 53%AGH JKOP | 108 53%Aeg HIJKOP | 248 50%AgH JKOP | 222 39% | 199 37% | 57 57%AGH JKOP | 177 40% | 219 45% | 137 40% | 169 43% | 397 42% | 306 42% |
| Don't know | 12 1% | 6 1% | 5 1% | 5 5%AeFG HjKlm NOP | 2 1% | 1 * | 1 * | 1 * | - | 2 1% | - | 7 2%Aefg hLMNOP | 2 1% | 3 1% | 2 * | 2 * | 5 5%AeFG HkMNO P | 8 2%AS | - | 1 * | 3 1% | 8 1% | 4 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 300
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
Facebook
Base: All respondents who ever use each

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|------------------------------------|-----------------------|--------------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|-----------------------|----------------------|----------------------|------------------------|---------------------|-----------------------|---------------------|---------------------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|--------------------|---------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1672 | 119 | 63 | 161 | 119 | 142 | 110 | 121 | 136 | 218 | 214 | 142 | 127 | 1305 | 1472 | 37 | 83 | 34 | 23 | 177 | 204 | 264 | 1199 | 140 | 436 |
| Weighted base | 1673 | 127 | 68* | 180 | 123 | 150 | 115 | 85 | 148 | 226 | 236 | 161 | 53 | 1407 | 1467 | 38* | 86* | 35* | 24** | 183 | 211 | 265 | 1196 | 141 | 440 |
| I've used it more | 544 33% <i>Ov</i> | 39 30% | 23 34% | 64 35% | 42 34% | 48 32% | 35 30% | 32 38% | 53 36% | 78 35% | 65 28% | 48 30% | 17 32% | 457 32% | 458 31% | 19 49% <i>ao</i> | 35 41% | 12 33% | 13 55% | 78 43% <i>AO</i> | 66 31% | 71 27% | 394 33% | 50 36% <i>v</i> | 133 30% |
| I've used it about the same amount | 958 57% <i>jQT</i> | 71 56% | 42 63% | 104 58% | 72 59% | 85 57% | 70 61% | 45 52% | 77 52% | 112 50% | 146 62% <i>kj</i> | 101 63% <i>kj</i> | 32 60% | 810 58% <i>j</i> | 868 59% <i>ApQ</i> | 16 42% | 35 40% | 17 50% | 10 40% | 78 42% | 117 55% | 167 63% <i>auy</i> | 684 57% | 84 59% | 261 59% |
| I've used it less | 158 9% | 17 14% <i>c</i> | 2 3% | 12 7% | 8 7% | 14 10% | 9 8% | 8 10% | 14 10% | 32 14% <i>acd</i> | 23 10% | 12 8% | 4 8% | 128 9% | 133 9% | 3 9% | 14 17% <i>ao</i> | 5 14% | 1 5% | 24 13% | 29 14% <i>ax</i> | 27 10% <i>x</i> | 109 9% | 7 5% | 46 10% <i>X</i> |
| NET: Changed | 703 42% <i>O</i> | 56 44% | 25 37% | 76 42% | 50 41% | 63 42% | 44 38% | 41 48% | 68 46% | 110 49% <i>akl</i> | 89 38% | 60 37% | 21 40% | 585 42% | 591 40% | 22 58% <i>o</i> | 49 57% <i>AO</i> | 17 47% | 14 60% | 102 56% <i>AO</i> | 94 45% <i>v</i> | 98 37% | 502 42% | 57 41% | 179 41% <i>v</i> |
| Don't know | 12 1% <i>o</i> | - | - | - | 1 1% | 2 1% | 1 1% | - | 3 2% | 4 2% | 1 * | - | - | 12 1% | 8 1% | - | 2 2% <i>o</i> | 1 3% | - | 3 2% | - | - | 10 1% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 301
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
Facebook
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1672 | 1132 | 287 | 180 | 117 | 10 | 530 | 204 | 468 | 456 | 79 | 235 | 305 | 308 | 268 | 146 | 66 | 49 | 31 | 22 | 25 | 19 | 33 |
| Weighted base | 1673 | 1128 | 285 | 184 | 117 | 10** | 535 | 206 | 472 | 458 | 80* | 240 | 317 | 314 | 273 | 137 | 64* | 49* | 28** | 21** | 23** | 14** | 28* |
| I've used it more | 544 | 350 | 111 | 59 | 38 | 3 | 192 | 83 | 177 | 160 | 24 | 77 | 109 | 95 | 81 | 49 | 23 | 9 | 11 | 7 | 12 | 8 | 11 |
| | 33%r | 31% | 39%abj | 32% | 33% | 30% | 36% | 40%ab | 37%Abg | 35% | 30% | 32% | 35%r | 30% | 36%r | 36%r | 18% | 40% | 32% | 51% | 55% | 55% | 40%r |
| I've used it about the same amount | 958 | 671 | 142 | 98 | 59 | 6 | 281 | 102 | 241 | 245 | 42 | 133 | 178 | 188 | 170 | 77 | 38 | 33 | 13 | 9 | 11 | 5 | 15 |
| | 57%Cgh | 59%aCg | 50% | 54% | 50% | 59% | 53%i | 50% | 51% | 53% | 52% | 55% | 56% | 60% | 62% | 56% | 59% | 67% | 48% | 43% | 49% | 37% | 53% |
| I've used it less | 158 | 103 | 28 | 23 | 18 | 1 | 54 | 18 | 48 | 46 | 13 | 30 | 28 | 31 | 22 | 10 | 4 | 7 | 3 | 3 | - | - | 2 |
| | 9% | 9% | 10% | 13% | 15%abj | 11% | 10% | 9% | 10% | 10% | 17%amop | 12% | 9% | 10% | 8% | 7% | 6% | 13% | 12% | 12% | - | - | 7% |
| NET: Changed | 703 | 453 | 139 | 82 | 56 | 4 | 246 | 101 | 225 | 206 | 37 | 106 | 137 | 126 | 102 | 60 | 26 | 15 | 14 | 9 | 12 | 8 | 13 |
| | 42%b | 40% | 49%abj | 45% | 48% | 41% | 46%ab | 49%ab | 48%ABg | 45% | 47% | 44% | 43% | 40% | 37% | 44% | 41% | 31% | 52% | 44% | 51% | 55% | 47% |
| Don't know | 12 | 4 | 5 | 3 | 2 | - | 8 | 3 | 7 | 8 | 1 | 1 | 2 | - | 1 | - | - | 1 | - | 3 | - | 1 | - |
| | 1%b | * | 2%b | 2%b | 2% | - | 1%ab | 1% | 1%b | 2%aB | 1% | * | 1% | - | * | - | - | 2%n | - | 13% | - | 8% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 302
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
Facebook
Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------------------------------|--------------|---------------|-----------|-----------------------|------------|--------------------|------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1672 | 1549 | 123 | 1143 | 529 | 1191 | 481 | 1601 | 71 | 1599 | 73 |
| Weighted base | 1673 | 1552 | 121 | 1140 | 533 | 1179 | 494 | 1602 | 71* | 1600 | 72* |
| I've used it more | 544 33% | 503 32% | 42 34% | 385 34% | 159 30% | 380 32% | 164 33% | 523 33% | 22 31% | 523 33% | 22 30% |
| I've used it about the same amount | 958 57% | 896 58% | 62 51% | 643 56% | 315 59% | 671 57% | 288 58% | 916 57% | 42 60% | 915 57% | 43 59% |
| I've used it less | 158 9% | 141 9% | 17 14% | 105 9% | 53 10% | 119 10% | 39 8% | 151 9% | 7 10% | 151 9% | 7 10% |
| NET: Changed | 703 42% | 644 42% | 58 48% | 490 43% | 213 40% | 499 42% | 203 41% | 674 42% | 28 40% | 674 42% | 28 39% |
| Don't know | 12 1% | 11 1% | 1 1% | 7 1% | 5 1% | 9 1% | 3 1% | 12 1% | - | 11 1% | 1 1% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 303
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
Twitter
Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|------------------------------------|-----------------|----------|------------|-----------------|-----------|---------------|-----------|-----------|-----------|-----------|---------|----------------|-----------|--------------|-----------|---------|----------------|--------|--------|--------|--------------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 992 | 564 | 421 | 81 | 152 | 195 | 186 | 157 | 121 | 66 | 34 | 233 | 177 | 372 | 343 | 221 | 95 | 319 | 285 | 179 | 207 | 604 | 386 |
| Weighted base | 982 | 544 | 431 | 74* | 146 | 200 | 182 | 166 | 119 | 63* | 32* | 220 | 170 | 369 | 348 | 214 | 87* | 294 | 291 | 195 | 199 | 585 | 394 |
| I've used it more | 282 | 155 | 125 | 29 | 59 | 61 | 49 | 40 | 25 | 17 | 3 | 88 | 73 | 133 | 89 | 45 | 36 | 86 | 93 | 60 | 44 | 179 | 104 |
| | 29%ikP | 29% | 29% | 39%ahl | 41%AGH | 31%kp | 27%k | 24% | 21% | 27% | 10% | 40%AIG | 43%AIG | 36%Afg | 26%k | 21% | 42%Agh | 29% | 32%u | 31% | 22% | 31% | 26% |
| | | | | KoP | IKOP | | | | | | | HIKOP | HjIKnOP | hIKOP | | | IKOP | | | | | | |
| I've used it about the same amount | 591 | 329 | 260 | 35 | 70 | 113 | 114 | 107 | 87 | 40 | 25 | 106 | 78 | 191 | 221 | 152 | 40 | 172 | 170 | 117 | 133 | 342 | 249 |
| | 60%dEL | 61% | 60% | 47% | 48% | 57% <i>m</i> | 63%dEL | 64%dEL | 73%ADE | 63%elm | 78%aDE | 48% | 46% | 52% <i>m</i> | 64%DEL | 71%ADE | 46% | 58% | 58% | 60% | 67% <i>a</i> | 58% | 63% |
| | MNQ | | | | | | MnQ | MNQ | FLMNQ | q | FLMNQ | | | | MNQ | FLMNQ | | | | | | | |
| I've used it less | 90 | 50 | 38 | 6 | 14 | 20 | 15 | 17 | 8 | 5 | 4 | 20 | 17 | 38 | 32 | 17 | 6 | 31 | 24 | 15 | 19 | 54 | 34 |
| | 9% | 9% | 9% | 7% | 10% | 10% | 8% | 10% | 7% | 8% | 13% | 9% | 10% | 10% | 9% | 8% | 6% | 10% | 8% | 8% | 10% | 9% | 9% |
| NET: Changed | 372 | 205 | 163 | 34 | 74 | 81 | 63 | 58 | 33 | 22 | 7 | 108 | 90 | 171 | 121 | 62 | 42 | 116 | 117 | 75 | 63 | 233 | 138 |
| | 38% <i>i</i> Pu | 38% | 38% | 46% <i>ik</i> P | 50%AGH | 41% <i>ip</i> | 35% | 35% | 27% | 35% | 22% | 49%AGH | 53%AIG | 46%Afg | 35% | 29% | 48% <i>agh</i> | 40% | 40% | 39% | 31% | 40% | 35% |
| | | | | IKOP | IKOP | | | | | | | IKOP | HjIKInOP | hIKOP | | | IKOP | | | | | | |
| Don't know | 19 | 9 | 8 | 5 | 2 | 5 | 4 | 1 | - | 1 | - | 7 | 2 | 8 | 5 | 1 | 5 | 6 | 4 | 3 | 4 | 10 | 7 |
| | 2% | 2% | 2% | 7%AeHl | 1% | 3% | 2% | 1% | - | 2% | - | 3% <i>e</i> Mp | 1% | 2% | 2% | * | 6% <i>ahlm</i> | 2% | 1% | 2% | 2% | 2% | 2% |
| | | | | mnOP | | | | | | | | | | | | | oP | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 304
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?

Twitter
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|------------------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 992 | 80 | 34 | 80 | 61 | 96 | 54 | 74 | 72 | 166 | 122 | 77 | 76 | 762 | 832 | 30 | 63 | 34 | 15 | 142 | 133 | 136 | 736 | 73 | 232 |
| Weighted base | 982 | 84* | 37* | 88* | 63* | 101* | 57* | 52* | 78* | 170 | 134 | 87* | 31* | 814 | 818 | 31** | 64* | 35* | 15** | 145 | 137 | 135 | 726 | 73* | 232 |
| I've used it more | 282 | 26 | 12 | 20 | 21 | 32 | 14 | 19 | 14 | 58 | 40 | 19 | 8 | 230 | 215 | 12 | 27 | 14 | 5 | 58 | 38 | 25 | 219 | 15 | 52 |
| | 29%IOV | 31% | 32% | 23% | 33% | 32%i | 24% | 36%i | 18% | 34%i | 30% | 22% | 25% | 28%i | 26% | 39% | 42%aO | 40% | 36% | 40%AO | 28%vy | 19% | 30%Vy | 20% | 23% |
| I've used it about the same amount | 591 | 51 | 22 | 59 | 36 | 52 | 37 | 27 | 51 | 89 | 82 | 65 | 22 | 492 | 520 | 15 | 25 | 16 | 9 | 64 | 82 | 97 | 426 | 50 | 157 |
| | 60%jQT | 60% | 59% | 67%fj | 57% | 51% | 65% | 52% | 68% | 52% | 62% | 74%AeF | 70%fhj | 60%j | 64%AAQr | 47% | 39% | 46% | 57% | 44% | 60% | 71%AuW | 59% | 69% | 68%AUw |
| I've used it less | 90 | 6 | 3 | 10 | 6 | 13 | 6 | 10 | 16 | 9 | 2 | 2 | 75 | 74 | 3 | 6 | 5 | - | 14 | 15 | 13 | 66 | 8 | 22 | |
| | 9%l | 8% | 9% | 11%l | 10% | 13%l | 11%l | 12%l | 10% | 7% | 3% | 5% | 9%l | 9% | 10% | 9% | 14% | - | 10% | 11% | 10% | 9% | 11% | 9% | |
| NET: Changed | 372 | 33 | 15 | 29 | 27 | 45 | 20 | 25 | 24 | 75 | 49 | 21 | 9 | 305 | 289 | 15 | 33 | 19 | 5 | 72 | 53 | 39 | 285 | 23 | 74 |
| | 38%IOv | 39% | 41% | 33% | 43%l | 45%L | 35% | 48%lM | 30% | 44%Lm | 37% | 24% | 30% | 37%l | 35% | 49% | 51%ao | 54%ao | 36% | 50%AO | 39%vy | 29% | 39%vy | 31% | 32% |
| Don't know | 19 | 1 | - | - | - | 4 | - | - | 3 | 7 | 2 | 1 | - | 18 | 9 | 1 | 6 | - | 1 | 8 | 1 | - | 15 | - | 1 |
| | 2%O | 1% | - | - | - | 4% | - | - | 4%a | 4%a | 2% | 1% | - | 2% | 1% | 10%AO | - | 7% | 6%AO | 1% | - | 2% | - | 1% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 305
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
Twitter
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 982 | 637 | 200 | 116 | 70 | 13 | 342 | 132 | 311 | 297 | 51 | 128 | 181 | 169 | 153 | 84 | 41 | 28 | 23 | 20 | 20 | 12 | 30 |
| Weighted base | 982 | 629 | 197 | 116 | 68* | 13** | 340 | 131 | 309 | 294 | 52* | 128 | 184 | 172 | 156 | 79* | 41* | 27** | 20** | 18** | 20** | 8** | 25** |
| I've used it more | 282 | 176 | 55 | 38 | 18 | 4 | 102 | 43 | 94 | 86 | 16 | 30 | 52 | 49 | 43 | 24 | 13 | 9 | 8 | 7 | 9 | 2 | 10 |
| | 29% | 28% | 28% | 33% | 26% | 33% | 30% | 33% | 31% | 29% | 30% | 23% | 28% | 27% | 31% | 31% | 33% | 38% | 36% | 44% | 23% | 39% | 39% |
| I've used it about the same amount | 591 | 395 | 117 | 64 | 39 | 6 | 191 | 74 | 173 | 169 | 30 | 83 | 114 | 98 | 103 | 47 | 25 | 16 | 10 | 9 | 11 | 6 | 12 |
| | 60% | 63%ag | 60% | 55% | 57% | 44% | 56% | 56% | 56% | 58% | 58% | 65% | 62% | 57% | 66% | 60% | 62% | 59% | 48% | 48% | 56% | 72% | 48% |
| I've used it less | 90 | 51 | 16 | 12 | 10 | 2 | 37 | 10 | 32 | 30 | 2 | 14 | 17 | 24 | 11 | 6 | 3 | 1 | 2 | 1 | - | * | 3 |
| | 9% | 8% | 8% | 10% | 14% | 15% | 11%c | 8% | 10% | 10% | 4% | 11% | 9% | 14%ao | 7% | 8% | 7% | 4% | 8% | 6% | - | 6% | 13% |
| NET: Changed | 372 | 227 | 71 | 50 | 28 | 6 | 139 | 53 | 126 | 116 | 18 | 44 | 69 | 73 | 53 | 31 | 15 | 10 | 9 | 8 | 9 | 2 | 13 |
| | 38% | 36% | 36% | 43% | 40% | 48% | 41%c | 41% | 41%c | 39% | 34% | 34% | 37% | 42% | 34% | 39% | 38% | 38% | 46% | 42% | 44% | 28% | 52% |
| Don't know | 19 | 8 | 9 | 3 | 2 | 1 | 10 | 4 | 10 | 9 | 4 | 1 | 1 | 2 | - | 1 | - | 1 | 1 | 2 | - | - | - |
| | 2%b | 1% | 5%AB | 3% | 3% | 8% | 3% | 3% | 3%b | 3% | 8%A | 1%M | 1%N | 1%O | - | 1% | - | 4% | 6% | 10% | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 306

Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?

Twitter

Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------------------------------|--------------|---------------|-----------|-----------------------|------------|--------------------|------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 992 | 922 | 70 | 709 | 283 | 809 | 183 | 956 | 36 | 955 | 37 |
| Weighted base | 982 | 913 | 69* | 701 | 281 | 795 | 186 | 946 | 36* | 945 | 37* |
| I've used it more | 282 29% | 258 28% | 25 36% | 197 28% | 86 30% | 227 29% | 56 30% | 271 29% | 12 33% | 271 29% | 12 32% |
| I've used it about the same amount | 591 60% | 555 61% | 36 52% | 427 61% | 164 58% | 485 61% | 106 57% | 573 61% | 19 52% | 572 60% | 20 53% |
| I've used it less | 90 9% | 82 9% | 8 11% | 64 9% | 26 9% | 69 9% | 21 11% | 85 9% | 4 12% | 85 9% | 4 12% |
| NET: Changed | 372 38% | 340 37% | 32 47% | 261 37% | 111 40% | 296 37% | 76 41% | 356 38% | 16 45% | 356 38% | 16 44% |
| Don't know | 19 2% | 18 2% | 1 2% | 13 2% | 6 2% | 15 2% | 4 2% | 18 2% | 1 3% | 18 2% | 1 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 307
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
Mail online
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|------------------------------------|------------------------|--------------|------------|---------------------|----------------------|---------------------|-------------|-----------------------|----------------------|----------------------|-----------------------|----------------------|----------------------|-----------------------|----------------------|-------------------------|-----------------------|------------|------------|------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 894 | 462 | 427 | 48 | 112 | 151 | 133 | 140 | 125 | 102 | 83 | 160 | 127 | 278 | 273 | 310 | 59 | 283 | 245 | 153 | 213 | 528 | 366 |
| Weighted base | 895 | 446 | 445 | 43* | 109 | 156 | 129 | 149 | 127 | 99* | 83* | 151 | 122 | 278 | 279 | 309 | 53* | 266 | 244 | 171 | 214 | 511 | 385 |
| I've used it more | 184 21%jP | 81 18% | 103 23% | 10 24% | 33 30%Ahl JKoP | 39 25%jP | 31 24%jp | 27 18% | 20 15% | 12 13% | 12 15% | 43 29%Ahl JKP | 37 30%Ahl JKoP | 76 27%Ahl JKP | 57 21% | 44 14% | 18 34%aDh LJKoP | 58 22% | 53 22% | 32 19% | 40 19% | 111 22% | 73 19% |
| I've used it about the same amount | 612 68%cDe fLMNQ | 319 72%ac | 289 65% | 21 50% | 64 59% | 95 61% | 85 65%q | 110 74%Def LMNQ | 96 76%DEF LMNQ | 76 77%DEF LMNQ | 65 78%aDE FLMNQ | 85 56%q | 68 56% | 163 58% | 195 70%DeL MNQ | 237 77%ADE FgLMNQ | 24 45% | 179 67% | 158 64% | 125 73% | 150 70% | 337 66% | 275 71% |
| I've used it less | 65 7% | 30 7% | 34 8% | 7 17%ahk oP | 8 7% | 16 10%p | 9 7% | 9 6% | 5 4% | 8 8% | 3 4% | 15 10% | 12 10%E | 29 10%aip | 18 6% | 16 5% | 7 13%ikp | 18 7% | 24 10% | 10 6% | 12 6% | 43 8% | 22 6% |
| NET: Changed | 249 28%biP | 111 25% | 137 31% | 17 41%ahl JKP | 41 38%ahl JKoP | 55 35%ahl jkP | 39 30%ip | 36 24% | 25 20% | 20 20% | 16 19% | 59 39%AHI JKoP | 49 40%AHI JKOP | 104 37%AHI JKOP | 75 27%p | 60 20% | 25 47%AgH LJKOP | 76 29% | 78 32% | 43 25% | 52 24% | 154 30% | 95 25% |
| Don't know | 35 4% | 16 4% | 19 4% | 4 10%aho | 4 4% | 6 4% | 5 4% | 3 2% | 6 5% | 3 3% | 2 3% | 8 5% | 5 4% | 11 4% | 9 3% | 12 4% | 4 8% | 10 4% | 9 4% | 3 2% | 12 5% | 20 4% | 15 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 308
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
Mail online
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|------------------------------------|--------------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|------------|----------------------|------------|----------------|----------------|------------------------|-------------------|--------------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|------------|-----------|------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condi-tion (u) | Physic-al condi-tion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 894 | 51 | 34 | 103 | 57 | 84 | 52 | 57 | 70 | 148 | 98 | 74 | 66 | 720 | 744 | 20 | 67 | 30 | 17 | 134 | 88 | 131 | 672 | 67 | 203 |
| Weighted base | 895 | 54* | 36* | 114 | 59* | 88* | 55* | 40* | 76* | 153 | 108* | 84* | 27* | 773 | 741 | 21** | 70* | 31** | 18** | 139 | 92* | 133 | 671 | 68* | 205 |
| I've used it more | 184 21%ov | 12 22% | 7 21% | 20 17% | 16 27%k | 17 20% | 7 13% | 11 27%k | 14 19% | 39 25%k | 14 13% | 21 25% | 5 19% | 156 20% | 141 19% | 8 40% | 19 27% | 5 17% | 6 35% | 38 28%ao | 16 18% | 19 14% | 138 21% | 15 22% | 39 19%w |
| I've used it about the same amount | 612 68%JT | 39 73% | 25 68% | 80 70% | 36 60% | 65 73%j | 42 77%j | 25 63% | 54 71% | 90 59% | 77 71%j | 58 69% | 21 77%j | 526 68%J | 524 71%AT | 10 46% | 42 60% | 16 52% | 10 59% | 78 56% | 66 72% | 95 72% | 457 68% | 44 65% | 143 70% |
| I've used it less | 65 7% | 3 6% | 4 11% | 10 9% | 7 11% | 3 3% | 5 10% | 3 9% | 3 4% | 13 9% | 9 8% | 3 4% | 1 3% | 58 7% | 49 7% | 1 5% | 3 4% | 9 31% | 1 6% | 15 11%q | 7 8% | 11 8% | 50 7% | 6 9% | 15 7% |
| NET: Changed | 249 28%O | 15 27% | 11 32% | 30 26% | 22 38%k | 13 23% | 13 23% | 14 35% | 17 23% | 52 34%k | 23 22% | 24 29% | 6 22% | 214 28% | 190 26% | 9 45% | 22 31% | 15 48% | 7 41% | 53 38%AO | 23 26% | 30 22% | 189 28% | 21 32% | 53 26% |
| Don't know | 35 4% | - | - | 4 4% | 1 2% | 3 4% | - | 1 2% | 4 6% | 11 7%ag | 8 7% | 2 3% | * | 34 4% | 27 4% | 2 9% | 6 9%ao | - | - | 8 6% | 2 2% | 8 6% | 26 4% | 2 3% | 9 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 309
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
Mail online
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------------------|--------------------------|------------|------------------|-------------------|-------------------|--------------------------|------------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 894 | 599 | 159 | 102 | 57 | 10 | 285 | 111 | 259 | 247 | 43 | 131 | 156 | 152 | 136 | 87 | 32 | 24 | 22 | 15 | 15 | 8 | 18 |
| Weighted base | 895 | 598 | 160 | 103* | 55* | 10** | 287 | 112 | 261 | 249 | 44* | 136 | 162 | 156 | 140 | 80* | 30** | 24** | 19** | 14** | 13** | 6** | 15** |
| I've used it more | 184 21%k | 115 19% | 33 20% | 23 23% | 13 24% | 3 31% | 66 23% | 27 24% | 60 23% | 54 22% | 3 7% | 20 14% | 39 24%kl | 31 20%k | 34 24%k | 14 18% | 9 31% | 2 9% | 8 44% | 3 23% | 5 35% | 1 17% | 3 22% |
| I've used it about the same amount | 612 68% | 419 70% | 108 67% | 71 69% | 33 60% | 5 55% | 187 65% | 72 64% | 170 65% | 168 68%g | 35 79% | 102 75%m | 101 63% | 110 71% | 92 66% | 57 71% | 14 48% | 21 87% | 11 56% | 8 62% | 9 65% | 5 83% | 9 59% |
| I've used it less | 65 7% | 43 7% | 10 6% | 3 3% | 5 10%d | 1 14% | 21 7%dj | 9 8% | 18 7%cd | 14 6% | 1 2% | 9 7% | 12 7% | 11 7% | 12 9% | 6 8% | 5 17% | 1 4% | - | 1 8% | - | - | 3 19% |
| NET: Changed | 249 28%K | 158 26% | 43 27% | 26 26% | 19 34% | 4 45% | 87 30%J | 36 32% | 78 30% | 68 27% | 4 9% | 29 21% | 51 31%K | 42 27%k | 46 33%Kl | 21 26%k | 15 49% | 3 13% | 8 44% | 4 31% | 5 35% | 1 17% | 6 41% |
| Don't know | 35 4% | 22 4% | 9 6% | 5 5% | 3 6% | - | 13 5% | 4 3% | 13 5% | 13 5% | 5 12%AINOp | 5 4% | 10 6%o | 3 2% | 2 1% | 2 3% | 1 4% | - | - | 1 7% | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 310
Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?
Mail online
Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------------------|--------------|---------------|-----------|-----------------------|------------|--------------------|------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 894 | 853 | 41 | 700 | 194 | 726 | 168 | 877 | 17 | 876 | 18 |
| Weighted base | 895 | 856 | 39* | 696 | 199 | 720 | 175 | 880 | 16** | 879 | 17** |
| I've used it more | 184 21% | 176 21% | 8 21% | 147 21% | 37 19% | 151 21% | 33 19% | 180 20% | 4 24% | 180 20% | 4 22% |
| I've used it about the same amount | 612 68% | 587 69% | 25 64% | 475 68% | 137 69% | 489 68% | 122 70% | 604 69% | 7 48% | 603 69% | 8 51% |
| I've used it less | 65 7% | 62 7% | 3 8% | 50 7% | 15 8% | 53 7% | 12 7% | 63 7% | 2 14% | 63 7% | 2 13% |
| NET: Changed | 249 28% | 238 28% | 11 28% | 196 28% | 53 26% | 204 28% | 45 26% | 243 28% | 6 38% | 243 28% | 6 36% |
| Don't know | 35 4%h | 32 4% | 3 8% | 25 4% | 10 5% | 27 4% | 8 4% | 33 4% | 2 14% | 33 4% | 2 13% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 311
Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|---------|-------------|-------------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 411 | 191 | 220 | 19 | 45 | 71 | 73 | 60 | 70 | 46 | 27 | 64 | 55 | 126 | 133 | 143 | 26 | 132 | 135 | 62 | 81 | 267 | 143 |
| Weighted base | 410 | 182 | 228 | 17** | 44* | 74* | 69* | 65* | 71* | 43* | 28** | 61* | 53* | 127 | 133 | 142 | 23** | 124 | 137 | 69* | 80* | 261 | 149 |
| NET: Positive | 390 | 175 | 215 | 17 | 42 | 68 | 67 | 63 | 68 | 41 | 24 | 60 | 52 | 120 | 130 | 132 | 23 | 115 | 130 | 69 | 75 | 246 | 143 |
| | 95% | 96% | 94% | 100% | 97% | 91% | 97% | 98% | 96% | 95% | 85% | 98% | 98% | 94% | 98% | 93% | 100% | 93% | 95% | 100% | ru | 94% | 97% |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 201 | 76 | 124 | 7 | 20 | 40 | 26 | 34 | 34 | 29 | 10 | 28 | 26 | 66 | 60 | 73 | 11 | 67 | 68 | 33 | 32 | 135 | 65 |
| | 49%bg | 42% | 54%ab | 42% | 47% | 54% | 38% | 53% | 48% | 67%aGlo | 36% | 45% | 48% | 51% | 45% | 52% | 48% | 54% | 50% | 48% | 40% | 52% | 44% |
| I want to stay up to date with the news/ events/ changes/ I am interested in the news/ events/ changes | 82 | 34 | 48 | 4 | 13 | 10 | 15 | 8 | 16 | 9 | 6 | 17 | 15 | 25 | 23 | 32 | 6 | 24 | 27 | 14 | 16 | 52 | 30 |
| | 20% | 19% | 21% | 26% | 29%fh | 13% | 22% | 12% | 23% | 22% | 22% | 28%fh | 28%fh | 19%g | 17% | 22% | 26% | 20% | 20% | 21% | 20% | 20% | 20% |
| I have more time to follow the news/ stay informed of events | 58 | 35 | 23 | 2 | 7 | 7 | 13 | 9 | 9 | 7 | 4 | 9 | 8 | 15 | 21 | 20 | 4 | 19 | 21 | 5 | 11 | 40 | 16 |
| | 14%C | 19%aC | 10% | 12% | 16% | 10% | 18% | 13% | 12% | 17% | 16% | 15% | 15% | 12% | 16% | 14% | 15% | 15% | 15% | 8% | 14% | 15% | 11% |
| To follow any news about lockdown rules/ safety protocols/ to keep up to date with changes surrounding lockdown/ safety protocols | 34 | 13 | 21 | 3 | 9 | 4 | 5 | 6 | 2 | 5 | 1 | 12 | 11 | 15 | 11 | 8 | 4 | 13 | 10 | 5 | 6 | 23 | 11 |
| | 8% | 7% | 9% | 18% | 20%Afgl noP | 5% | 7% | 10% | 3% | 11% | 4% | 19%Afg InoP | 20%Afg InoP | 11%Fi | 8% | 5% | 18% | 10% | 7% | 7% | 8% | 9% | 8% |
| I am at home more to follow the news/ have access to home wifi/ computer etc | 27 | 14 | 12 | 2 | 1 | 2 | 4 | 7 | 7 | 1 | 3 | 3 | 1 | 3 | 11 | 11 | 2 | 7 | 9 | 7 | 3 | 17 | 10 |
| | 7%n | 8% | 5% | 11% | 3% | 3% | 5% | 11%n | 9%n | 3% | 11% | 5%M | 2% | 3% | 8% | 8% | 9% | 6% | 7% | 10% | 4% | 6% | 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 311
Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 410 | 182 | 228 | 17** | 44* | 74* | 69* | 65* | 71* | 43* | 28** | 61* | 53* | 127 | 133 | 142 | 23** | 124 | 137 | 69* | 80* | 261 | 149 |
| BBC news/ app/ site is a reliable/ trustworthy source/ I feel the information the BBC provides/ can be relied upon/ is trustworthy | 21 | 10 | 10 | 1 | 3 | 2 | 3 | 4 | 5 | 2 | 1 | 4 | 4 | 7 | 7 | 8 | 1 | 6 | 6 | 4 | 5 | 12 | 9 |
| | 5% | 6% | 5% | 6% | 8% | 3% | 4% | 6% | 8% | 4% | 2% | 7% | 8% | 5% | 5% | 5% | 4% | 5% | 4% | 6% | 6% | 4% | 6% |
| To follow international news | 17 | 9 | 8 | 2 | 1 | 3 | 1 | 5 | 1 | 4 | - | 3 | 1 | 4 | 5 | 2 | 10 | 3 | 1 | 2 | 14 | 3 | |
| | 4% | 5% | 3% | 11% | 2% | 4% | 1% | 8% | 1% | 10%gjp | - | 5%M | 2% | 3% | 4% | 10% | 8%As | 2% | 2% | 2% | 5% | 2% | |
| Access to the news is convenient/ easy when using the app/ site/ it is easy to use | 17 | 5 | 12 | - | * | 4 | 2 | 2 | 4 | 2 | * | * | 4 | 4 | 9 | - | 3 | 5 | 2 | 7 | 8 | 9 | |
| | 4% | 3% | 5% | - | 1% | 5% | 2% | 4% | 6% | 5% | 8% | 1% | 1% | 3% | 6% | - | 2% | 4% | 2% | 9%ar | 3% | 6% | |
| To find out information (non-specific/ other) | 14 | 3 | 11 | 1 | - | 3 | 1 | 3 | 1 | 2 | 2 | 1 | - | 3 | 5 | 5 | 1 | 6 | 1 | 2 | 4 | 7 | |
| | 3%bs | 1% | 5% | 4% | - | 4% | 2% | 5% | 2% | 4% | 7% | 1% | - | 3% | 3% | 4% | 3% | 5%es | 1% | 3% | 5% | 3% | |
| To follow any news about the Government/ Government announcements/ to keep up to date with political news | 12 | 5 | 7 | - | 1 | - | 1 | 2 | 4 | 3 | 1 | 1 | 1 | 3 | 8 | - | 7 | 1 | 2 | 2 | 8 | 4 | |
| | 3% | 3% | 3% | - | 2% | - | 1% | 3% | 6%fn | 7%fn | 2% | 2% | 2% | 1% | 6%afn | - | 5%es | 1% | 3% | 2% | 3% | 3% | |
| The BBC/ app/ site is a good source of news (non-specific/ other) | 11 | 8 | 3 | 2 | 1 | 1 | 3 | 2 | 2 | - | - | 3 | 3 | 4 | 5 | 2 | 3 | 3 | - | 5 | 6 | 5 | |
| | 3%c | 4% | 1% | 11% | 2% | 1% | 4% | 3% | 3% | - | - | 5% | 6%e | 3% | 4% | 1% | 2% | 2% | - | 7%at | 2% | 4% | |
| Due to the pandemic/ lockdown/ I have greater access to the news/ more time to check the news | 11 | 7 | 4 | 1 | - | 3 | 1 | - | 5 | - | 1 | 1 | - | 3 | 1 | 6 | 1 | 3 | 1 | 4 | 3 | 4 | |
| | 3% | 4% | 2% | 6% | - | 4% | 2% | - | 7%ahmo | - | 2% | 2% | - | 2% | 1% | 4% | 4% | 3% | 1% | 5% | 4% | 2% | |
| I am working from home/ I have greater access to the news/ have time to check the news due to working from home | 9 | 6 | 4 | - | - | 3 | 2 | 2 | 1 | - | - | - | - | 3 | 5 | 1 | - | 3 | 5 | - | 1 | 8 | |
| | 2% | 3% | 2% | - | - | 4% | 4% | 4% | 1% | - | - | - | - | 3% | 4% | 1% | - | 3% | 3% | - | 1% | 3% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
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Absolutes/col percents

Table 311
Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|---------|-----------|-----------|-----------|-----------|----------|-----------|---------|----------|---------|----------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 410 | 182 | 228 | 17** | 44* | 74* | 69* | 65* | 71* | 43* | 28** | 61* | 53* | 127 | 133 | 142 | 23** | 124 | 137 | 69* | 80* | 261 | 149 |
| To catch breaking news/ the latest news | 8 2% | 2 1% | 6 3% | - | 2 5%o | 1 | - | - | - | 3 7%aghi | 2 8% | 2 3%o | 2 4%o | 3 | - | 5 4%o | - | 2 | 3 | 1 | 2 | 5 | 3 |
| Access to news is quick/ immediate via the BBC app/ site | 8 2% | 3 1% | 5 2% | 1 4% | 1 3% | 2 3% | 2 3% | - | - | 1 3% | 1 2% | 2 3% | 1 3% | 4 3% | 2 2% | 2 1% | 1 5% | 1 1% | 6 4%a | - | 1 1% | 7 3% | 1 1% |
| I make a lot of use of the Internet/ computers/ phone/ online news is convenient for me due to my internet usage | 8 2% | 2 1% | 6 3% | - | - | 2 3% | - | 4 5% | - | - | 2 8% | - | - | 2 2% | 4 3% | 2 2% | - | - | 3 3% | 1 2% | 3 4%r | 3 1% | 4 3% |
| The BBC/ BBC app/ site is my favourite source of news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of news | 7 2% | 5 3% | 1 1% | 1 6% | - | 1 2% | - | 1 2% | 3 4% | - | - | 1 2% | - | 1 1% | 1 1% | 3 2% | 1 4% | 1 1% | 1 1% | 2 3% | 2 3% | 2 1% | 4 3% |
| I am not working/ am furloughed so have greater access to the news/ more time to check the news | 6 1% | 5 3% | 1 * | - | - | 1 1% | 2 3% | 1 1% | 2 3% | - | - | - | - | 1 1% | 3 2% | 2 2% | - | 1 1% | 5 3%a | - | - | 6 2% | - |
| My use of the BBC/ app/ has become habit/ regular use | 6 1% | 2 1% | 4 2% | - | 1 2% | - | - | 2 4% | - | 1 2% | 1 4% | 1 2% | 1 2% | 1 1% | 2 2% | 2 2% | - | 1 1% | 2 2% | 1 2% | 1 2% | 3 1% | 2 2% |
| To follow local news | 6 1% | 3 2% | 2 1% | - | - | 1 2% | - | 1 2% | 1 2% | 2 4% | - | - | - | 1 1% | 1 1% | 3 2% | - | * | 3 2% | - | 3 3% | 3 1% | 3 2% |
| BBC news/ app/ site provides me with the amount of information I require/ sufficient detail is provided | 5 1% | 2 1% | 3 1% | - | - | - | 2 3% | - | 2 3% | 1 2% | - | - | - | - | 2 2% | 3 2% | - | 2 2% | 3 2% | - | - | 5 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



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Absolutes/col percents

Table 311
Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|----------|-----------|-----------|-----------|-----------|------------|-----------|---------|----------|----------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 410 | 182 | 228 | 17** | 44* | 74* | 69* | 65* | 71* | 43* | 28** | 61* | 53* | 127 | 133 | 142 | 23** | 124 | 137 | 69* | 80* | 261 | 149 |
| I can receive news notifications from the app/ site | 5 1% | 1 1% | 3 1% | - | - | * | 1 | 1 | 2 | - | - | - | - | * | 2 | 2 | - | 2 | 1 | 2 | - | 3 | 2 |
| I like to see the news/ enjoy seeing the news/ on the BBC/ app/ site/ entertainment | 2 1% | 1 1% | 1 * | - | - | 1 | - | - | - | - | 1 | - | - | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 |
| I have always used the BBC app/ site for my news/ have always regularly used the BBC app/ site for my news | 1 * | - | 1 1% | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | 1 | - |
| To follow sporting news | 1 * | 1 1% | - | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | 1 | - |
| Other positive mention | 27 7%r | 12 6% | 16 7% | 2 11% | 3 6% | 6 7% | 3 5% | 5 7% | 5 7% | - | 4 16% | 5 7% | 4 7% | 9 7% | 8 6% | 9 7% | 3 14% | 4 3% | 11 8% | 7 10% | 6 8% | 14 6% | 13 9% |
| NET: Neutral | 17 4% | 6 3% | 11 5% | - | 1 3% | 1 1% | 2 3% | 2 4% | 6 9%afn | 3 7% | 1 4% | 1 2% | 1 2% | 2 2% | 4 3% | 10 7%an | - | 6 5% | 3 2% | 1 2% | 6 8% | 10 4% | 7 5% |
| I use a variety of sources for my news/ use other sources as well as the BBC/ app/ site/ I do not exclusively use the BBC/ app/ site for news | 8 2% | 2 1% | 6 2% | - | 1 3% | - | 1 1% | 2 4% | 1 2% | 1 2% | 1 4% | 1 2% | 1 2% | 1 1% | 3 2% | 3 2% | - | 3 3% | 1 1% | - | 3 4% | 4 2% | 3 2% |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the news has remained the same | 2 1% | 1 1% | 1 * | - | - | - | - | - | 2 3%a | - | - | - | - | - | - | 2 1% | - | - | - | 1 2% | 1 1% | - | 2 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 311
Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|----------|-----------|-----------|-----------|-----------|------------|-----------|---------|---------|---------|---------|----------|----------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 410 | 182 | 228 | 17** | 44* | 74* | 69* | 65* | 71* | 43* | 28** | 61* | 53* | 127 | 133 | 142 | 23** | 124 | 137 | 69* | 80* | 261 | 149 |
| Other neutral mention | 7 2% | 3 2% | 4 2% | - | - | 1 1% | 1 1% | - | 3 4% | 2 5% | - | - | - | 1 1% | 1 1% | 5 4% | - | 3 2% | 2 2% | - | 2 3% | 5 2% | 2 1% |
| NET: Negative | 11 3% | 3 2% | 8 3% | - | - | 1 1% | - | 2 4% | 1 1% | 2 5% | 4 15% | - | - | 1 1% | 2 2% | 8 5%ain | - | 4 3% | 3 3% | 1 2% | 2 3% | 8 3% | 3 2% |
| I like to get my news from other mediums/ TV/ Newspaper/ Radio/ Social media | 4 1% | 1 1% | 3 1% | - | - | - | - | 1 2% | - | 2 5%afN | 1 4% | - | - | - | - | 1 2% | - | 2 2% | - | 1 2% | 1 1% | 2 1% | 2 2% |
| The BBC/ app/ site is a poor source of news (non-specific/ other) | 2 1% | 1 1% | 1 * | - | - | - | - | - | 1 1% | - | 1 4% | - | - | - | - | 2 1% | - | 1 1% | - | - | 1 1% | 1 * | 1 1% |
| BBC news is boring/ I am not interested | 1 * | - | 1 1% | - | - | - | - | 1 2% | - | - | - | - | - | - | - | 1 1% | - | - | 1 1% | - | - | 1 * | - |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at | 1 * | - | 1 * | - | - | - | - | - | - | - | 1 4% | - | - | - | - | 1 1% | - | - | 1 1% | - | - | 1 * | - |
| Other negative mention | 2 1% | 1 1% | 1 * | - | - | 1 1% | - | - | - | - | 1 4% | - | - | 1 1% | - | 1 1% | - | 1 1% | 1 1% | - | - | 2 1% | - |
| Nothing/ no reason in particular | 2 1% | 1 1% | 1 * | - | - | 2 3%a | - | - | - | - | - | - | - | 2 2% | - | - | - | - | 1 1% | - | 1 1% | 1 * | 1 1% |
| Don't know | 3 1% | 2 1% | 1 * | - | - | 3 3% | - | - | - | - | 1 4% | - | - | 2 2% | - | 1 1% | - | 1 1% | 1 1% | - | 1 1% | 2 1% | 1 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 312
Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|--|-------------------|--------------|----------------|------------------|------------------------------|-------------------|-------------------|------------------|---------------------|------------|----------------|----------------|------------------------|------------------|-------------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 411 | 30 | 21 | 47 | 28 | 28 | 20 | 33 | 24 | 52 | 50 | 45 | 33 | 315 | 355 | 10 | 23 | 14 | 5 | 52 | 51 | 56 | 309 | 34 | 90 |
| Weighted base | 410 | 33** | 22** | 53* | 29** | 30** | 21** | 23* | 26** | 54* | 54* | 51* | 14* | 340 | 351 | 10** | 25** | 15** | 5** | 55* | 52* | 56* | 306 | 35* | 91* |
| NET: Positive | 390 | 30 | 21 | 49 | 28 | 29 | 18 | 23 | 26 | 49 | 54 | 49 | 14 | 323 | 333 | 10 | 22 | 15 | 5 | 53 | 51 | 54 | 289 | 34 | 88 |
| | 95% | 91% | 96% | 94% | 97% | 96% | 85% | 100% | 100% | 90% | 100% | 96% | 100% | 95% | 95% | 100% | 91% | 100% | 100% | 96% | 98% | 96% | 94% | 97% | 97% |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 201 | 18 | 9 | 29 | 15 | 20 | 6 | 14 | 12 | 18 | 25 | 27 | 7 | 161 | 181 | 6 | 6 | 3 | 2 | 17 | 28 | 28 | 152 | 15 | 45 |
| | 49% _{jT} | 54% | 39% | 55% _j | 50% | 68% | 30% | 61% _j | 49% | 33% | 46% | 53% | 52% | 47% _j | 52% _{aT} | 59% | 26% | 21% | 36% | 32% | 54% | 50% | 50% | 43% | 50% |
| I want to stay up to date with the news/ events/ changes/ I am interested in the news/ events/ changes | 82 | 7 | 4 | 7 | 6 | 3 | 5 | 3 | 7 | 11 | 11 | 15 | 2 | 70 | 66 | 3 | 6 | 3 | 2 | 15 | 11 | 10 | 59 | 9 | 17 |
| | 20% | 21% | 19% | 13% | 22% | 10% | 25% | 15% | 28% | 21% | 20% | 29% | 15% | 20% | 19% | 29% | 26% | 21% | 39% | 26% | 21% | 19% | 19% | 24% | 19% |
| I have more time to follow the news/ stay informed of events | 58 | 4 | 2 | 10 | 5 | 2 | 5 | 3 | 3 | 10 | 8 | 3 | 3 | 47 | 43 | 2 | 6 | 4 | 1 | 13 | 3 | 5 | 48 | 5 | 9 |
| | 14% _o | 13% | 9% | 18% | 17% | 7% | 24% | 12% | 12% | 18% | 14% | 6% | 21% _l | 14% | 12% | 21% | 22% | 29% | 20% | 24% _{ao} | 6% | 9% | 16% | 15% | 10% |
| To follow any news about lockdown rules/ safety protocols/ to keep up to date with changes surrounding lockdown/ safety protocols | 34 | 1 | 3 | 5 | 2 | 2 | - | 3 | 4 | 2 | 6 | 3 | 2 | 28 | 29 | 1 | 3 | 1 | - | 6 | 2 | 2 | 29 | 1 | 5 |
| | 8% | 3% | 15% | 9% | 7% | 8% | - | 15% | 17% | 4% | 12% | 6% | 12% | 8% | 8% | 11% | 14% | 7% | - | 10% | 3% | 3% | 9% | 3% | 5% |
| I am at home more to follow the news/ have access to home wifi/ computer etc | 27 | 2 | 3 | 4 | 1 | 1 | 2 | 1 | 2 | 3 | 4 | 2 | 1 | 23 | 26 | - | 1 | - | - | 1 | 3 | 2 | 19 | 3 | 6 |
| | 7% | 7% | 15% | 7% | 4% | 4% | 11% | 3% | 8% | 6% | 8% | 4% | 6% | 7% | 7% | - | 5% | - | - | 2% | 6% | 4% | 6% | 10% | 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 312
Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|--|-----------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-------------------------|---------------------|------------------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|----------|------------------------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 410 | 33** | 22** | 53* | 29** | 30** | 21** | 23* | 26** | 54* | 54* | 51* | 14* | 340 | 351 | 10** | 25** | 15** | 5** | 55* | 52* | 56* | 306 | 35* | 91* |
| BBC news/ app/ site is a reliable/ trustworthy source/ I feel the information the BBC provides/ can be relied upon/ is trustworthy | 21 5%w | - | - | 1 2% | 1 3% | 2 7% | 1 5% | 1 3% | 1 4% | 5 9% | 6 10% | 2 5% | 1 6% | 19 6% | 18 5% | 1 11% | 1 4% | 1 7% | - | 3 6% | 4 8% | 5 8% | 12 4% | 2 4% | 8 9% |
| To follow international news | 17 4% | - | 2 10% | - | 3 10% | 3 10% | 1 5% | 1 6% | - | 1 2% | 3 6% | 1 2% | 1 6% ^d | 15 4% | 15 4% | 1 9% | 1 4% | - | - | 2 4% | 4 7% | 5 9% | 10 3% | 4 12% ^{aw} | 7 7% |
| Access to the news is convenient/ easy when using the app/ site/ it is easy to use | 17 4% | 2 7% | - | 1 2% | 1 4% | 1 3% | 1 5% | 1 3% | 2 9% | 3 6% | 2 4% | 1 2% | 1 6% | 13 4% | 16 4% | - | 1 5% | - | - | 1 2% | 2 3% | 2 4% | 13 4% | 1 3% | 3 3% |
| To find out information (non-specific/ other) | 14 3% | 1 3% | 1 4% | 2 4% | - | 1 4% | - | 1 6% | 2 9% | 3 6% | - | 1 2% | - | 11 3% | 12 4% | - | - | 1 7% | - | 1 2% | 1 2% | 1 1% | 12 4% | 1 3% | 2 2% |
| To follow any news about the Government/ Government announcements/ to keep up to date with political news | 12 3% | 1 4% | 1 5% | - | 1 4% | 2 6% | - | 2 9% ^{adkn} | 1 4% | 1 2% | - | 2 4% | - | 9 3% | 12 3% | - | - | - | - | - | 1 1% | 4 7% | 8 3% | 3 8% | 4 4% |
| The BBC/ app/ site is a good source of news (non-specific/ other) | 11 3% ^O | - | 1 4% | 2 4% | 1 4% | - | - | - | 1 4% | 5 9% ^{Akn} | - | 1 2% | - | 11 3% | 6 2% | 1 10% | 2 8% | 2 13% | - | 5 9% ^{AO} | 2 4% | 2 4% | 7 2% | 2 6% | 4 5% |
| Due to the pandemic/ lockdown/ I have greater access to the news/ more time to check the news | 11 3% | - | 1 5% | 1 2% | 1 4% | 1 3% | - | 1 3% | - | - | 3 6% | 2 4% | * 3% | 10 3% | 8 2% | - | 1 4% | - | 1 24% | 2 4% | 2 4% | 3 6% | 7 2% | 1 3% | 4 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 312
Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|-------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: ENG-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 410 | 33** | 22** | 53* | 29** | 30** | 21** | 23* | 26** | 54* | 54* | 51* | 14* | 340 | 351 | 10** | 25** | 15** | 5** | 55* | 52* | 56* | 306 | 35* | 91* |
| I am working from home/ I have greater access to the news/ have time to check the news due to working from home | 9 2% | - | 2 9% | - | - | - | - | - | - | - | 3 6% | 4 7%a | 3% | 9 3% | 8 2% | - | 1 4% | - | - | 1 2% | 1 2% | - | 8 3% | - | 1 1% |
| To catch breaking news/ the latest news | 8 2% | 1 3% | - | 1 2% | - | - | - | 1 3% | - | 1 2% | - | 5 9%AKN | - | 7 2% | 8 2% | - | - | - | - | - | - | - | 8 3% | - | - |
| Access to news is quick/ immediate via the BBC app/ site | 8 2%n | 2 7% | 1 4% | - | - | 1 3% | - | 1 6%n | - | 1 2% | - | 1 2% | 3% | 4 1% | 7 2% | 1 10% | - | - | - | 1 2% | 1 1% | 1 1% | 6 2% | - | 1 1% |
| I make a lot of use of the internet/ computers/ phone/ online news is convenient for me due to my internet usage | 8 2% | - | - | - | 1 3% | 1 4% | - | - | - | 2 4% | 1 2% | 3 5% | - | 8 2% | 7 2% | - | 1 5% | - | - | 1 2% | 1 2% | 1 2% | 6 2% | - | 2 2% |
| The BBC/ BBC app/ site is my favourite source of news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of news | 7 2% | - | 1 4% | - | - | - | - | - | - | 3 6%an | 1 2% | 1 2% | 3% | 6 2% | 6 2% | - | - | 1 7% | - | 1 2% | - | 1 2% | 5 1% | 1 3% | 1 1% |
| I am not working/ am furloughed so have greater access to the news/ more time to check the news | 6 1% | - | 1 5% | 1 2% | - | - | - | 1 6%aj | - | - | 2 4% | - | - | 4 1% | 6 2% | - | - | - | - | - | - | - | 6 2% | - | - |
| My use of the BBC/ app/ has become habit/ regular use | 6 1% | - | - | 1 2% | 1 4% | - | - | - | - | 1 2% | 1 2% | 1 2% | - | 6 2% | 6 2% | - | - | - | - | - | - | 1 2% | 5 2% | - | 1 1% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Base: All respondents who use the BBC News app/site more now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|--|-----------|--------------|----------------|-----------------------|------------------------------|-------------------|-------------------|-----------|---------------------|----------------------|----------------------|----------------------|--------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|----------|-------------------------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 410 | 33** | 22** | 53* | 29** | 30** | 21** | 23* | 26** | 54* | 54* | 51* | 14* | 340 | 351 | 10** | 25** | 15** | 5** | 55* | 52* | 56* | 306 | 35* | 91* |
| To follow local news | 6 1% | 1 3% | - | - | 1 4% | - | - | - | - | - | 2 4% ⁿ | - | 1 9% ^{ADJLN} | 3 1% | 6 2% | - | - | - | - | - | - | - | 5 1% | - | - |
| BBC news/ app/ site provides me with the amount of information I require/ sufficient detail is provided | 5 1% | 1 3% | - | - | - | 1 3% | - | - | - | 2 4% | - | 1 2% | - | 4 1% | 3 1% | - | - | 2 14% | - | 2 4% | - | 1 2% | 4 1% | 1 3% | 1 1% |
| I can receive news notifications from the app/ site | 5 1% | - | - | 1 2% | - | 1 6% | - | 1 5% | 1 2% | - | - | - | * 3% | 4 1% | 4 1% | - | 1 4% | - | - | 1 2% | - | 1 2% | 4 1% | - | 1 1% |
| I like to see the news/ enjoy seeing the news/ on the BBC/ app/ site/ entertainment | 2 1% | - | - | 1 2% | - | - | - | 1 4% | - | - | - | - | - | 2 1% | 1 * | - | - | 1 8% | - | 1 2% | - | - | 2 1% | - | - |
| I have always used the BBC app/ site for my news/ have always regularly used the BBC app/ site for my news | 1 * | - | - | - | - | - | - | - | - | - | - | 1 3% ^a | - | 1 * | 1 * | - | - | - | - | - | - | - | 1 * | - | - |
| To follow sporting news | 1 * | - | 1 5% | - | - | - | - | - | - | - | - | - | - | 1 * | 1 * | - | - | - | - | - | - | - | 1 * | - | - |
| Other positive mention | 27 7% | 1 3% | 2 9% | 2 5% | 2 7% | 1 4% | 2 10% | 1 3% | 2 8% | 4 7% | 4 8% | 5 9% | * 3% | 25 7% | 21 6% | 1 9% | 1 4% | 4 29% | - | 6 11% | 4 9% | 3 6% | 19 6% | 5 15% ^{avy} | 7 7% |
| NET: Neutral | 17 4% | 1 3% | 2 9% | 5 9% ^{kl} | 3 11% | - | 1 5% | - | 1 4% | 4 8% ^k | - | - | - | 16 5% | 17 5% | - | - | - | - | - | 1 2% | 3 5% | 13 4% | 3 9% | 4 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 410 | 33** | 22** | 53* | 29** | 30** | 21** | 23* | 26** | 54* | 54* | 51* | 14* | 340 | 351 | 10** | 25** | 15** | 5** | 55* | 52* | 56* | 306 | 35* | 91* |
| I use a variety of sources for my news/ use other sources as well as the BBC/ app/ site/ I do not exclusively use the BBC/ app/ site for news | 8 2% | - | - | 5 9%AkiN | 1 3% | - | - | - | 1 4% | 1 2% | - | - | - | 8 2% | 8 2% | - | - | - | - | - | 1 2% | 2 4% | 5 1% | 2 6% | 3 3% |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the news has remained the same | 2 1% | - | 1 4% | - | 1 4% | - | - | - | - | - | - | - | - | 2 1% | 2 1% | - | - | - | - | - | - | 1 2% | 1 * | 1 3% | 1 1% |
| Other neutral mention | 7 2% | 1 3% | 1 4% | - | 1 3% | - | 1 5% | - | - | 3 6%an | - | - | - | 6 2% | 7 2% | - | - | - | - | - | - | - | 7 2% | - | - |
| NET: Negative | 11 3% | 2 6% | - | 2 4% | - | 2 8% | 1 5% | - | 1 5% | 1 2% | 1 2% | - | - | 9 3% | 10 3% | - | 1 5% | - | - | 1 2% | 1 2% | 2 4% | 9 3% | 1 3% | 2 2% |
| I like to get my news from other mediums/ TV/ Newspaper/ Radio/ Social media | 4 1% | 1 3% | - | 1 2% | - | 1 4% | - | - | 1 5% | - | - | - | - | 3 1% | 4 1% | - | - | - | - | - | 1 2% | 2 4% | 2 1% | 1 3% | 2 2% |
| The BBC/ app/ site is a poor source of news (non-specific/ other) | 2 1% | - | - | 1 2% | - | - | - | - | - | 1 2% | - | - | - | 2 1% | 2 1% | - | - | - | - | - | - | - | 2 1% | - | - |
| BBC news is boring/ I am not interested | 1 * | - | - | - | - | 1 4% | - | - | - | - | - | - | - | 1 * | - | - | 1 5% | - | - | 1 2%aO | - | - | 1 * | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 312
Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 410 | 33** | 22** | 53* | 29** | 30** | 21** | 23* | 26** | 54* | 54* | 51* | 14* | 340 | 351 | 10** | 25** | 15** | 5** | 55* | 52* | 56* | 306 | 35* | 91* |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at | 1 | - | - | - | - | - | - | - | - | - | 1 | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Other negative mention | 2 | 1 | - | - | - | - | 1 | - | - | - | - | - | - | 1 | 2 | - | - | - | - | - | - | - | 2 | - | - |
| Nothing/ no reason in particular | 2 | - | - | - | - | - | 1 | - | - | 1 | - | - | - | 2 | 1 | - | 1 | - | - | 1 | - | - | 2 | - | - |
| Don't know | 3 | - | - | - | - | - | - | - | - | 1 | - | 2 | - | 3 | 3 | - | - | - | - | - | - | 1 | 2 | - | 1 |
| | 1% | - | - | - | - | - | - | - | - | 2% | - | 4%an | - | 1% | 1% | - | - | - | - | - | - | 2% | 1% | - | 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 313
Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|--------------------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 411 | 296 | 60 | 41 | 22 | 2 | 113 | 45 | 106 | 93 | 20 | 42 | 72 | 86 | 71 | 30 | 17 | 15 | 11 | 4 | 6 | 5 | 11 |
| Weighted base | 410 | 294 | 60* | 42* | 21** | 2** | 114 | 46* | 107 | 94* | 20** | 44* | 74* | 89* | 74* | 28** | 16** | 15** | 10** | 4** | 5** | 3** | 7** |
| NET: Positive | 390 | 277 | 57 | 41 | 21 | 2 | 111 | 44 | 104 | 90 | 20 | 40 | 71 | 82 | 72 | 28 | 13 | 15 | 10 | 4 | 5 | 3 | 7 |
| | 95% | 94% | 95% | 97% | 100% | 100% | 97% | 95% | 97% | 97% | 100% | 90% | 96% | 92% | 97% | 100% | 80% | 100% | 100% | 100% | 100% | 100% | 100% |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 201 | 155 | 21 | 17 | 8 | 1 | 45 | 19 | 41 | 37 | 7 | 19 | 39 | 40 | 43 | 15 | 3 | 7 | 3 | 2 | 3 | 3 | 5 |
| | 49% _{cgi} | 53% _{acg} | 35% | 41% | 37% | 49% | 39% | 42% | 38% | 40% | 36% | 43% | 53% | 44% | 52% | 16% | 46% | 36% | 69% | 61% | 61% | 100% | 65% |
| I want to stay up to date with the news/ events/ changes/ I am interested in the news/ events/ changes | 82 | 57 | 13 | 11 | 4 | - | 25 | 10 | 25 | 21 | 6 | 8 | 13 | 21 | 14 | 5 | 5 | - | 3 | 1 | 1 | - | 1 |
| | 20% | 19% | 22% | 25% | 19% | - | 22% | 23% | 23% | 22% | 32% | 18% | 17% | 23% | 19% | 18% | 29% | - | 26% | 28% | 19% | - | 14% |
| I have more time to follow the news/ stay informed of events | 58 | 43 | 7 | 4 | 3 | - | 14 | 5 | 14 | 10 | 1 | 7 | 9 | 15 | 6 | 6 | 3 | 6 | 2 | - | 1 | - | * |
| | 14% | 15% | 12% | 10% | 15% | - | 12% | 10% | 13% | 10% | 5% | 15% | 12% | 17% | 8% | 22% | 18% | 37% | 16% | - | 20% | - | 5% |
| To follow any news about lockdown rules/ safety protocols/ to keep up to date with changes surrounding lockdown/ safety protocols | 34 | 24 | 5 | 4 | - | - | 11 | 4 | 11 | 8 | 2 | 3 | 7 | 7 | 4 | 3 | * | 1 | 2 | 1 | - | - | - |
| | 8% | 8% | 9% | 10% | - | - | 9% | 9% | 10% | 9% | 11% | 7% | 10% | 7% | 6% | 11% | 3% | 7% | 25% | 29% | - | - | - |
| I am at home more to follow the news/ have access to home wifi/ computer etc | 27 | 18 | 5 | 2 | 1 | - | 9 | 2 | 8 | 8 | 1 | 2 | 5 | 7 | 4 | 2 | 1 | 1 | 1 | - | 1 | - | * |
| | 7% | 6% | 8% | 5% | 5% | - | 8% | 4% | 7% | 9% | 5% | 5% | 7% | 8% | 5% | 7% | 8% | 7% | 12% | - | 20% | - | 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 313

Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|-----------|--------------------------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 410 | 294 | 60* | 42* | 21** | 2** | 114 | 46* | 107 | 94* | 20** | 44* | 74* | 89* | 74* | 28** | 16** | 15** | 10** | 4** | 5** | 3** | 7** |
| BBC news/ app/ site is a reliable/ trustworthy source/ I feel the information the BBC provides/ can be relied upon/ is trustworthy | 21 | 16 | 1 | 1 | 1 | - | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 5 | 1 | 2 | - | 2 | 1 | - | - | - | * |
| | 5% | 6% | 2% | 2% | 4% | - | 4% | 8% | 4% | 2% | 10% | 5% | 5% | 6% | 1% | 6% | - | 16% | 11% | - | - | - | 5% |
| To follow international news | 17 | 9 | 4 | 5 | 2 | - | 8 | 2 | 8 | 7 | - | - | 3 | 4 | 4 | 2 | 1 | - | - | 1 | 1 | - | - |
| | 4% | 3% | 7% | 13%aB | 11% | - | 7% | 4% | 8%b | 8% | - | - | 4% | 4% | 5% | 7% | 5% | - | - | 31% | 20% | - | - |
| Access to the news is convenient/ easy when using the app/ site/ it is easy to use | 17 | 13 | 4 | 1 | 2 | - | 4 | 1 | 4 | 4 | 2 | 4 | 1 | 2 | 3 | 2 | - | - | - | 1 | - | - | * |
| | 4% | 4% | 7% | 3% | 10% | - | 3% | 2% | 4% | 4% | 8% | 10%m | 1% | 2% | 4% | 8% | - | - | - | 31% | - | - | 5% |
| To find out information (non-specific/ other) | 14 | 12 | 2 | 1 | - | - | 2 | 1 | 2 | 2 | - | 1 | 2 | 2 | 2 | 2 | - | - | - | - | - | - | 1 |
| | 3% | 4% | 3% | 3% | - | - | 2% | 1% | 2% | 2% | - | 3% | 3% | 3% | 8% | - | - | - | - | - | - | - | 8% |
| To follow any news about the Government/ Government announcements/ to keep up to date with political news | 12 | 11 | - | - | 1 | - | 1 | - | - | 1 | - | 3 | 3 | - | 4 | - | - | - | 1 | - | - | 1 | - |
| | 3% | 4%i | - | - | 3% | - | 1% | - | - | 1% | - | 8%n | 4% | - | 5%n | - | - | - | 10% | - | - | 23% | - |
| The BBC/ app/ site is a good source of news (non-specific/ other) | 11 | 6 | 1 | 2 | 2 | - | 5 | 2 | 4 | 3 | 4 | - | 1 | 2 | - | - | - | - | - | - | - | - | 2 |
| | 3% | 2% | 2% | 5% | 9% | - | 4% | 4% | 4% | 3% | 20% | - | 1% | 2% | - | - | - | - | - | - | - | - | 26% |
| Due to the pandemic/ lockdown/ I have greater access to the news/ more time to check the news | 11 | 8 | 1 | 1 | 1 | - | 3 | 1 | 2 | 3 | - | - | 4 | 2 | 1 | * | 1 | - | - | - | 1 | 1 | - |
| | 3% | 3% | 2% | 3% | 5% | - | 3%i | 2% | 2% | 3% | - | - | 6% | 2% | 1% | 2% | 7% | - | - | - | 20% | 23% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 313
Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|----------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|---------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Weighted base | 410 | 294 | 60* | 42* | 21** | 2** | 114 | 46* | 107 | 94* | 20** | 44* | 74* | 89* | 74* | 28** | 16** | 15** | 10** | 4** | 5** | 3** | 7** | |
| I am working from home/ I have greater access to the news/ have time to check the news due to working from home | 9 2% | 5 2% | 2 3% | 2 6% | - | - | 4 4% | 2 5% | 4 4% | 4 5% | - | 1 2% | - | 3 4% | 2 3% | - | - | 1 8% | 1 10% | - | - | - | - | 5* |
| To catch breaking news/ the latest news | 8 2% | 7 2% | 1 2% | - | - | - | 1 1% | 1 3% | 1 1% | 1 1% | - | 3 8%a | 2 2% | 1 1% | 1 2% | 1 4% | - | - | - | - | - | - | - | - |
| Access to news is quick/ immediate via the BBC app/ site | 8 2% | 8 3% | 1 1% | - | - | - | 1 1% | 1 1% | 1 1% | 1 1% | 1 5% | 1 3% | 2 2% | 2 2% | - | - | * | - | - | - | - | - | - | 1 9% |
| I make a lot of use of the Internet/ computers/ phone/ online news is convenient for me due to my internet usage | 8 2% | 7 2% | - | 1 3% | - | - | 1 1% | - | 1 1% | 1 1% | 1 5% | 1 3% | 1 1% | - | 2 3% | - | - | 1 8% | - | - | - | - | - | - |
| The BBC/ BBC app/ site is my favourite source of news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of news | 7 2% | 4 1% | 1 2% | - | - | - | 3 3%J | 3 7%ABj | 3 3%j | 1 1% | 2 10% | - | - | 1 1% | 1 1% | * | - | 1 8% | - | - | - | 1 20% | - | - |
| I am not working/ am furloughed so have greater access to the news/ more time to check the news | 6 1% | 5 2% | 1 2% | - | - | - | 1 1% | - | 1 1% | 1 1% | 1 4% | 1 2% | 1 1% | 3 4% | - | - | - | - | - | - | - | - | - | - |
| My use of the BBC/ app/ has become habit/ regular use | 6 1% | 6 2% | - | - | - | - | - | - | - | - | - | - | 1 2% | 1 1% | 2 3% | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Absolutes/col percents

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Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|------------|--------------------------|------------------|-------------------|-------------------|--------------------------|----------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 410 | 294 | 60* | 42* | 21** | 2** | 114 | 46* | 107 | 94* | 20** | 44* | 74* | 89* | 74* | 28** | 16** | 15** | 10** | 4** | 5** | 3** | 7** |
| To follow local news | 6 1% | 4 2% | 1 2% | - | - | - | 1 1% | 1 2% | 1 1% | 1 1% | 1 6% | 1 3% | - | 1 1% | 1 3% | - | - | - | - | - | - | - | - |
| BBC news/ app/ site provides me with the amount of information I require/ sufficient detail is provided | 5 1% | 4 1% | - | - | - | - | 1 1% | 1 2% | 1 1% | - | - | - | 1 1% | 1 1% | 2 3% | - | - | - | - | - | - | - | - |
| I can receive news notifications from the app/ site | 5 1% | 3 1% | 1 2% | - | 1 6% | - | 2 2% | 1 2% | 1 1% | 2 2% | - | - | 3 4%a | - | 1 2% | - | - | - | - | - | - | - | - |
| I like to see the news/ enjoy seeing the news/ on the BBC/ app/ site/ entertainment | 2 1% | 1 * | 1 2% | - | - | - | 1 1% | 1 2% | 1 1% | 1 1% | - | - | - | - | - | 1 4% | - | - | 1 12% | - | - | - | - |
| I have always used the BBC app/ site for my news/ have always regularly used the BBC app/ site for my news | 1 * | - | - | 1 3%aB | - | - | 1 1% | - | 1 1% | 1 1% | - | - | - | - | - | - | 1 8% | - | - | - | - | - | - |
| To follow sporting news | 1 * | - | - | 1 3%aB | - | - | 1 1% | - | 1 1% | 1 1% | - | - | - | 1 1% | - | - | - | - | - | - | - | - | - |
| Other positive mention | 27 7%n | 17 6% | 5 9% | 4 10% | 3 16% | 1 51% | 10 9% | 4 8% | 9 8% | 8 8% | 2 10% | 6 13%N | 4 6%n | - | 6 9%N | 1 4% | 2 12% | 3 22% | - | 1 31% | - | - | * 5% |
| NET: Neutral | 17 4%gi | 16 5%g | 1 2% | - | - | - | 1 1% | 1 2% | 1 1% | 1 1% | 2 10% | 4 10% | 3 4% | 3 4% | 2 3% | - | 2 13% | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 410 | 294 | 60* | 42* | 21** | 2** | 114 | 46* | 107 | 94* | 20** | 44* | 74* | 89* | 74* | 28** | 16** | 15** | 10** | 4** | 5** | 3** | 7** |
| I use a variety of sources for my news/ use other sources as well as the BBC/ app/ site/ I do not exclusively use the BBC/ app/ site for news | 8 2% | 8 3% | - | - | - | - | - | - | - | - | 1 5% | 3 7%ao | 2 3% | 1 1% | - | - | - | - | - | - | - | - | - |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the news has remained the same | 2 1% | 2 1% | - | - | - | - | - | - | - | - | 1 5% | - | - | - | 1 2% | - | - | - | - | - | - | - | - |
| Other neutral mention | 7 2% | 6 2% | 1 2% | - | - | - | 1 1% | 1 2% | 1 1% | 1 1% | - | 1 3% | 1 1% | 2 2% | 1 1% | - | 2 13% | - | - | - | - | - | - |
| NET: Negative | 11 3% | 10 3% | 1 2% | - | - | - | 1 1% | 1 3% | 1 1% | 1 1% | 1 5% | 2 5% | 5 6% | 1 1% | 1 1% | - | 1 6% | - | - | - | - | - | - |
| I like to get my news from other mediums/ TV/ Newspaper/ Radio/ Social media | 4 1% | 4 2% | - | - | - | - | - | - | - | - | - | 1 3% | 2 3% | 1 1% | - | - | - | - | - | - | - | - | - |
| The BBC/ app/ site is a poor source of news (non-specific/ other) | 2 1% | 2 1% | - | - | - | - | - | - | - | - | 1 5% | - | 1 1% | - | - | - | - | - | - | - | - | - | - |
| BBC news is boring/ I am not interested | 1 * | - | 1 2%b | - | - | - | 1 1% | 1 3%aB | 1 1% | 1 1% | - | - | 1 2% | - | - | - | - | - | - | - | - | - | - |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at | 1 * | 1 * | - | - | - | - | - | - | - | - | - | 1 3%a | - | - | - | - | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 313
Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|----------------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|-----------------------------|------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 410 | 294 | 60* | 42* | 21** | 2** | 114 | 46* | 107 | 94* | 20** | 44* | 74* | 89* | 74* | 28** | 16** | 15** | 10** | 4** | 5** | 3** | 7** |
| Other negative mention | 2 | 2 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - |
| | 1% | 1% | - | - | - | - | - | - | - | - | - | - | - | 1% | - | 6% | - | - | - | - | - | - | - |
| Nothing/ no reason in particular | 2 | 2 | - | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - | - |
| | 1% | 1% | - | - | - | - | - | - | - | - | - | 3% | - | 1% | - | - | - | - | - | - | - | - | - |
| Don't know | 3 | 2 | 1 | 1 | - | - | 1 | - | 1 | 1 | - | - | - | 3 | - | - | - | - | - | - | - | - | - |
| | 1% | 1% | 2% | 3% | - | - | 1% | - | 1% | 1% | - | - | - | 4%a | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 314

Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site more now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|------------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 411 | 397 | 14 | 336 | 75 | 411 | - | 411 | - | 411 | - |
| Weighted base | 410 | 396 | 15** | 333 | 78* | 410 | ** | 410 | ** | 410 | ** |
| NET: Positive | 390 | 377 | 13 | 316 | 74 | 390 | - | 390 | - | 390 | - |
| | 95% | 95% | 93% | 95% | 96% | 95% | - | 95% | - | 95% | - |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 201 | 194 | 7 | 155 | 46 | 201 | - | 201 | - | 201 | - |
| | 49% ^d | 49% | 46% | 46% | 59% | 49% | - | 49% | - | 49% | - |
| I want to stay up to date with the news/ events/ changes/ I am interested in the news/ events/ changes | 82 | 77 | 5 | 62 | 20 | 82 | - | 82 | - | 82 | - |
| | 20% | 20% | 31% | 19% | 26% | 20% | - | 20% | - | 20% | - |
| I have more time to follow the news/ stay informed of events | 58 | 58 | - | 49 | 9 | 58 | - | 58 | - | 58 | - |
| | 14% | 15% | - | 15% | 11% | 14% | - | 14% | - | 14% | - |
| To follow any news about lockdown rules/ safety protocols/ to keep up to date with changes surrounding lockdown/ safety protocols | 34 | 32 | 2 | 24 | 10 | 34 | - | 34 | - | 34 | - |
| | 8% | 8% | 15% | 7% | 13% | 8% | - | 8% | - | 8% | - |
| I am at home more to follow the news/ have access to home wifi/ computer etc | 27 | 27 | - | 26 | * | 27 | - | 27 | - | 27 | - |
| | 7% ^e | 7% | - | 8% ^{ae} | * | 7% | - | 7% | - | 7% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 314

Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site more now compared to March 2020

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | | |
|--|-----------------------|----------|--------------------|----------|----------------------|----------|--|----------|--|----------|-----|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 410 | 396 | 15** | 333 | 78* | 410 | -** | 410 | -** | 410 | -** |
| BBC news/ app/ site is a reliable/ trustworthy source/ I feel the information the BBC provides/ can be relied upon/ is trustworthy | 21 5% | 20 5% | 1 7% | 16 5% | 5 6% | 21 5% | - | 21 5% | - | 21 5% | - |
| To follow international news | 17 4% | 17 4% | - | 15 5% | 2 3% | 17 4% | - | 17 4% | - | 17 4% | - |
| Access to the news is convenient/ easy when using the app/ site/ it is easy to use | 17 4% | 17 4% | - | 13 4% | 4 5% | 17 4% | - | 17 4% | - | 17 4% | - |
| To find out information (non-specific/ other) | 14 3% ^d | 12 3% | 1 7% | 8 2% | 6 7% ^d | 14 3% | - | 14 3% | - | 14 3% | - |
| To follow any news about the Government/ Government announcements/ to keep up to date with political news | 12 3% | 12 3% | - | 11 3% | 1 1% | 12 3% | - | 12 3% | - | 12 3% | - |
| The BBC/ app/ site is a good source of news (non-specific/ other) | 11 3% | 11 3% | - | 10 3% | 1 1% | 11 3% | - | 11 3% | - | 11 3% | - |
| Due to the pandemic/ lockdown/ I have greater access to the news/ more time to check the news | 11 3% | 11 3% | - | 10 3% | 1 1% | 11 3% | - | 11 3% | - | 11 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 314

Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 410 | 396 | 15** | 333 | 78* | 410 | -** | 410 | -** | 410 | -** |
| I am working from home/ I have greater access to the news/ have time to check the news due to working from home | 9 2% | 8 2% | 1 8% | 8 2% | 1 1% | 9 2% | - | 9 2% | - | 9 2% | - |
| To catch breaking news/ the latest news | 8 2% | 7 2% | 1 8% | 7 2% | 1 1% | 8 2% | - | 8 2% | - | 8 2% | - |
| Access to news is quick/ immediate via the BBC app/ site | 8 2% | 8 2% | - | 6 2% | 2 3% | 8 2% | - | 8 2% | - | 8 2% | - |
| I make a lot of use of the internet/ computers/ phone/ online news is convenient for me due to my internet usage | 8 2% | 8 2% | - | 8 2% | - | 8 2% | - | 8 2% | - | 8 2% | - |
| The BBC/ BBC app/ site is my favourite source of news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of news | 7 2% | 7 2% | - | 7 2% | - | 7 2% | - | 7 2% | - | 7 2% | - |
| I am not working/ am furloughed so have greater access to the news/ more time to check the news | 6 1% | 6 1% | - | 5 1% | 1 1% | 6 1% | - | 6 1% | - | 6 1% | - |
| My use of the BBC/ app/ has become habit/ regular use | 6 1% | 6 1% | - | 4 1% | 1 2% | 6 1% | - | 6 1% | - | 6 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 314

Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 410 | 396 | 15** | 333 | 78* | 410 | ** | 410 | ** | 410 | ** |
| To follow local news | 6 1% | 6 1% | - | 3 1% | 3 3% | 6 1% | - | 6 1% | - | 6 1% | - |
| BBC news/ app/ site provides me with the amount of information I require/ sufficient detail is provided | 5 1% | 5 1% | - | 4 1% | 1 1% | 5 1% | - | 5 1% | - | 5 1% | - |
| I can receive news notifications from the app/ site | 5 1% | 5 1% | - | 5 1% | - | 5 1% | - | 5 1% | - | 5 1% | - |
| I like to see the news/ enjoy seeing the news/ on the BBC/ app/ site/ entertainment | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| I have always used the BBC app/ site for my news/ have always regularly used the BBC app/ site for my news | 1 * | 1 * | - | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| To follow sporting news | 1 * | 1 * | - | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| Other positive mention | 27 7% | 27 7% | - | 21 6% | 6 8% | 27 7% | - | 27 7% | - | 27 7% | - |
| NET: Neutral | 17 4%b | 15 4% | 2 15% | 11 3% | 6 7% | 17 4% | - | 17 4% | - | 17 4% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 314

Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 410 | 396 | 15** | 333 | 78* | 410 | -** | 410 | -** | 410 | -** |
| I use a variety of sources for my news/ use other sources as well as the BBC/ app/ site/ I do not exclusively use the BBC/ app/ site for news | 8 2% | 8 2% | - | 4 1% | 3 4% | 8 2% | - | 8 2% | - | 8 2% | - |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the news has remained the same | 2 1% | 2 1% | - | 1 * | 1 1% | 2 1% | - | 2 1% | - | 2 1% | - |
| Other neutral mention | 7 2%B | 5 1% | 2 15% | 6 2% | 1 1% | 7 2% | - | 7 2% | - | 7 2% | - |
| NET: Negative | 11 3% | 11 3% | - | 9 3% | 2 3% | 11 3% | - | 11 3% | - | 11 3% | - |
| I like to get my news from other mediums/ TV/ Newspaper/ Radio/ Social media | 4 1% | 4 1% | - | 3 1% | 1 1% | 4 1% | - | 4 1% | - | 4 1% | - |
| The BBC/ app/ site is a poor source of news (non-specific/ other) | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| BBC news is boring/ I am not interested | 1 * | 1 * | - | 1 * | - | 1 * | - | 1 * | - | 1 * | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 314

Q18a. You said you use the BBC News app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 410 | 396 | 15** | 333 | 78* | 410 | ** | 410 | ** | 410 | ** |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| Other negative mention | 2 1% | 2 1% | - | 1 * | 1 1% | 2 1% | - | 2 1% | - | 2 1% | - |
| Nothing/ no reason in particular | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| Don't know | 3 1% | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 315
Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|------------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 866 | 512 | 351 | 37 | 88 | 125 | 130 | 153 | 128 | 115 | 90 | 125 | 95 | 220 | 283 | 333 | 43 | 267 | 251 | 146 | 202 | 518 | 348 |
| Weighted base | 859 | 493 | 362 | 34* | 83* | 125 | 129 | 162 | 126 | 110 | 88* | 117 | 89* | 214 | 291 | 325 | 40* | 249 | 254 | 159 | 198 | 502 | 356 |
| NET: Neutral | 495 | 297 | 197 | 15 | 38 | 72 | 69 | 99 | 78 | 69 | 54 | 53 | 42 | 114 | 168 | 201 | 18 | 150 | 150 | 94 | 100 | 300 | 194 |
| | 58%eLmu | 60% | 54% | 43% | 46% | 57% | 53% | 62%deLmq | 62%delmq | 63%delmq | 62%el | 45% | 47% | 53%l | 58%l | 62%adELmnq | 44% | 60%u | 59% | 59% | 51% | 60% | 55% |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the news has remained the same | 279 | 157 | 121 | 8 | 21 | 49 | 45 | 58 | 41 | 29 | 28 | 29 | 23 | 72 | 102 | 98 | 10 | 87 | 85 | 54 | 53 | 172 | 107 |
| | 33%u | 32% | 34% | 24% | 25% | 39%ejlm | 35% | 36% | 33% | 26% | 32% | 25% | 26% | 34%elmn | 35%l | 30% | 26% | 35% | 34% | 34% | 27% | 34% | 30% |
| Covid-19 has had no effect on my habits/ routine | 95 | 64 | 31 | 3 | 11 | 10 | 7 | 18 | 13 | 20 | 12 | 14 | 12 | 22 | 26 | 46 | 3 | 21 | 35 | 20 | 20 | 56 | 40 |
| | 11%g | 13%a | 9% | 8% | 14%g | 8% | 6% | 11% | 11% | 18%afGnO | 14%g | 12% | 14%g | 10% | 9% | 14%ago | 7% | 8% | 14% | 13% | 10% | 11% | 11% |
| I have not needed to change my usage/ feel my usage is sufficient | 53 | 35 | 18 | 1 | 4 | 6 | 10 | 4 | 11 | 10 | 6 | 5 | 4 | 10 | 14 | 27 | 2 | 19 | 13 | 8 | 13 | 32 | 21 |
| | 6%h | 7% | 5% | 4% | 5% | 5% | 8% | 3% | 9%h | 9%h | 7% | 5% | 4% | 5% | 5%h | 8%ah | 6% | 8% | 5% | 5% | 7% | 6% | 6% |
| Nothing has changed/ my circumstances/ situation remains the same | 30 | 19 | 11 | 1 | 2 | 6 | 1 | 6 | 9 | 4 | 1 | 3 | 3 | 9 | 7 | 15 | 1 | 9 | 7 | 9 | 5 | 16 | 15 |
| | 4% | 4% | 3% | 3% | 3% | 4% | 1% | 4% | 7%agko | 4% | 1% | 3% | 4% | 4% | 2% | 4% | 3% | 3% | 3% | 6% | 3% | 3% | 4% |
| That is the case/ that is how I feel | 30 | 21 | 9 | 1 | - | 1 | 4 | 10 | 5 | 4 | 4 | 1 | - | 1 | 14 | 14 | 1 | 10 | 10 | 3 | 7 | 20 | 10 |
| | 3%N | 4% | 3% | 3% | - | 1% | 3% | 6%aeffmN | 4%n | 4%n | 5%emn | 1% | - | * | 5%emN | 4%mn | 3% | 4% | 4% | 2% | 3% | 4% | 3% |
| I use a variety of sources for my news/ use other sources as well as the BBC/ app/ site/ I do not exclusively use the BBC/ app/ site for news | 24 | 8 | 16 | - | - | 1 | 4 | 5 | 2 | 4 | 7 | - | - | 1 | 9 | 14 | - | 6 | 8 | 5 | 6 | 13 | 11 |
| | 3%Bn | 2% | 4%ab | - | - | 1% | 3%n | 3%n | 2% | 4%ln | 8%AEFiLMNp | - | - | * | 3%n | 4%kmn | - | 2% | 3% | 3% | 3% | 3% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Prepared by Yonder



Ofcom BBC COVID Research
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Absolutes/col percents

Table 315

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Total (a) | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | |
|--|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|--------------------------|--------------|--------------|--------------|--------------|------------------------|--------------|-----------|-----------|-----------|------------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 859 | 493 | 362 | 34* | 83* | 125 | 129 | 162 | 126 | 110 | 88* | 117 | 89* | 214 | 291 | 325 | 40* | 249 | 254 | 159 | 198 | 502 | 356 |
| Other neutral mention | 12 1% | 8 2% | 4 1% | - | 1 1% | 2 2% | - | 5 3% | 2 2% | 2 2% | - | 1 1% | 1 1% | 3 1% | 5 2% | 4 1% | - | 7 3%at | 2 1% | - | 3 2% | 9 2% | 3 1% |
| NET: Negative | 252 29%B | 117 24% | 134 37%AB | 11 32% | 26 31% | 32 25% | 34 26% | 42 26% | 39 31% | 37 34% | 31 35% | 37 31% | 28 32% | 60 28% | 76 26% | 108 33% | 12 29% | 65 26% | 78 31% | 41 26% | 68 34% | 143 28% | 109 31% |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at | 102 12%B | 47 10% | 55 15%ab | 5 16% | 13 15% | 13 10% | 12 9% | 19 12% | 17 13% | 13 12% | 11 12% | 18 15% | 14 16% | 27 12% | 31 11% | 41 13% | 6 16% | 25 10% | 35 14% | 14 9% | 29 15% | 60 12% | 43 12% |
| I like to get my news from other mediums/ TV/ Newspaper/ Radio/ Social media | 80 9%Bno | 33 7% | 48 13%AB | 2 7% | 5 6% | 6 5% | 8 7% | 9 6% | 14 11% | 18 17%AeF gHlmNO | 17 20%AEEFG HLmNOq | 7 6% | 6 7% | 12 6% | 18 6% | 50 15%AeFg HlmNO | 2 6% | 23 9% | 29 11% | 13 8% | 15 8% | 52 10% | 28 8% |
| I like to get my news from other sources | 48 6% | 22 4% | 26 7% | 1 2% | 5 6% | 8 6% | 7 6% | 12 7% | 9 7% | 2 2% | 4 4% | 6 5% | 5 6% | 13 6% | 19 7% | 15 5% | 1 2% | 14 6% | 10 4% | 10 7% | 13 7% | 24 5% | 23 7% |
| The BBC app/ site is a poor source of news (non-specific/ other) | 14 2% | 7 1% | 7 2% | - | - | - | 2 2% | 4 3%en | 2 2% | 3 3%en | 2 2%en | - | - | - | 6 2%en | 7 2%en | - | 3 1% | 2 1% | 3 2% | 5 2% | 5 1% | 8 2% |
| I avoid the news due to mental health issues/ depression, anxiety etc | 13 1% | 5 1% | 7 2% | - | - | 3 3% | 1 1% | 2 1% | 4 3%l | 2 2% | - | - | - | 3 1% | 3 1% | 6 2% | - | 2 1% | 3 1% | 2 1% | 5 2% | 5 1% | 7 2% |
| I do not look at the news/ much/ I only rarely check the news | 12 1%V | 5 1% | 8 2% | - | 2 2% | 1 1% | * 4%ap | 6 2% | 3 2% | * 2% | - | 2 2% | 2 2% | 3 1% | 6 2%g | 3 1% | - | 1 * | 1 1% | 3 2% | 7 4%ARs | 2 * | 10 3%aV |
| The BBC is biased/ does not provide impartial news/ information | 10 1% | 5 1% | 4 1% | - | - | 1 1% | 3 2% | 4 2% | 1 1% | 1 1% | - | - | - | * 1% | 7 2% | 2 1% | - | 2 1% | 3 1% | 2 2% | 2 1% | 5 1% | 5 1% |
| I have never used the app/ site much/ have never been a frequent user of the app | 10 1% | 8 2% | 2 1% | 1 3%h | 1 1% | 4 3%h | 2 2% | - | 1 1% | - | 1 1% | 2 2% | 1 1% | 5 2% | 2 1% | 2 1% | 1 2% | 2 1% | 2 1% | 2 1% | 3 1% | 5 1% | 5 1% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 315
Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|------------------------|------------|----------------------|-------------------------------|-----------|-----------|---------------------------|-----------|-----------|----------------------|-----------|-----------|----------------------|-----------|--------------------------|-----------|-------------------------------|------------------------|-----------|------------------------|----------------------|------------|-----------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 859 | 493 | 362 | 34* | 83* | 125 | 129 | 162 | 126 | 110 | 88* | 117 | 89* | 214 | 291 | 325 | 40* | 249 | 254 | 159 | 198 | 502 | 356 |
| BBC news is repetitive/ I am tired of the same stories | 8 1% | 7 1% | 1 * | 1 3% | 1 1% | - - | 1 1% | 2 1% | 1 1% | 2 2% | 1 1% | 2 2% | 1 1% | 1 1% | 3 1% | 1 3% | 2 1% | 1 * | 1 1% | 3 2% | 3 1% | 5 1% | |
| BBC news is boring/ I am not interested | 6 1%b | 1 * | 5 1%b | - - | - - | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | - - | - - | 1 * | 2 1% | 3 1% | - - | 2 1% | - - | 1 1% | 3 2% _s | 2 * | 4 1% |
| I do not pay attention to the news/ avoid watching the news | 6 1% | 3 1% | 3 1% | 2 5% _{aHij} OP | * * | 2 2% | 1 1% | - - | - - | - - | 1 1% | 2 2% | 1 2% _E | 3 2% | 1 * | 1 * | 2 4% _{ahij} op | 3 1% | 2 1% | 1 1% | - - | 5 1% | 1 * |
| BBC news is too negative/ they spread discontent/ fear | 3 * | - - | 3 1% _b | - - | - - | * 1% | 1 - | - - | 1 1% | 1 1% | - - | - - | - - | * * | 1 1% | 2 1% | - - | 2 1% | - - | - - | 2 1% | 2 * | 2 1% |
| Other negative mention | 12 1% | 5 1% | 8 2% | 1 3% _h | 1 1% | 2 2% | 4 3% _h | - - | - - | 3 3% _h | 1 1% | 2 2% | 1 1% | 3 1% | 4 1% | 4 1% | 1 2% | 4 2% | 4 2% | 1 1% | 3 2% | 8 2% | 4 1% |
| NET: Positive | 213 25% | 124 25% | 88 24% | 10 26% | 24 29% | 32 25% | 40 31% _p | 38 23% | 27 21% | 26 24% | 17 19% | 33 29% | 24 27% | 56 26% | 78 27% | 70 21% | 13 32% | 70 28% | 57 23% | 40 25% | 46 23% | 127 25% | 86 24% |
| I have always used the BBC app/ site for my news/ have always regularly used the BBC app/ site for my news | 66 8% | 38 8% | 28 8% | 1 3% | 9 11% | 9 7% | 14 10% | 10 6% | 10 8% | 8 7% | 5 6% | 10 9% | 9 10% | 18 8% | 23 8% | 23 7% | 2 5% | 26 11% _a | 15 6% | 12 7% | 13 6% | 41 8% | 24 7% |
| I want to stay up to date with the news/ events/ changes/ I am interested in the news/ events/ changes | 62 7% _{ps} | 36 7% | 26 7% | 2 6% | 7 8% | 8 6% | 16 12% _{aijP} | 14 9% | 6 5% | 4 4% | 5 5% | 9 8% | 7 8% | 15 7% | 30 10% _{ajp} | 15 5% | 2 5% | 20 8% | 11 4% | 15 10% _s | 16 8% | 31 6% | 31 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 315
Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|----------------------|-----------|-----------|-----------|------------|-----------|-----------|---------|------------------|-----------|-----------|-----------|---------|----------------------|-----------|---------|------------|---------|-----------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 859 | 493 | 362 | 34* | 83* | 125 | 129 | 162 | 126 | 110 | 88* | 117 | 89* | 214 | 291 | 325 | 40* | 249 | 254 | 159 | 198 | 502 | 356 |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 23 3% | 15 3% | 8 2% | 3 8%alop | 2 2% | 6 4% | 3 2% | 4 2% | 1 1% | 2 2% | 3 4% | 5 4%rn | 2 2% | 7 3% | 7 2% | 6 2% | 4 10%Aghl jmoP | 7 3% | 8 3% | 4 3% | 4 2% | 15 3% | 8 2% |
| The BBC/ BBC app/ site is my favourite source of news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of news | 18 2% | 12 2% | 6 2% | - - | 2 2% | 2 1% | 4 3% | 4 2% | 2 1% | 3 3% | 1 1% | 2 2% | 2 2% | 4 2% | 8 3% | 6 2% | - - | 4 2% | 8 3% | 3 2% | 2 1% | 12 2% | 5 1% |
| To find out information (non-specific/ other) | 11 1% | 6 1% | 5 1% | - - | - - | 1 1% | 1 1% | 5 3% | 2 2% | 2 2% | - - | - - | - - | 1 * | 6 2% | 4 1% | - - | 4 2% | 2 1% | 1 1% | 3 2% | 7 1% | 4 1% |
| To follow international news | 10 1% | 7 1% | 4 1% | - - | 2 3% | 1 1% | - - | 5 3%agp | - - | 1 1% | 1 1% | 2 2% | 2 2% | 3 1% | 5 2% | 2 1% | - - | 3 1% | 3 1% | - - | 4 2% | 6 1% | 4 1% |
| To follow sporting news | 7 1%v | 5 1% | 2 1% | - - | - - | 1 1% | - - | 2 1% | 3 3%a | 1 1% | - - | - - | - - | 1 1% | 2 1% | 4 1% | - - | - - | - - | 4 3%ars | 3 2% | - - | 7 2%aV |
| The BBC/ app/ site is a good source of news (non-specific/ other) | 7 1%w | 3 1% | 4 1% | 2 6%Aefg lkmNP | - - | - - | * * | 3 2%n | - - | 1 1% | - - | 2 2% | - - | - - | 4 1% | 1 * | 2 5%Aefg ikmNP | 4 2% | 2 1% | - - | * * | 7 1% | * * |
| I like to see the news/ enjoy seeing the news/ on the BBC/ app/ site/ entertainment | 7 1% | 6 1% | 1 * | 2 6%AGHI jkOP | 2 2%P | 2 2%p | - - | 1 1% | - - | - - | - - | 4 3%Agio P | 2 2%P | 4 2%p | 1 * | - - | 3 7%AGHI JknOP | 5 2%au | 2 1% | - - | - - | 7 1%aw | - - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 315
Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|--------------------|---------|---------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 859 | 493 | 362 | 34* | 83* | 125 | 129 | 162 | 126 | 110 | 88* | 117 | 89* | 214 | 291 | 325 | 40* | 249 | 254 | 159 | 198 | 502 | 356 |
| BBC news/ app/ site is a reliable/ trustworthy source/ I feel the information the BBC provides/ can be relied upon/ is trustworthy | 6 1% | 5 1% | 1 * | - | 1 1% | 1 1% | 2 2% | - | - | 2 2% | - | 1 1% | 1 1% | 2 1% | 2 1% | 2 1% | - | 3 1% | 1 * | 1 1% | 1 * | 4 1% | 2 1% |
| Access to the news is convenient/ easy when using the app/ site/ it is easy to use | 6 1% | 4 1% | 2 1% | 2 5%AeFh lkmNoP | - | - | 2 1% | 1 1% | - | 1 1% | - | 2 2% | - | - | 3 1% | 1 * | 2 5%Afik mNP | 4 1% | - | - | 2 1% | 4 1% | 2 1% |
| I have more time to follow the news/ stay informed of events | 5 1% | 3 1% | 3 1% | - | 1 1% | 1 1% | 1 1% | - | 2 1% | 1 1% | - | 1 1% | 1 1% | 2 1% | 1 * | 3 1% | - | 1 1% | 1 * | 2 1% | 1 * | 2 * | 3 1% |
| To catch breaking news/ the latest news | 5 1% | 3 1% | 2 * | - | - | 1 1% | 1 1% | 1 1% | 1 1% | * * | - | - | - | 1 1% | 2 1% | 2 * | - | - | 2 1% | 1 1% | 2 1% | 2 * | 3 1% |
| To follow local news | 5 1% | 4 1% | 1 * | - | - | - | - | 3 2%an | - | 1 1% | - | - | - | - | 3 1% | 1 * | - | 1 1% | 2 1% | - | 1 1% | 4 1% | 1 * |
| I am at home more to follow the news/ have access to home wifi/ computer etc | 4 1% | 2 * | 2 1% | - | - | - | - | 2 1% | 1 1% | - | 1 1% | - | - | - | 2 1% | 2 1% | - | 1 * | 1 * | 1 1% | 1 1% | 2 * | 2 1% |
| I make a lot of use of the internet/ computers/ phone/ online news is convenient for me due to my internet usage | 4 * | 3 1% | * * | - | - | 2 1% | - | 1 1% | - | - | 1 1% | - | - | 2 1% | 1 * | 1 * | - | - | 3 1% | - | 1 1% | 3 1% | 1 * |
| I am not working/ am furloughed so have greater access to the news/ more time to check the news | 3 * | 2 * | 1 * | - | - | - | - | - | 2 2%ao | 1 1% | - | - | - | - | - | 3 1% | - | 2 1% | 1 * | - | - | 3 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 315
Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|---------|---------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 859 | 493 | 362 | 34* | 83* | 125 | 129 | 162 | 126 | 110 | 88* | 117 | 89* | 214 | 291 | 325 | 40* | 249 | 254 | 159 | 198 | 502 | 356 |
| BBC news/ app/ site provides me with the amount of information I require/ sufficient detail is provided | 3* | 3 1% | - | - | - | - | 2 2%a | - | - | 1 1% | - | - | - | - | 2 1% | 1 * | - | 1 * | - | 1 1% | 1 * | 1 * | 2 1% |
| I can receive news notifications from the app/ site | 3* | 2 * | 1 * | - | 2 2%ao | - | - | - | - | 1 1% | - | 2 1%o | 2 2%ao | 2 1% | - | 1 * | - | - | 2 1% | 1 * | - | 2 * | 1 * |
| My use of the BBC/ app/ has become habit/ regular use | 2* | 1 * | 1 * | - | - | - | 1 1% | 1 1% | - | - | - | - | - | - | 2 1% | - | - | - | 2 1% | - | - | 2 * | - |
| To follow any news about the Government/ Government announcements/ to keep up to date with political news | 2* | - | 2 1% | - | - | - | - | - | 1 1% | 1 1% | - | - | - | - | - | 2 1% | - | - | 1 * | - | 1 1% | 1 * | 1 * |
| Access to news is quick/ immediate via the BBC app/ site | 2* | - | 1 * | - | - | 1 1% | - | - | - | 1 1% | - | - | - | 1 * | - | 1 * | - | 2 1% | - | - | - | 2 * | - |
| I am working from home/ I have greater access to the news/ have time to check the news due to working from home | 1* | - | 1 * | - | - | - | - | - | 1 1%a | - | - | - | - | - | - | 1 * | - | - | - | 1 1% | - | - | 1 * |
| Due to the pandemic/ lockdown/ I have greater access to the news/ more time to check the news | 1* | - | 1 * | - | - | - | - | - | - | 1 1%a | - | - | - | - | - | 1 * | - | - | - | - | 1 1% | - | 1 * |

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 Overlap formulae used. * small base



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Absolutes/col percents

Table 315
Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---|-----------|----------|------------|-----------|-------------------|-----------|-----------|-----------|-----------|------------|---------|-----------|-------------------|------------|-----------|-----------|-----------|---------|---------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 859 | 493 | 362 | 34* | 83* | 125 | 129 | 162 | 126 | 110 | 88* | 117 | 89* | 214 | 291 | 325 | 40* | 249 | 254 | 159 | 198 | 502 | 356 |
| To follow any news about lockdown rules/ safety protocols/ to keep up to date with changes surrounding lockdown/ safety protocols | 1 * | 1 * | - | - | - | 1 1% | - | - | - | - | - | - | - | 1 * | - | - | - | 1 * | - | - | - | 1 * | - |
| Other positive mention | 6 1% | 4 1% | 2 1% | - | - | 1 1% | - | - | 1 1% | 3 3%ahO | 1 1% | - | - | 1 * | - | 5 2%ao | - | 1 * | 2 1% | - | 3 2% | 3 1% | 3 1% |
| Nothing/ no reason in particular | 15 2% | 10 2% | 5 1% | - | 5 6%Aghi Op | 2 2% | 1 1% | 1 1% | 1 1% | 3 3% | 1 1% | 5 4%ao | 5 6%Aghi Op | 7 3%o | 2 1% | 5 2% | - | 2 1% | 4 2% | 6 4% | 3 1% | 6 1% | 9 2% |
| Don't know | 24 3%p | 17 4% | 7 2% | 1 3% | 3 4%j | 7 5%jp | 7 6%jP | 2 1% | 3 2% | - | 1 1% | 4 3% | 3 3% | 10 5%jp | 9 3%h | 4 1% | 1 3% | 7 3% | 5 2% | 6 4% | 6 3% | 13 2% | 12 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

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Absolutes/col percents

Table 316
Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 866 | 73 | 25 | 76 | 63 | 80 | 56 | 58 | 76 | 105 | 114 | 66 | 74 | 661 | 781 | 12 | 36 | 14 | 11 | 73 | 78 | 134 | 644 | 69 | 205 |
| Weighted base | 859 | 77* | 26** | 84* | 65* | 85* | 58* | 41* | 82* | 109 | 125 | 74* | 31* | 709 | 772 | 13** | 37* | 14** | 11** | 74* | 81* | 133 | 637 | 67* | 205 |
| NET: Neutral | 495 | 49 | 17 | 50 | 38 | 44 | 39 | 22 | 42 | 60 | 76 | 40 | 19 | 405 | 454 | 5 | 19 | 4 | 7 | 35 | 42 | 75 | 375 | 38 | 113 |
| | 58% | 64% | 64% | 59% | 58% | 52% | 67% | 52% | 51% | 55% | 61% | 53% | 61% | 57% | 59%a | 42% | 52% | 26% | 63% | 47% | 52% | 56% | 59% | 57% | 55% |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the news has remained the same | 279 | 30 | 8 | 29 | 24 | 21 | 18 | 15 | 20 | 38 | 49 | 17 | 11 | 224 | 254 | 4 | 12 | 4 | 3 | 23 | 27 | 46 | 205 | 22 | 69 |
| | 33% | 38% | 31% | 35% | 36% | 25% | 30% | 35% | 25% | 35% | 39%fil | 23% | 35% | 32% | 33% | 33% | 32% | 26% | 27% | 30% | 33% | 35% | 32% | 32% | 34% |
| Covid-19 has had no effect on my habits/ routine | 95 | 10 | 2 | 10 | 5 | 10 | 9 | 6 | 6 | 13 | 12 | 8 | 4 | 76 | 88 | - | 5 | - | 1 | 6 | 5 | 12 | 76 | 7 | 20 |
| | 11% | 13% | 8% | 12% | 8% | 12% | 16% | 14% | 7% | 12% | 10% | 11% | 12% | 11% | 11% | - | 14% | - | 9% | 8% | 7% | 9% | 12% | 11% | 10% |
| I have not needed to change my usage/ feel my usage is sufficient | 53 | 4 | 4 | 4 | 5 | 3 | 6 | 1 | 9 | 6 | 4 | 3 | 2 | 46 | 51 | - | 1 | - | 1 | 2 | 3 | 7 | 44 | 3 | 9 |
| | 6% | 5% | 16% | 5% | 8% | 4% | 11% | 3% | 11%k | 6% | 4% | 4% | 5% | 6% | 7% | - | 3% | - | 9% | 3% | 4% | 5% | 7% | 4% | 4% |
| Nothing has changed/ my circumstances/ situation remains the same | 30 | 2 | 2 | 2 | 4 | 6 | - | 1 | 1 | 3 | 2 | 4 | 1 | 26 | 26 | - | 1 | - | 1 | 2 | 1 | 4 | 23 | 3 | 6 |
| | 4% | 3% | 8% | 3% | 6% | 8%agk | - | 2% | 1% | 3% | 2% | 6% | 4% | 4% | 3% | - | 3% | - | 9% | 3% | 2% | 3% | 4% | 4% | 3% |
| That is the case/ that is how I feel | 30 | - | - | 4 | 1 | 1 | 1 | - | 3 | 4 | 8 | 7 | * | 30 | 30 | - | - | - | - | - | 3 | 3 | 23 | 4 | 7 |
| | 3% | - | - | 5% | 1% | 1% | 2% | - | 4% | 4% | 6%b | 9%abfn | 1% | 4%a | 4% | - | - | - | - | - | 4% | 2% | 4% | 6% | 3% |

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

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Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|---|------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 859 | 77* | 26** | 84* | 65* | 85* | 58* | 41* | 82* | 109 | 125 | 74* | 31* | 709 | 772 | 13** | 37* | 14** | 11** | 74* | 81* | 133 | 637 | 67* | 205 |
| I use a variety of sources for my news/ use other sources as well as the BBC/ app/ site/ I do not exclusively use the BBC/ app/ site for news | 24 3% | 2 3% | 1 5% | 3 4%k | - | 4 5%k | 4 7%ejk | 1 2% | 5 7%aejk | 1 1% | - | 1 2% | * | 21 3% | 21 3% | 1 9% | 2 6% | - | - | 3 5% | - | 2 2% | 21 3% | 1 2% | 3 2% |
| Other neutral mention | 12 1% | 2 3% | 1 4% | - | 1 1% | 1 1% | - | - | 1 1% | 1 1% | 1 1% | 4 5%an | * | 10 1% | 11 1% | - | - | - | 1 9% | 1 1% | 2 3% | 4 3% | 7 1% | 2 3% | 5 3% |
| NET: Negative | 252 29% | 20 26% | 4 16% | 20 24% | 19 29% | 29 35% | 19 32% | 15 36% | 34 41%adjkn | 29 26% | 33 26% | 22 30% | 8 27% | 209 29% | 230 30% | 5 41% | 8 22% | 1 8% | 3 27% | 18 24% | 24 29% | 38 29% | 184 29% | 22 32% | 61 30% |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at | 102 12% | 10 13% | 1 4% | 9 11% | 7 11% | 10 12% | 6 11% | 5 12% | 15 18% | 13 12% | 13 11% | 10 13% | 3 9% | 85 12% | 94 12% | 1 9% | 4 11% | - | 1 9% | 6 9% | 16 20%avwy | 13 10% | 75 12% | 10 15% | 27 13% |
| I like to get my news from other mediums/ TV/ Newspaper/ Radio/ Social media | 80 9%t | 11 14% | 1 4% | 4 5% | 5 8% | 10 11% | 6 11% | 4 10% | 6 8% | 10 9% | 13 11% | 7 9% | 3 9% | 63 9% | 77 10%qt | 1 9% | - | - | - | 1 2% | 3 4% | 14 11%u | 61 10% | 3 5% | 17 8%u |
| I like to get my news from other sources | 48 6% | 2 3% | 1 4% | 2 3% | 6 9% | 4 5% | 3 6% | 4 9% | 4 5% | 8 8% | 6 5% | 6 8% | 1 2% | 41 6% | 42 5% | 2 16% | 2 5% | - | 1 9% | 5 7% | 4 5% | 7 6% | 34 5% | 6 9% | 12 6% |
| The BBC/ app/ site is a poor source of news (non-specific/ other) | 14 2% | - | - | 1 1% | 1 2% | 3 4% | - | 1 3% | 2 3% | 1 1% | 2 2% | 1 2% | - | 12 2% | 12 2% | 1 9% | - | - | - | 1 1% | 2 3% | 3 2% | 8 1% | 4 6%AW | 6 3% |
| I avoid the news due to mental health issues/ depression, anxiety etc | 13 1% | - | 1 4% | 1 1% | 1 2% | - | - | 1 2% | 3 4% | 4 4% | 1 1% | - | - | 12 2% | 12 1% | 1 8% | - | - | - | 1 1% | 3 4% | 3 2% | 8 1% | 1 1% | 5 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 316
Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|--|------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|---------------------|---------------------|------------|----------------|----------------|------------------------|------------------|------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 859 | 77* | 26** | 84* | 65* | 85* | 58* | 41* | 82* | 109 | 125 | 74* | 31* | 709 | 772 | 13** | 37* | 14** | 11** | 74* | 81* | 133 | 637 | 67* | 205 |
| I do not look at the news/ much/ I only rarely check the news | 12 1% | 1 2% | - | 2 2% | - | 1 1% | 1 2% | - | 2 3% | 1 1% | 1 1% | 1 2% | 1 4%e | 10 1% | 11 1% | - | - | - | 1 10% | 1 2% | 2 3% | * * | 8 1% | 2 3% | 5 2%v |
| The BBC is biased/ does not provide impartial news/ information | 10 1% | 3 4%an | 1 4% | - | 1 2% | - | - | - | 2 3% | 1 1% | 1 1% | - | - | 7 1% | 10 1% | - | - | - | - | - | - | 1 1% | 8 1% | 1 2% | 2 1% |
| I have never used the app/ site much/ have never been a frequent user of the app | 10 1%o | - | - | 2 3% | 1 2% | 2 2% | 1 2% | - | - | - | 2 2% | 1 1% | * 1% | 9 1% | 7 1% | 1 8% | 1 3% | 1 8% | - | 3 4%ao | - | 1 1% | 9 1% | - | 1 1% |
| BBC news is repetitive/ I am tired of the same stories | 8 1%n | - | 1 4% | - | - | - | 1 2% | 3 7%Abde FUKN | - | - | - | 2 3%n | 1 3%jkn | 4 1% | 8 1% | - | - | - | - | - | - | 1 1% | 6 1% | 1 1% | 1 * |
| BBC news is boring/ I am not interested | 6 1% | - | - | - | - | 2 3% | 1 2% | - | 1 1% | 1 1% | - | 1 2% | - | 6 1% | 5 1% | - | 1 3% | - | - | 1 1% | - | - | 6 1% | - | - |
| I do not pay attention to the news/ avoid watching the news | 6 1% | - | - | - | 1 1% | - | 2 4%akn | 1 1% | 2 3% | - | - | - | * 1% | 5 1% | 4 1% | - | 2 5%AO | - | - | 2 3%o | - | - | 5 1% | 1 1% | 1 * |
| BBC news is too negative/ they spread discontent/ fear | 3 * | - | - | 1 1% | - | - | - | 1 2% | - | - | 1 1% | - | * 1% | 2 * | 3 * | - | - | - | - | - | - | - | 3 * | - | - |
| Other negative mention | 12 1% | 2 2% | - | - | - | 3 4% | - | 1 2% | 1 1% | 1 1% | 3 3% | 1 2% | - | 10 1% | 12 2% | - | - | - | - | - | - | 1 1% | 11 2% | - | 1 1% |
| NET: Positive | 213 25% | 18 24% | 7 28% | 24 28% | 13 20% | 20 24% | 10 18% | 12 30% | 15 18% | 30 28% | 38 31% | 17 22% | 8 25% | 175 25% | 184 24% | 3 25% | 11 30% | 9 65% | 3 30% | 26 36%ao | 23 29% | 34 26% | 152 24% | 18 27% | 58 28% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 316

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 859 | 77* | 26** | 84* | 65* | 85* | 58* | 41* | 82* | 109 | 125 | 74* | 31* | 709 | 772 | 13** | 37* | 14** | 11** | 74* | 81* | 133 | 637 | 67* | 205 |
| I have always used the BBC app/ site for my news/ have always regularly used the BBC app/ site for my news | 66 | 4 | 3 | 3 | 2 | 5 | 2 | 4 | 8 | 6 | 17 | 8 | 2 | 54 | 57 | 3 | 3 | 1 | 1 | 8 | 6 | 9 | 45 | 9 | 20 |
| | 8% | 5% | 12% | 4% | 3% | 6% | 4% | 11% | 9% | 6% | 14% | 11% | 8% | 8% | 7% | 25% | 8% | 8% | 11% | 11% | 8% | 7% | 7% | 13% | 10% |
| I want to stay up to date with the news/ events/ changes/ I am interested in the news/ events/ changes | 62 | 4 | 2 | 10 | 4 | 7 | 5 | 3 | 5 | 7 | 10 | 2 | 3 | 53 | 56 | - | 3 | 1 | 1 | 5 | 8 | 9 | 47 | 2 | 14 |
| | 7% | 5% | 8% | 12% | 6% | 9% | 9% | 7% | 5% | 7% | 8% | 3% | 8% | 7% | 7% | - | 8% | 9% | 9% | 7% | 10% | 7% | 7% | 4% | 7% |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 23 | 3 | - | 2 | 1 | 1 | 2 | 2 | - | 5 | 4 | 1 | 2 | 17 | 18 | - | 2 | 2 | 1 | 5 | 4 | 4 | 17 | 2 | 5 |
| | 3% | 4% | - | 2% | 1% | 1% | 4% | 4% | - | 4% | 4% | 2% | 5% | 2% | 2% | - | 5% | 13% | 11% | 7% | 5% | 3% | 3% | 2% | 2% |
| The BBC/ BBC app/ site is my favourite source of news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of news | 18 | 1 | - | 4 | 4 | 1 | - | 1 | - | 3 | 2 | - | 1 | 15 | 15 | - | 1 | 1 | - | 2 | 3 | 4 | 11 | * | 6 |
| | 2% | 1% | - | 5% | 6% | 1% | - | 2% | - | 3% | 2% | - | 3% | 2% | - | 3% | 9% | - | 3% | 4% | 3% | 2% | 1% | 3% | 3% |
| To find out information (non-specific/ other) | 11 | - | - | 2 | 1 | 1 | - | - | 1 | 2 | 3 | - | - | 11 | 10 | - | - | 1 | - | 1 | 1 | 4 | 7 | - | 4 |
| | 1% | - | - | 3% | 1% | 1% | - | - | 1% | 2% | 3% | - | - | 2% | 1% | - | - | 8% | - | 1% | 1% | 3% | 1% | - | 2% |
| To follow international news | 10 | - | - | - | 1 | 1 | 1 | 1 | - | 2 | 2 | 2 | - | 10 | 8 | - | 1 | 1 | - | 2 | 1 | 1 | 9 | - | 1 |
| | 1% | - | - | - | 2% | 1% | 2% | 2% | - | 2% | 2% | 3% | - | 1% | 1% | - | 3% | 8% | - | 3% | 2% | 1% | 1% | - | 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 316
Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|--|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-------------|----------------------|------------|----------------|----------------|------------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|---------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 859 | 77* | 26** | 84* | 65* | 85* | 58* | 41* | 82* | 109 | 125 | 74* | 31* | 709 | 772 | 13** | 37* | 14** | 11** | 74* | 81* | 133 | 637 | 67* | 205 |
| To follow sporting news | 7 1%w | - | - | - | 1 | 1 | - | - | 2 3% | - | 2 2% | - | * | 7 1% | 7 1% | - | - | - | - | - | 2 2% | 3 3%aw | 3 * | 1 2% | 4 2% |
| The BBC/ app/ site is a good source of news (non-specific/ other) | 7 1% | 1 1% | - | 2 3% | - | 1 | - | - | - | 2 2% | - | - | * | 5 1% | 5 1% | - | - | 2 15% | - | 2 3% | - | - | 7 1% | - | - |
| I like to see the news/ enjoy seeing the news/ on the BBC/ app/ site/ entertainment | 7 1% | - | - | - | 1 2% | 1 1% | - | - | - | 4 4%AN | 1 1% | - | - | 7 1% | 5 1% | - | - | 2 15% | - | 2 3% | - | - | 6 1% | 1 1% | 1 * |
| BBC news/ app/ site is a reliable/ trustworthy source/ I feel the information the BBC provides/ can be relied upon/ is trustworthy | 6 1% | - | - | 3 4%Ajn | - | - | 1 2% | - | - | - | 1 1% | 1 1% | - | 6 1% | 5 1% | - | 1 3% | - | - | 1 2% | - | - | 6 1% | - | - |
| Access to the news is convenient/ easy when using the app/ site/ it is easy to use | 6 1% | 1 2% | - | - | - | - | - | 1 2% | - | 3 3%an | - | 1 1% | - | 4 1% | 6 1% | - | - | - | - | - | 1 1% | 1 1% | 4 1% | 2 3%a | 2 1% |
| I have more time to follow the news/ stay informed of events | 5 1%N | 1 1% | - | - | 1 1% | - | - | 2 5%AdfJ | 1 1% | - | - | - | - | 2 * | 4 1% | - | - | - | - | - | 1 1% | 1 1% | 2 * | - | 2 1% |
| To catch breaking news/ the latest news | 5 1%O | - | - | - | 2 3%An | - | - | - | - | 2 2% | - | - | * | 4 1% | 3 * | - | - | 1 7% | 1 10% | 2 3%aO | - | 1 1% | 4 1% | - | 1 1% |
| To follow local news | 5 1% | - | - | - | 1 2% | - | - | - | - | 1 1% | 1 1% | - | 1 4%Abdf iN | 3 * | 4 * | - | - | 1 8% | - | 1 1% | - | 2 1% | 3 * | - | 2 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 316
Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 859 | 77* | 26** | 84* | 65* | 85* | 58* | 41* | 82* | 109 | 125 | 74* | 31* | 709 | 772 | 13** | 37* | 14** | 11** | 74* | 81* | 133 | 637 | 67* | 205 |
| I am at home more to follow the news/ have access to home wifi/ computer etc | 4 1% | 1 1% | - | - | - | 2 3%an | 1 2% | - | - | - | - | - | - | 3 * | 4 1% | - | - | - | - | - | 1 1% | 2 2% | 2 * | 1 1% | 2 1% |
| I make a lot of use of the internet/ computers/ phone/ online news is convenient for me due to my internet usage | 4 * | 1 1% | 1 4% | - | - | - | - | - | - | - | 1 1% | - | * 1% | 2 * | 4 * | - | - | - | - | - | 2 3%AW | 2 1%W | - | 2 3%AW | 4 2%AW |
| I am not working/ am furloughed so have greater access to the news/ more time to check the news | 3 * | 1 1% | 2 8% | - | - | - | - | - | - | - | - | - | - | 2 * | 3 * | - | - | - | - | - | - | 2 2%aw | 1 * | 2 3%AW | 2 1% |
| BBC news/ app/ site provides me with the amount of information I require/ sufficient detail is provided | 3 * | 1 1% | - | - | - | 1 1% | - | - | 1 1% | - | - | - | - | 2 * | 3 * | - | - | - | - | - | - | 1 1% | 2 * | - | 1 1% |
| I can receive news notifications from the app/ site | 3 * | - | - | - | - | - | - | 1 2% | 1 1% | 1 1% | - | - | - | 2 * | 2 * | - | - | 1 7% | - | 1 1% | - | - | 2 * | 1 2% | 1 1% |
| My use of the BBC/ app/ has become habit/ regular use | 2 * | - | - | 1 2% | - | - | - | - | - | 1 1% | - | - | - | 2 * | 1 * | - | 1 3%aO | - | - | 1 1% | - | - | 2 * | - | - |
| To follow any news about the Government/ Government announcements/ to keep up to date with political news | 2 * | - | - | - | - | - | 1 2%a | - | - | - | - | 1 2% | - | 2 * | 2 * | - | - | - | - | - | - | 1 1% | 1 * | - | 1 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
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Absolutes/col percents

Table 316
Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|-----------------|------------------------|------------------|-----------|-----------|------------------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 859 | 77* | 26** | 84* | 65* | 85* | 58* | 41* | 82* | 109 | 125 | 74* | 31* | 709 | 772 | 13** | 37* | 14** | 11** | 74* | 81* | 133 | 637 | 67* | 205 |
| Access to news is quick/ immediate via the BBC app/ site | 2* | - | - | 1 | - | - | - | - | - | 1 | - | - | - | 2* | 2* | - | - | - | - | - | - | - | 2* | - | - |
| I am working from home/ I have greater access to the news/ have time to check the news due to working from home | 1* | - | - | - | - | - | - | - | - | - | 1 | - | - | 1* | 1* | - | - | - | - | - | - | - | 1* | - | - |
| Due to the pandemic/ lockdown/ I have greater access to the news/ more time to check the news | 1* | - | - | - | - | - | - | - | - | - | 1 | - | - | 1* | 1* | - | - | - | - | - | - | - | 1* | - | - |
| To follow any news about lockdown rules/ safety protocols/ to keep up to date with changes surrounding lockdown/ safety protocols | 1* | - | - | - | - | - | - | - | - | - | 1 | - | - | 1* | 1* | - | - | - | - | - | - | - | 1* | - | - |
| Other positive mention | 6 1% | - | - | - | - | 2 | 1 | - | 1 | 1 | - | 1 | - | 6 | 5 | - | 1 | - | - | 1 | - | 1 | 5 | - | 1 |
| Nothing/ no reason in particular | 15 2% | 2 3% | - | 1 | 2 | 1 | - | - | 2 | 3 | 1 | 2 | - | 13 | 13 | - | - | 1 | - | 1 | 2 | - | 12 | - | 2 |
| Don't know | 24 3% | - | - | 2 | 4 | 3 | 3 | - | 3 | 1 | 3 | 5 | - | 24 | 20 | 1 | 3 | - | - | 5 | 2 | 1 | 22 | 1 | 2 |
| | | | | 2% | 6% ^b | 4% | 5% | - | 4% | 1% | 3% | 6% ^b | - | 3% | 3% | 9% | 9% ^{ao} | - | - | 6% | 3% | 1% | 3% | 1% | 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 317

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 866 | 620 | 128 | 85 | 52 | 6 | 240 | 81 | 206 | 212 | 42 | 111 | 149 | 162 | 148 | 76 | 36 | 25 | 20 | 13 | 17 | 10 | 16 |
| Weighted base | 859 | 610 | 129 | 87* | 51* | 6** | 242 | 81* | 208 | 214 | 43* | 111 | 151 | 162 | 150 | 72* | 37* | 23** | 18** | 12** | 15** | 8** | 14** |
| NET: Neutral | 495 | 361 | 70 | 48 | 28 | 2 | 132 | 39 | 112 | 121 | 24 | 56 | 80 | 100 | 99 | 40 | 21 | 12 | 10 | 7 | 11 | 5 | 9 |
| | 58% | 59% | 55% | 56% | 55% | 34% | 54% | 48% | 54% | 56% | 56% | 50% | 53% | 62% | 66%alm | 56% | 56% | 52% | 52% | 56% | 69% | 58% | 66% |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the news has remained the same | 279 | 202 | 41 | 25 | 17 | - | 78 | 25 | 65 | 69 | 10 | 30 | 51 | 49 | 60 | 21 | 13 | 10 | 6 | 5 | 6 | 2 | 5 |
| | 33% | 33% | 32% | 29% | 34% | - | 32% | 30% | 31% | 32% | 22% | 27% | 34% | 30% | 40%akl | 29% | 36% | 44% | 32% | 39% | 41% | 28% | 31% |
| Covid-19 has had no effect on my habits/ routine | 95 | 76 | 9 | 11 | 3 | 1 | 18 | 3 | 17 | 18 | 9 | 14 | 13 | 21 | 17 | 10 | - | 1 | 2 | 1 | 2 | - | 1 |
| | 11%ghq | 13%agh | 7% | 13%gh | 6% | 16% | 7% | 3% | 8%h | 8% | 21%amQ | 13%q | 9% | 13%q | 11%q | 13%q | - | 3% | 14% | 8% | 13% | - | 7% |
| I have not needed to change my usage/ feel my usage is sufficient | 53 | 40 | 9 | 7 | - | - | 14 | 4 | 14 | 14 | 3 | 6 | 8 | 11 | 9 | 6 | 2 | - | 2 | 1 | 1 | 1 | 2 |
| | 6% | 6% | 7% | 8%e | - | - | 6% | 5% | 7% | 6% | 7% | 5% | 5% | 7% | 6% | 9% | 7% | - | 12% | 9% | 9% | 12% | 14% |
| Nothing has changed/ my circumstances/ situation remains the same | 30 | 24 | 5 | 1 | - | - | 6 | 3 | 6 | 5 | - | 3 | 2 | 11 | 9 | 3 | - | - | - | - | - | - | 1 |
| | 4% | 4% | 4% | 1% | - | - | 2% | 4% | 3% | 2% | - | 3% | 1% | 7%am | 6%am | 4% | - | - | - | - | - | - | 5% |
| That is the case/ that is how I feel | 30 | 17 | 8 | 3 | 1 | 1 | 12 | 4 | 10 | 11 | 3 | 1 | 7 | 8 | 3 | 3 | 1 | - | - | - | 1 | - | 1 |
| | 3% | 3% | 6% | 3% | 3% | 18% | 5% | 5% | 5% | 5% | 8%l | 1% | 4% | 5% | 2% | 5% | 3% | - | - | - | 7% | - | 7% |
| I use a variety of sources for my news/ use other sources as well as the BBC/ app/ site/ I do not exclusively use the BBC/ app/ site for news | 24 | 15 | 3 | 3 | 4 | - | 9 | 1 | 7 | 9 | - | 7 | 1 | 7 | 5 | - | 3 | - | - | - | - | * | - |
| | 3% | 2% | 3% | 4% | 7%b | - | 4% | 1% | 3% | 4% | - | 6%mp | 1% | 5%am | 4% | - | 9%aMp | - | - | - | - | 5% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 317

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|-----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 859 | 610 | 129 | 87* | 51* | 6** | 242 | 81* | 208 | 214 | 43* | 111 | 151 | 162 | 150 | 72* | 37* | 23** | 18** | 12** | 15** | 8** | 14** |
| Other neutral mention | 12 | 9 | - | 1 | 3 | - | 3 | - | 1 | 3 | - | 1 | 2 | 1 | 1 | - | 1 | 2 | - | - | - | 1 | 1 |
| | 1% | 1% | - | 1% | 6%AbCGhj | - | 1%l | - | 1% | 2%l | - | 1% | 1% | 1% | - | 3% | 10% | - | - | - | - | 12% | 8% |
| NET: Negative | 252 | 186 | 30 | 23 | 18 | 1 | 64 | 22 | 52 | 55 | 15 | 39 | 45 | 45 | 38 | 19 | 11 | 7 | 6 | 3 | 4 | 4 | 3 |
| | 29% | 31% | 23% | 26% | 36% | 17% | 27% | 26% | 26% | 26% | 36% | 35% | 30% | 28% | 25% | 26% | 29% | 28% | 31% | 26% | 26% | 53% | 22% |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at | 102 | 79 | 9 | 10 | 7 | - | 24 | 6 | 17 | 21 | 11 | 22 | 13 | 17 | 17 | 5 | 1 | 3 | 3 | 1 | - | 3 | 2 |
| | 12% | 13% | 7% | 11% | 14% | - | 10% | 8% | 8% | 10% | 27%AMNoPQ | 19%ampnq | 9% | 10% | 11% | 6% | 4% | 14% | 14% | 9% | - | 41% | 16% |
| I like to get my news from other mediums/ TV/ Newspaper/ Radio/ Social media | 80 | 67 | 3 | 6 | 5 | - | 13 | 3 | 10 | 12 | 3 | 12 | 13 | 14 | 15 | 8 | 4 | 2 | 2 | 2 | - | 2 | 1 |
| | 9%Cghlj | 11%aCghlj | 3% | 7% | 10%c | - | 6%c | 3% | 5% | 6%C | 8% | 10% | 9% | 9% | 10% | 10% | 11% | 10% | 11% | 17% | - | 19% | 5% |
| I like to get my news from other sources | 48 | 32 | 6 | 4 | 6 | 1 | 15 | 4 | 11 | 14 | 2 | 5 | 11 | 4 | 8 | 6 | - | 1 | - | * | 2 | 1 | 2 |
| | 6% | 5% | 5% | 5% | 12%ab | 17% | 6% | 5% | 5% | 6% | 5% | 5% | 7%n | 2% | 5% | 9%n | - | 5% | - | 3% | 15% | 10% | 15% |
| The BBC/ app/ site is a poor source of news (non-specific/ other) | 14 | 10 | 2 | - | 1 | - | 3 | - | 2 | 3 | 1 | 2 | 1 | 4 | 1 | 1 | 1 | - | - | - | - | - | - |
| | 2% | 2% | 2% | - | 2% | - | 1% | - | 1% | 2% | 2% | 2% | 1% | 3% | 1% | 1% | 3% | 5% | - | - | - | - | - |
| I avoid the news due to mental health issues/ depression, anxiety etc | 13 | 13 | - | - | - | - | - | - | - | - | 1 | 5 | 2 | 2 | 3 | - | - | - | - | - | - | - | - |
| | 1% | 2%agij | - | - | - | - | - | - | - | - | 2% | 4%a | 1% | 1% | 2% | - | - | - | - | - | - | - | - |
| I do not look at the news/ much/ I only rarely check the news | 12 | 10 | 1 | - | 1 | - | 2 | 1 | 1 | 2 | - | 4 | 3 | 3 | - | 1 | 1 | - | - | - | - | - | - |
| | 1% | 2% | 1% | - | 2% | - | 1% | 1% | * | 1% | - | 4%ao | 2% | 2% | - | 1% | 4%o | - | - | - | - | - | - |
| The BBC is biased/ does not provide impartial news/ information | 10 | 9 | - | - | 1 | - | 1 | - | - | 1 | - | 2 | 1 | - | - | 1 | 3 | 1 | - | - | - | - | - |
| | 1% | 1% | - | - | 2%i | - | 1% | - | - | 1% | - | 2% | 1% | - | - | 1% | 9%AMNO | 5% | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 317
Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|------------|------------------|-------------------|-------------------|--------------------------|------------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 859 | 610 | 129 | 87* | 51* | 6** | 242 | 81* | 208 | 214 | 43* | 111 | 151 | 162 | 150 | 72* | 37* | 23** | 18** | 12** | 15** | 8** | 14** |
| I have never used the app/ site much/ have never been a frequent user of the app | 10 1%B | 3 1% | 4 3%b | 1 1% | - | - | 7 3%aBJ | 6 7%ABJ | 7 3%ABJ | 4 2% | - | 1 1% | 2 1% | 3 2% | 1 1% | * | - | - | 1 6% | - | 1 8% | - | - |
| BBC news is repetitive/ I am tired of the same stories | 8 1% | 5 1% | 2 1% | - | 1 2% | - | 3 1% | 1 1% | 2 1% | 3 1% | 1 2% | 2 2% | 2 1% | 2 1% | - | * | - | - | - | - | - | - | - |
| BBC news is boring/ I am not interested | 6 1% | 3 1% | 2 2% | 1 1% | 2 4%AB | - | 3 1% | 1 1% | 2 1% | 3 2% | 1 2% | - | 1 1% | 2 1% | 1 1% | - | - | - | - | - | - | - | - |
| I do not pay attention to the news/ avoid watching the news | 6 1% | 4 1% | 2 1% | 1 1% | - | - | 3 1% | 2 2% | 3 1% | 2 1% | - | 1 1% | 1 1% | * | - | 1 1% | 1 3% | - | 1 5% | - | - | - | - |
| BBC news is too negative/ they spread discontent/ fear | 3 * | 3 * | - | 1 1% | 1 1% | - | 1 * | - | 1 * | 1 * | - | 1 1% | - | - | 1 1% | 1 1% | - | - | - | - | - | 3% | - |
| Other negative mention | 12 1% | 7 1% | 3 2% | 1 1% | 1 2% | - | 5 2% | 3 4% | 5 2% | 4 2% | - | 1 1% | 3 2% | 2 1% | 1 1% | 2 3% | - | - | - | 1 5% | 1 8% | 1 12% | - |
| NET: Positive | 213 25% | 154 25% | 28 22% | 25 29% | 9 17% | 1 15% | 57 24% | 20 24% | 52 25% | 49 23% | 11 27% | 24 22% | 43 28% | 37 23% | 37 25% | 21 29% | 8 22% | 6 25% | 6 30% | 4 36% | 4 26% | 4 11% | 2 13% |
| I have always used the BBC app/ site for my news/ have always regularly used the BBC app/ site for my news | 66 8% | 48 8% | 5 4% | 11 12%Cgj | 3 6% | - | 17 7%c | 3 4% | 17 8%C | 14 7%c | 6 13%l | 4 4% | 10 6% | 12 7% | 12 8% | 8 11% | 1 3% | 1 5% | 2 11% | 1 9% | 2 13% | - | - |
| I want to stay up to date with the news/ events/ changes/ I am interested in the news/ events/ changes | 62 7%o | 40 6% | 10 8% | 7 8% | 3 5% | - | 23 9% | 10 13% | 20 10% | 18 8% | 3 7% | 7 6% | 11 7% | 16 10%o | 5 3% | 6 8% | 4 11% | 3 13% | 3 19% | 1 9% | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 317

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 859 | 610 | 129 | 87* | 51* | 6** | 242 | 81* | 208 | 214 | 43* | 111 | 151 | 162 | 150 | 72* | 37* | 23** | 18** | 12** | 15** | 8** | 14** |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 23 3% | 16 3% | 4 3% | 2 2% | 1 2% | - | 7 3% | 3 4% | 6 3% | 7 3% | 1 2% | 5 5% | 6 4% | 2 1% | 3 2% | 3 5% | 1 3% | * 2% | - | - | 1 6% | - | 1 7% |
| The BBC/ BBC app/ site is my favourite source of news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of news | 18 2%g | 16 3% | 1 1% | 1 1% | - | - | 1 1% | - | 1 1% | 1 1% | 2 4% | 2 2% | 4 2% | 2 1% | 3 2% | 1 1% | 2 6% | 2 9% | - | - | - | - | - |
| To find out information (non-specific/ other) | 11 1% | 10 2% | - | 1 1% | 1 2% | - | 1 * | - | 1 1% | 1 1% | 1 3% | 2 2% | 1 1% | 1 1% | 3 2% | 1 1% | - | 1 4% | - | - | - | - | - |
| To follow international news | 10 1% | 8 1% | - | 1 1% | 1 2% | - | 2 1% | - | 1 1% | 2 1% | - | 1 1% | 2 2% | 3 2% | 2 1% | 2 3% | - | - | - | - | - | - | - |
| To follow sporting news | 7 1% | 6 1% | 1 1% | - | - | - | 1 1% | - | 1 1% | 1 1% | 1 2% | 1 1% | 3 2% | - | 2 1% | - | - | - | - | - | - | - | - |
| The BBC/ app/ site is a good source of news (non-specific/ other) | 7 1%b | 3 * | 3 2%ab | 3 4%AB | - | - | 4 2% | 2 2%b | 4 2%ab | 4 2%b | - | - | 1 1% | 1 1% | 3 2% | 1 1% | - | - | - | 1 8% | - | - | - |
| I like to see the news/ enjoy seeing the news/ on the BBC/ app/ site/ entertainment | 7 1% | 3 * | 3 2%b | 2 2% | - | - | 4 2% | 1 1% | 4 2% | 4 2% | - | - | - | - | 2 1% | 2 3%mn | - | - | 1 5% | - | 1 6% | 1 11% | - |

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| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 to £90,000 (w) | £90,001 or more (x) |
| Weighted base | 859 | 610 | 129 | 87* | 51* | 6** | 242 | 81* | 208 | 214 | 43* | 111 | 151 | 162 | 150 | 72* | 37* | 23** | 18** | 12** | 15** | 8** | 14** | |
| BBC news/ app/ site is a reliable/ trustworthy source/ I feel the information the BBC provides/ can be relied upon/ is trustworthy | 6 1% | 6 1% | - | - | - | - | - | - | - | - | - | - | - | 1 1% | 3 2% | 1 1% | - | 1 4% | - | - | - | - | - | - |
| Access to the news is convenient/ easy when using the app/ site/ it is easy to use | 6 1% | 4 1% | 2 1% | 2 2% | - | - | 2 1% | - | 2 1% | 2 1% | 1 2% | 1 1% | 1 1% | - | - | - | 1 2% | - | - | - | - | - | 1 11% | 1 6% |
| I have more time to follow the news/ stay informed of events | 5 1% | 4 1% | 1 1% | - | - | 1 15% | 1 * | - | 1 * | 1 * | - | - | 3 2%a | 1 * | 1 * | - | 1 2% | - | - | - | - | - | - | - |
| To catch breaking news/ the latest news | 5 1% | 4 1% | 1 1% | 1 1% | - | - | 1 * | - | 1 1% | 1 1% | - | 2 2%a | 1 1% | - | - | - | - | - | 1 6% | - | - | - | - | |
| To follow local news | 5 1% | 4 1% | - | 1 1% | - | - | 1 * | - | 1 1% | 1 1% | - | 1 1% | - | 3 2%a | 1 1% | - | - | - | - | - | - | - | - | |
| I am at home more to follow the news/ have access to home wifi/ computer etc | 4 1% | 3 1% | - | - | 1 2%i | - | 1 * | - | - | 1 1% | - | - | 2 1% | - | 1 1% | - | - | - | - | - | - | - | - | |
| I make a lot of use of the internet/ computers/ phone/ online news is convenient for me due to my internet usage | 4 * | 3 * | 1 1% | - | - | - | 1 * | - | 1 1% | 1 1% | - | 1 1% | 1 1% | - | 2 1% | - | - | - | - | - | - | - | - | |
| I am not working/ am furloughed so have greater access to the news/ more time to check the news | 3 * | 3 1% | - | - | - | - | - | - | - | - | - | - | 1 1% | 1 1% | 1 1% | - | - | - | - | - | - | - | - | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Total (a) | None (b) | Children Aged 18 & Under | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---|--------------|-------------|--------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|-----------------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|--|
| | | | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 to £90,000 or more (w) |
| Weighted base | 859 | 610 | 129 | 87* | 51* | 6** | 242 | 81* | 208 | 214 | 43* | 111 | 151 | 162 | 150 | 72* | 37* | 23** | 18** | 12** | 15** | 8** | 14** |
| BBC news/ app/ site provides me with the amount of information I require/ sufficient detail is provided | 3 | 2 | - | 1 | 1 | - | 1 | - | 1 | 1 | - | - | 1 | - | 1 | 1 | - | - | - | - | - | - | - |
| I can receive news notifications from the app/ site | 3 | 3 | - | - | - | - | - | - | - | - | - | - | 1 | 1 | 1 | - | - | - | - | - | - | - | - |
| My use of the BBC/ app/ has become habit/ regular use | 2 | - | 2 | 1 | - | - | 2 | - | 2 | 2 | - | - | - | 1 | 1 | - | - | - | - | - | - | - | - |
| To follow any news about the Government/ Government announcements/ to keep up to date with political news | 2 | 2 | - | - | - | - | - | - | - | - | - | 2 | - | - | - | - | - | - | - | - | - | - | - |
| Access to news is quick/ immediate via the BBC app/ site | 2 | 2 | - | - | - | - | - | - | - | - | - | - | - | 2 | - | - | - | - | - | - | - | - | - |
| I am working from home/ I have greater access to the news/ have time to check the news due to working from home | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - |
| Due to the pandemic/ lockdown/ I have greater access to the news/ more time to check the news | 1 | 1 | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 317

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 859 | 610 | 129 | 87* | 51* | 6** | 242 | 81* | 208 | 214 | 43* | 111 | 151 | 162 | 150 | 72* | 37* | 23** | 18** | 12** | 15** | 8** | 14** |
| To follow any news about lockdown rules/ safety protocols/ to keep up to date with changes surrounding lockdown/ safety protocols | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - |
| Other positive mention | 6 | 5 | 1 | - | - | - | 1 | 1 | 1 | 1 | 1 | - | 3 | - | 1 | 1 | - | - | - | - | - | - | - |
| Nothing/ no reason in particular | 15 | 11 | 1 | 2 | 1 | - | 4 | 1 | 2 | 4 | 1 | 4 | 2 | 2 | 3 | 1 | - | - | 1 | - | - | - | - |
| Don't know | 24 | 12 | 8 | 1 | - | 2 | 10 | 6 | 10 | 8 | - | 1 | 4 | 5 | 4 | 2 | 4 | 1 | - | - | - | - | 1 |
| | 3%b | 2% | 6%abdj | 1% | - | 33% | 4% | 7%ab | 5%bd | 4% | - | 1% | 3% | 3% | 3% | 3% | 12%AkLmn | 5% | - | - | - | - | 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 318

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|-------------------------|------------|-----------|------------------------|------------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 866 | 841 | 25 | 680 | 186 | 866 | - | 866 | - | 866 | - |
| Weighted base | 859 | 834 | 25** | 675 | 183 | 859 | ** | 859 | ** | 859 | ** |
| NET: Neutral | 495 58% | 478 57% | 16 67% | 385 57% | 110 60% | 495 58% | - | 495 58% | - | 495 58% | - |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the news has remained the same | 279 33% ^b | 267 32% | 13 51% | 210 31% | 69 38% | 279 33% | - | 279 33% | - | 279 33% | - |
| Covid-19 has had no effect on my habits/ routine | 95 11% | 93 11% | 3 10% | 72 11% | 23 13% | 95 11% | - | 95 11% | - | 95 11% | - |
| I have not needed to change my usage/ feel my usage is sufficient | 53 6% | 53 6% | - | 45 7% | 8 4% | 53 6% | - | 53 6% | - | 53 6% | - |
| Nothing has changed/ my circumstances/ situation remains the same | 30 4% ^E | 30 4% | - | 29 4% ^{ae} | 1 1% | 30 4% | - | 30 4% | - | 30 4% | - |
| That is the case/ that is how I feel | 30 3% | 30 4% | - | 26 4% | 4 2% | 30 3% | - | 30 3% | - | 30 3% | - |
| I use a variety of sources for my news/ use other sources as well as the BBC/ app/ site/ I do not exclusively use the BBC/ app/ site for news | 24 3% | 23 3% | 1 5% | 22 3% | 2 1% | 24 3% | - | 24 3% | - | 24 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 318

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Total (a) | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|-------------------------|---------------|-----------|--|-----------------------|--------------------------|--------------------|------------|---|------------|---|-----------|
| | | Yes (b) | No (c) | | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 859 | 834 | 25** | | 675 | 183 | | 859 | -** | 859 | -** | |
| Other neutral mention | 12 1% | 11 1% | 1 5% | | 8 1% | 4 2% | | 12 1% | - | 12 1% | - | |
| NET: Negative | 252 29% ^d | 245 29% | 7 30% | | 186 27% | 66 36% ^{ead} | | 252 29% | - | 252 29% | - | |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at | 102 12% ^d | 99 12% | 4 16% | | 73 11% | 30 16% ^d | | 102 12% | - | 102 12% | - | |
| I like to get my news from other mediums/ TV/ Newspaper/ Radio/ Social media | 80 9% | 80 10% | - | | 68 10% | 13 7% | | 80 9% | - | 80 9% | - | |
| I like to get my news from other sources | 48 6% | 46 6% | 1 5% | | 38 6% | 9 5% | | 48 6% | - | 48 6% | - | |
| The BBC/ app/ site is a poor source of news (non-specific/ other) | 14 2% ^d | 14 2% | - | | 7 1% | 6 4% ^{ead} | | 14 2% | - | 14 2% | - | |
| I avoid the news due to mental health issues/ depression, anxiety etc | 13 1% | 13 2% | - | | 11 2% | 2 1% | | 13 1% | - | 13 1% | - | |
| I do not look at the news/ much/ I only rarely check the news | 12 1% | 12 1% | - | | 10 2% | 2 1% | | 12 1% | - | 12 1% | - | |
| The BBC is biased/ does not provide impartial news/ information | 10 1%B | 7 1% | 2 10% | | 7 1% | 3 2% | | 10 1% | - | 10 1% | - | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 318

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|--|----------------------|---------------|-----------|--------------------|----------------------|-----------------|-----------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 859 | 834 | 25** | 675 | 183 | 859 | -** | 859 | -** | 859 | -** |
| I have never used the app/ site much/ have never been a frequent user of the app | 10 1% | 9 1% | 1 4% | 8 1% | 2 1% | 10 1% | - | 10 1% | - | 10 1% | - |
| BBC news is repetitive/ I am tired of the same stories | 8 1%D | 8 1% | - | 3 * | 5 3%aD | 8 1% | - | 8 1% | - | 8 1% | - |
| BBC news is boring/ I am not interested | 6 1% | 6 1% | - | 6 1% | - | 6 1% | - | 6 1% | - | 6 1% | - |
| I do not pay attention to the news/ avoid watching the news | 6 1% ^d | 6 1% | - | 3 * | 3 2% | 6 1% | - | 6 1% | - | 6 1% | - |
| BBC news is too negative/ they spread discontent/ fear | 3 * ^d | 3 * | - | 1 * | 2 1% ^d | 3 * | - | 3 * | - | 3 * | - |
| Other negative mention | 12 1% | 12 1% | - | 8 1% | 5 3% | 12 1% | - | 12 1% | - | 12 1% | - |
| NET: Positive | 213 25% | 210 25% | 2 10% | 174 26% | 39 21% | 213 25% | - | 213 25% | - | 213 25% | - |
| I have always used the BBC app/ site for my news/ have always regularly used the BBC app/ site for my news | 66 8% | 66 8% | - | 52 8% | 14 8% | 66 8% | - | 66 8% | - | 66 8% | - |
| I want to stay up to date with the news/ events/ changes/ I am interested in the news/ events/ changes | 62 7% | 62 7% | - | 53 8% | 9 5% | 62 7% | - | 62 7% | - | 62 7% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 318

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|---|---------------|----------|--------|--------------------|---------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 859 | 834 | 25** | 675 | 183 | 859 | ** | 859 | ** | 859 | ** |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 23 3% | 23 3% | - | 19 3% | 5 2% | 23 3% | - | 23 3% | - | 23 3% | - |
| The BBC/ BBC app/ site is my favourite source of news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of news | 18 2% | 18 2% | - | 15 2% | 2 1% | 18 2% | - | 18 2% | - | 18 2% | - |
| To find out information (non-specific/ other) | 11 1% | 11 1% | - | 9 1% | 2 1% | 11 1% | - | 11 1% | - | 11 1% | - |
| To follow international news | 10 1% | 10 1% | - | 10 2% | - | 10 1% | - | 10 1% | - | 10 1% | - |
| To follow sporting news | 7 1% | 7 1% | - | 6 1% | 1 1% | 7 1% | - | 7 1% | - | 7 1% | - |
| The BBC/ app/ site is a good source of news (non-specific/ other) | 7 1% | 7 1% | - | 7 1% | - | 7 1% | - | 7 1% | - | 7 1% | - |
| I like to see the news/ enjoy seeing the news/ on the BBC/ app/ site/ entertainment | 7 1% | 7 1% | - | 7 1% | - | 7 1% | - | 7 1% | - | 7 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 318

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Total (a) | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|--|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 859 | 834 | 25** | | 675 | 183 | 859 | -** | 859 | -** | 859 | -** |
| BBC news/ app/ site is a reliable/ trustworthy source/ I feel the information the BBC provides/ can be relied upon/ is trustworthy | 6 1%bd | 5 1% | 1 4% | | 3 * | 3 2% | 6 1% | - | 6 1% | - | 6 1% | - |
| Access to the news is convenient/ easy when using the app/ site/ it is easy to use | 6 1%b | 5 1% | 1 4% | | 5 1% | 1 1% | 6 1% | - | 6 1% | - | 6 1% | - |
| I have more time to follow the news/ stay informed of events | 5 1% | 5 1% | - | | 3 1% | 2 1% | 5 1% | - | 5 1% | - | 5 1% | - |
| To catch breaking news/ the latest news | 5 1% | 5 1% | - | | 4 1% | 1 1% | 5 1% | - | 5 1% | - | 5 1% | - |
| To follow local news | 5 1% | 5 1% | - | | 5 1% | - | 5 1% | - | 5 1% | - | 5 1% | - |
| I am at home more to follow the news/ have access to home wifi/ computer etc | 4 1%D | 4 1% | - | | 1 * | 3 2%aD | 4 1% | - | 4 1% | - | 4 1% | - |
| I make a lot of use of the Internet/ computers/ phone/ online news is convenient for me due to my internet usage | 4 * | 3 * | 2 2% | | 3 * | 3 * | 4 * | - | 4 * | - | 4 * | - |
| I am not working/ am furloughed so have greater access to the news/ more time to check the news | 3 * | 3 * | - | | 2 * | 1 1% | 3 * | - | 3 * | - | 3 * | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 318

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 859 | 834 | 25** | 675 | 183 | 859 | ** | 859 | ** | 859 | ** |
| BBC news/ app/ site provides me with the amount of information I require/ sufficient detail is provided | 3 | 3 | - | 2 | 1 1% | 3 | - | 3 | - | 3 | - |
| I can receive news notifications from the app/ site | 3 | 3 | - | 2 | 1 1% | 3 | - | 3 | - | 3 | - |
| My use of the BBC/ app/ has become habit/ regular use | 2 | 2 | - | 2 | - | 2 | - | 2 | - | 2 | - |
| To follow any news about the Government/ Government announcements/ to keep up to date with political news | 2 | 2 | - | 2 | - | 2 | - | 2 | - | 2 | - |
| Access to news is quick/ immediate via the BBC app/ site | 2 | 2 | - | 1 | 1 1% | 2 | - | 2 | - | 2 | - |
| I am working from home/ I have greater access to the news/ have time to check the news due to working from home | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| Due to the pandemic/ lockdown/ I have greater access to the news/ more time to check the news | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 318

Q18a. You said you use the BBC News app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site about the same amount now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 859 | 834 | 25** | 675 | 183 | 859 | ** | 859 | ** | 859 | ** |
| To follow any news about lockdown rules/ safety protocols/ to keep up to date with changes surrounding lockdown/ safety protocols | 1 * | - - | 1 4% | - - | 1 1% | 1 * | - - | 1 * | - - | 1 * | - - |
| Other positive mention | 6 1%b | 5 1% | 1 4% | 5 1% | 1 1% | 6 1% | - - | 6 1% | - - | 6 1% | - - |
| Nothing/ no reason in particular | 15 2% | 14 2% | 1 5% | 15 2%e | - - | 15 2% | - - | 15 2% | - - | 15 2% | - - |
| Don't know | 24 3% | 24 3% | - - | 21 3% | 3 2% | 24 3% | - - | 24 3% | - - | 24 3% | - - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 319
Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-------------------|-------------------|-------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 89 | 52 | 34 | 6 | 24 | 14 | 12 | 8 | 13 | 8 | 4 | 30 | 26 | 40 | 20 | 25 | 8 | 40 | 20 | 12 | 17 | 60 | 29 |
| Weighted base | 87* | 51* | 33* | 6** | 22** | 15** | 11** | 9** | 13** | 8** | 3** | 28** | 24** | 40* | 19** | 24** | 8** | 38* | 19** | 13** | 16** | 57* | 30** |
| NET: Negative | 72 | 40 | 29 | 5 | 18 | 11 | 8 | 7 | 12 | 8 | 2 | 23 | 20 | 31 | 15 | 22 | 7 | 31 | 18 | 8 | 15 | 49 | 23 |
| | 82% | 78% | 88% | 84% | 82% | 71% | 74% | 87% | 93% | 100% | 71% | 83% | 84% | 79% | 80% | 92% | 88% | 80% | 94% | 58% | 94% | 85% | 78% |
| The BBC/ app/ site is a poor source of news (non-specific/ other) | 19 | 13 | 4 | - | 1 | 4 | 2 | - | 6 | 6 | - | 1 | 1 | 5 | 2 | 12 | - | 9 | 5 | 1 | 3 | 15 | 4 |
| | 22% _n | 26% | 14% | - | 3% | 27% | 23% | - | 47% | 73% | - | 2% | 3% | 12% | 13% | 48% | - | 25% | 29% | 9% | 18% | 26% | 14% |
| The BBC is biased/ does not provide impartial news/ information | 17 | 15 | 2 | - | 1 | 1 | 3 | 4 | 6 | 2 | * | 1 | 1 | 2 | 7 | 8 | - | 5 | 5 | 4 | 3 | 11 | 6 |
| | 20% _{CN} | 29% _{ac} | 6% | - | 3% | 7% | 28% | 47% | 45% | 25% | 11% | 2% | 3% | 4% | 37% | 34% | - | 14% | 28% | 28% | 17% | 18% | 22% |
| I like to get my news from other sources | 14 | 4 | 7 | - | 4 | 2 | - | 2 | 2 | 4 | - | 4 | 4 | 6 | 2 | 6 | - | 8 | 3 | 1 | 1 | 11 | 2 |
| | 16% _B | 8% | 21% | - | 18% | 14% | - | 20% | 16% | 47% | - | 15% | 17% | 16% | 9% | 23% | - | 21% | 17% | 10% | 6% | 20% | 8% |
| I like to get my news from other mediums/ TV/ Newspaper/ Radio/ Social media | 13 | 8 | 5 | 1 | 2 | - | 3 | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 5 | 4 | 2 | 3 | 2 | 1 | 6 | 6 | 7 |
| | 15% _{nv} | 16% | 14% | 17% | 11% | - | 28% | 27% | 15% | 13% | 30% | 12% | 10% | 6% | 28% | 17% | 25% | 8% | 13% | 8% | 38% | 10% | 25% |
| BBC news is too negative/ they spread discontent/ fear | 5 | 2 | 3 | - | 2 | 1 | - | 2 | - | - | - | 2 | 2 | 3 | 2 | - | - | 3 | - | 1 | 1 | 3 | 2 |
| | 6% | 4% | 10% | - | 9% | 7% | - | 28% | - | - | - | 7% | 8% | 8% | 12% | - | - | 8% | - | 10% | 7% | 5% | 8% |
| I avoid the news due to mental health issues/ depression, anxiety etc | 4 | - | 4 | 1 | 3 | - | * | - | - | - | - | 4 | 3 | 3 | * | - | 1 | 2 | 1 | - | 1 | 3 | 1 |
| | 5% | - | 13% _{ab} | 17% | 12% | - | 4% | - | - | - | - | 13% | 11% | 7% | 2% | - | 12% | 4% | 8% | - | 6% | 5% | 3% |
| I do not pay attention to the news/ avoid watching the news | 4 | 1 | 3 | 1 | 2 | - | - | - | 1 | - | - | 3 | 3 | 3 | - | 1 | 1 | 1 | - | 2 | 1 | 1 | 3 |
| | 5% _v | 2% | 9% | 17% | 8% | - | - | - | 8% | - | - | 10% | 12% | 7% | - | 5% | 13% | 3% | - | 14% | 6% | 2% | 10% |
| BBC news is repetitive/ I am tired of the same stories | 4 | 1 | 3 | 1 | 3 | - | - | - | - | - | - | 4 | 3 | 3 | - | - | 1 | 2 | 1 | 1 | - | 3 | 1 |
| | 4% | 2% | 8% | 17% | 13% | - | - | - | - | - | - | 13% | 11% | 7% | - | - | 12% | 4% | 6% | 8% | - | 5% | 4% |
| BBC news is boring/ I am not interested | 3 | 1 | 2 | 1 | 1 | 1 | - | - | - | - | - | 2 | 2 | 3 | - | - | 1 | 1 | 1 | - | 1 | 2 | 1 |
| | 4% | 2% | 7% | 17% | 4% | 7% | - | - | - | - | - | 7% | 8% | 8% | - | - | 13% | 2% | 5% | - | 7% | 3% | 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 319
Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|---------|-----------|----------|----------|--------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 87* | 51* | 33* | 6** | 22** | 15** | 11** | 9** | 13** | 8** | 3** | 28** | 24** | 40* | 19** | 24** | 8** | 38* | 19** | 13** | 16** | 57* | 30** |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at | 2 2% | 1 2% | 1 3% | - | 1 5% | - | - | - | - | - | 1 30% | 1 4% | 1 4% | 1 3% | - | 1 4% | - | 1 3% | 1 5% | - | - | 2 4% | - |
| Other negative mention | 9 11% | 5 10% | 4 13% | 1 15% | 2 9% | 3 22% | 2 19% | - | 1 8% | - | - | 3 10% | 2 8% | 5 13% | 2 11% | 1 4% | 2 24% | 6 16% | 2 11% | - | 1 6% | 8 14% | 1 3% |
| NET: Positive | 7 8% | 4 8% | 3 8% | 1 16% | - | 1 7% | 2 16% | 1 13% | 1 7% | - | 1 29% | 1 3% | - | 1 3% | 3 15% | 2 8% | 1 12% | 5 12% | 1 6% | - | 1 6% | 6 10% | 1 3% |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 2 2% | 1 2% | 1 3% | - | - | - | 1 9% | 1 13% | - | - | - | - | - | - | 2 11% | - | - | 1 3% | 1 6% | - | - | 2 4% | - |
| To find out information (non-specific/ other) | 1 1% | 1 2% | - | - | - | - | - | 1 13% | - | - | - | - | - | - | 1 6% | - | - | - | 1 6% | - | - | 1 2% | - |
| To follow any news about lockdown rules/ safety protocols/ to keep up to date with changes surrounding lockdown/ safety protocols | 1 1% | - | 1 3% | - | - | - | 1 9% | - | - | - | - | - | - | - | 1 5% | - | - | 1 3% | - | - | - | 1 2% | - |
| I want to stay up to date with the news/ events/ changes/ I am interested in the news/ events/ changes | 1 1% | 1 2% | - | - | - | 1 7% | - | - | - | - | - | - | - | 1 3% | - | - | - | 1 3% | - | - | - | 1 2% | - |
| I have more time to follow the news/ stay informed of events | 1 1% | 1 2% | - | - | - | - | - | 1 7% | - | - | - | - | - | - | 1 4% | - | - | 1 3% | - | - | - | 1 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 319
Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 87* | 51* | 33* | 6** | 22** | 15** | 11** | 9** | 13** | 8** | 3** | 28** | 24** | 40* | 19** | 24** | 8** | 38* | 19** | 13** | 16** | 57* | 30** |
| The BBC/ app/ site is a good source of news (non-specific/ other) | 1 | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - | - | - | 1 | 1 | - | - | - | 1 | - |
| | 1% | - | 3% | 16% | - | - | - | - | - | - | - | 3% | - | - | - | - | 12% | 3% | - | - | - | 2% | - |
| I am working from home/ I have greater access to the news/ have time to check the news due to working from home | 1 | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - | 1 | - | - | - | 1 | - |
| | 1% | - | 2% | - | - | - | 6% | - | - | - | - | - | - | - | 4% | - | - | 2% | - | - | - | 1% | - |
| Other positive mention | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - | - | - | 1 | - | - | - | - | - | 1 | - | 1 |
| | 1% | 2% | - | - | - | - | - | - | - | 29% | - | - | - | - | 4% | - | - | - | - | - | 6% | - | 3% |
| NET: Neutral | 3 | 3 | - | - | 1 | 1 | - | - | - | 1 | 1 | 1 | 2 | - | 1 | - | - | 1 | 2 | - | - | 1 | 2 |
| | 4% | 6% | - | - | 5% | 8% | - | - | - | 30% | 4% | 4% | 6% | - | 4% | - | - | 5% | 17% | - | - | 2% | 8% |
| I have not needed to change my usage/ feel my usage is sufficient | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - | - | - | 1 | - | - | 1 | - | - | - | 1 | - |
| | 1% | 2% | - | - | - | - | - | - | - | 30% | - | - | - | - | 4% | - | - | 5% | - | - | - | 2% | - |
| Other neutral mention | 2 | 2 | - | - | 1 | 1 | - | - | - | - | 1 | 1 | 2 | - | - | - | - | - | - | 2 | - | - | 2 |
| | 3% | 4% | - | - | 5% | 8% | - | - | - | - | 4% | 4% | 6% | - | - | - | - | - | - | 17% | - | - | 8% |
| Nothing/ no reason in particular | 3 | 3 | - | - | 2 | 1 | - | - | - | - | 2 | 2 | 3 | - | - | - | - | 1 | - | 2 | - | 1 | 2 |
| | 4% | 6% | - | - | 9% | 7% | - | - | - | - | 7% | 8% | 8% | - | - | - | - | 2% | - | 16% | - | 2% | 7% |
| Don't know | 4 | 3 | 1 | - | 1 | 1 | 1 | 1 | - | - | 1 | 1 | 2 | 2 | - | - | - | 2 | 1 | 1 | - | 3 | 1 |
| | 5% | 6% | 3% | - | 4% | 8% | 10% | 13% | - | - | 3% | 4% | 5% | 11% | - | - | - | 5% | 6% | 9% | - | 5% | 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 320
Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site less now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 89 | 5 | 4 | 6 | 3 | 4 | 5 | 6 | 8 | 23 | 11 | 8 | 6 | 72 | 68 | 2 | 9 | 4 | 2 | 17 | 12 | 12 | 65 | 8 | 23 |
| Weighted base | 87* | 5** | 4** | 7** | 3** | 4** | 5** | 4** | 8** | 23** | 12** | 9** | 2** | 75* | 65* | 2** | 9** | 4** | 2** | 18** | 11** | 12** | 64* | 8** | 22** |
| NET: Negative | 72 | 5 | 3 | 4 | 3 | 4 | 4 | 3 | 7 | 16 | 10 | 9 | 2 | 61 | 57 | 2 | 5 | 1 | 2 | 10 | 11 | 12 | 49 | 8 | 22 |
| | 82%w | 100% | 76% | 66% | 100% | 100% | 82% | 83% | 86% | 70% | 82% | 100% | 100% | 81% | 88%a | 100% | 55% | 25% | 100% | 59% | 100% | 100% | 76% | 100% | 100% |
| The BBC/ app/ site is a poor source of news (non-specific/ other) | 19 | 2 | - | 1 | 1 | - | - | 1 | 2 | 4 | 3 | 3 | 1 | 15 | 18 | - | - | - | - | - | 4 | 3 | 12 | 2 | 7 |
| | 22% | 41% | - | 16% | 33% | - | - | 33% | 24% | 17% | 27% | 39% | 33% | 19% | 27%a | - | - | - | - | - | 36% | 29% | 18% | 29% | 34% |
| The BBC is biased/ does not provide impartial news/ information | 17 | 1 | 1 | - | 1 | - | 1 | 1 | 2 | 4 | 2 | 2 | 1 | 14 | 16 | - | - | - | - | - | 4 | 4 | 10 | 2 | 7 |
| | 20% | 20% | 30% | - | 33% | - | 22% | 33% | 24% | 18% | 18% | 25% | 33% | 18% | 24% | - | - | - | - | - | 35% | 31% | 16% | 19% | 30% |
| I like to get my news from other sources | 14 | 1 | 1 | - | - | 1 | - | - | 1 | 5 | 1 | 2 | 1 | 12 | 10 | - | 1 | 1 | - | 2 | 1 | 3 | 9 | 1 | 3 |
| | 16% | 21% | 30% | - | - | 25% | - | - | 12% | 22% | 9% | 25% | 33% | 16% | 15% | - | 11% | 25% | - | 11% | 9% | 29% | 14% | 15% | 15% |
| I like to get my news from other mediums/ TV/ Newspaper/ Radio/ Social media | 13 | 1 | 1 | 1 | 1 | 2 | 1 | - | 1 | 2 | - | 2 | * | 11 | 8 | 1 | 2 | - | 2 | 5 | 2 | 3 | 9 | 1 | 4 |
| | 15% | 19% | 23% | 17% | 32% | 49% | 21% | - | 12% | 9% | - | 25% | 17% | 15% | 12% | 53% | 22% | - | 100% | 30% | 18% | 22% | 15% | 12% | 16% |
| BBC news is too negative/ they spread discontent/ fear | 5 | - | 1 | - | - | 1 | 2 | - | - | - | - | 1 | - | 5 | 3 | - | 2 | - | - | 2 | - | - | 5 | - | - |
| | 6% | - | 30% | - | - | 26% | 39% | - | - | - | - | 12% | - | 7% | 5% | - | 23% | - | - | 12% | - | - | 8% | - | - |
| I avoid the news due to mental health issues/ depression, anxiety etc | 4 | - | 1 | - | - | - | - | 1 | 1 | 1 | - | - | * | 3 | 4 | - | - | - | - | - | * | - | 3 | 1 | 1 |
| | 5% | - | 23% | - | - | - | - | 16% | 12% | 4% | - | - | 17% | 4% | 6% | - | - | - | - | - | 4% | - | 4% | 13% | 7% |
| I do not pay attention to the news/ avoid watching the news | 4 | 1 | - | 1 | - | - | - | 1 | - | - | 1 | - | - | 2 | 4 | - | - | - | - | - | 2 | 1 | 1 | 1 | 3 |
| | 5%w | 22% | - | 16% | - | - | - | 18% | - | - | 9% | - | - | 3% | 6% | - | - | - | - | - | 16% | 10% | 2% | 14% | 13% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 320
Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site less now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 87* | 5** | 4** | 7** | 3** | 4** | 5** | 4** | 8** | 23** | 12** | 9** | 2** | 75* | 65* | 2** | 9** | 4** | 2** | 18** | 11** | 12** | 64* | 8** | 22** |
| BBC news is repetitive/ I am tired of the same stories | 4 | - | - | - | - | - | - | 1 | 1 | 1 | 1 | - | - | 3 | 4 | - | - | - | - | - | - | - | 4 | - | - |
| BBC news is boring/ I am not interested | 4% | - | - | - | - | - | - | - | 13% | 4% | 9% | - | - | 4% | 3% | 47% | - | - | - | 6% | 17% | - | 2% | - | 9% |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at | 2 | - | - | - | - | - | - | 1 | - | - | 1 | - | 2 | 2 | - | - | - | - | - | - | - | - | 2 | - | - |
| Other negative mention | 9 | 1 | - | 1 | 1 | - | - | 1 | 2 | 2 | 1 | - | 8 | 7 | - | - | - | 1 | 1 | 6% | 1 | 1 | 7 | 2 | 2 |
| NET: Positive | 11% | 19% | - | 16% | 35% | - | - | 12% | 8% | 18% | 13% | - | 11% | 11% | - | - | - | 46% | 6% | - | 9% | 11% | 25% | 9% | |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 7 | - | - | - | - | 1 | 1 | - | 4 | 1 | - | - | 6 | 6 | - | - | 1 | - | 1 | 5% | - | 1 | 6 | 1 | 1 |
| To find out information (non-specific/ other) | 8% | - | - | - | - | 22% | 17% | - | 17% | 9% | - | - | 8% | 9% | - | - | 23% | - | - | - | 10% | 9% | 14% | 5% | |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 2 | - | - | - | - | - | 1 | - | 1 | - | - | - | 2 | 2 | - | - | - | - | - | - | - | 1 | 1 | 1 | 1 |
| To find out information (non-specific/ other) | 2% | - | - | - | - | 22% | - | - | 4% | - | - | - | 3% | 3% | - | - | - | - | - | - | - | 10% | 2% | 14% | 5% |
| To find out information (non-specific/ other) | 1 | - | - | - | - | - | 1 | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | 1 | 1 | 1 |
| To find out information (non-specific/ other) | 1% | - | - | - | - | - | 22% | - | - | - | - | - | 1% | 2% | - | - | - | - | - | - | - | 10% | - | 14% | 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
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Absolutes/col percents

Table 320
Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 87* | 5** | 4** | 7** | 3** | 4** | 5** | 4** | 8** | 23** | 12** | 9** | 2** | 75* | 65* | 2** | 9** | 4** | 2** | 18** | 11** | 12** | 64* | 8** | 22** |
| To follow any news about lockdown rules/ safety protocols/ to keep up to date with changes surrounding lockdown/ safety protocols | 1 1% | - | - | - | - | - | - | - | - | 1 4% | - | - | - | 1 1% | 1 2% | - | - | - | - | - | - | - | 1 2% | - | - |
| I want to stay up to date with the news/ events/ changes/ I am interested in the news/ events/ changes | 1 1% | - | - | - | - | - | - | - | - | 1 4% | - | - | - | 1 1% | 1 2% | - | - | - | - | - | - | - | 1 2% | - | - |
| I have more time to follow the news/ stay informed of events | 1 1% | - | - | - | - | - | - | - | - | 1 4% | - | - | - | 1 1% | 1 1% | - | - | - | - | - | - | - | 1 2% | - | - |
| The BBC/ app/ site is a good source of news (non-specific/ other) | 1 1% | - | - | - | - | - | - | - | - | 1 4% | - | - | - | 1 1% | - | - | - | 1 23% | - | 1 5% | - | - | 1 2% | - | - |
| I am working from home/ I have greater access to the news/ have time to check the news due to working from home | 1 1% | - | - | - | - | - | - | 1 17% | - | - | - | - | - | - | 1 1% | - | - | - | - | - | - | - | 1 1% | - | - |
| Other positive mention | 1 1% | - | - | - | - | - | - | - | - | 1 9% | - | - | - | 1 1% | 1 2% | - | - | - | - | - | - | - | 1 2% | - | - |
| NET: Neutral | 3 4%o | - | 1 24% | 1 18% | - | - | - | - | 1 13% | - | - | - | - | 3 4% | 1 2% | - | - | 2 53% | - | 2 13% | - | - | 3 5% | - | - |
| I have not needed to change my usage/ feel my usage is sufficient | 1 1% | - | - | - | - | - | - | 1 13% | - | - | - | - | - | 1 1% | 1 2% | - | - | - | - | - | - | - | 1 2% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 320

Absolutes/col percents

Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|----------------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 87* | 5** | 4** | 7** | 3** | 4** | 5** | 4** | 8** | 23** | 12** | 9** | 2** | 75* | 65* | 2** | 9** | 4** | 2** | 18** | 11** | 12** | 64* | 8** | 22** |
| Other neutral mention | 2 3% | - | 1 24% | 1 18% | - | - | - | - | - | - | - | - | - | 2 3% | - | - | - | 2 53% | - | 2 13% | - | - | 2 4% | - | - |
| Nothing/ no reason in particular | 3 4% | - | - | - | - | - | - | - | 1 14% | 2 9% | - | - | - | 3 4% | 1 2% | - | 2 22% | - | - | 2 11% | - | - | 3 5% | - | - |
| Don't know | 4 5% | - | - | 1 16% | - | - | 1 18% | - | - | 1 5% | 1 10% | - | - | 4 6% | 2 3% | - | 2 23% | - | - | 2 12% | - | - | 4 7% | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 321

Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 89 | 65 | 12 | 10 | 7 | 1 | 23 | 8 | 21 | 19 | 2 | 19 | 20 | 13 | 8 | 6 | 4 | 3 | - | 1 | 2 | 1 | 4 |
| Weighted base | 87* | 63* | 12** | 10** | 7** | 1** | 24** | 8** | 21** | 19** | 2** | 19** | 20** | 13** | 8** | 6** | 3** | 3** | ** | ** | 2** | 1** | 4** |
| NET: Negative | 72 | 51 | 8 | 9 | 6 | 1 | 19 | 7 | 17 | 15 | 1 | 16 | 19 | 11 | 5 | 1 | 3 | - | * | * | 2 | 1 | 4 |
| | 82% | 82% | 67% | 90% | 86% | 100% | 82% | 88% | 81% | 79% | 54% | 83% | 95% | 84% | 64% | 80% | 48% | 100% | - | 100% | 100% | 100% | 100% |
| The BBC/ app/ site is a poor source of news (non-specific/ other) | 19 | 15 | - | * | - | 1 | 2 | 2 | 2 | * | - | 4 | 6 | 4 | 3 | - | * | 1 | - | * | - | - | - |
| | 22% | 25% | - | 4% | - | 100% | 10% | 31% | 12% | 2% | - | 21% | 28% | 28% | - | 14% | 39% | - | * | - | - | - | |
| The BBC is biased/ does not provide impartial news/ information | 17 | 13 | 1 | 1 | 1 | 1 | 3 | 1 | 2 | 2 | - | 4 | 6 | 3 | 2 | - | - | 2 | - | - | - | - | - |
| | 20% | 20% | 9% | 12% | 16% | 100% | 14% | 12% | 10% | 12% | - | 19% | 30% | 23% | 25% | - | - | 61% | - | - | - | - | - |
| I like to get my news from other sources | 14 | 13 | - | 1 | 1 | - | 1 | - | 1 | 1 | 1 | 1 | 7 | 1 | 1 | - | 1 | - | * | - | - | - | - |
| | 16% | 20% | - | 11% | 14% | - | 4% | - | 5% | 5% | 54% | 5% | 33% | 7% | 13% | 19% | - | 55% | - | 100% | - | - | - |
| I like to get my news from other mediums/ TV/ Newspaper/ Radio/ Social media | 13 | 9 | 3 | 2 | 2 | - | 4 | 1 | 4 | 4 | - | 4 | 1 | 3 | - | 2 | 1 | - | - | - | - | - | - |
| | 15% | 14% | 26% | 20% | 26% | - | 18% | 14% | 19% | 21% | - | 21% | 5% | 25% | - | 43% | 34% | - | - | - | - | - | - |
| BBC news is too negative/ they spread discontent/ fear | 5 | 2 | 2 | 2 | 1 | - | 3 | - | 3 | 3 | - | - | 3 | - | 1 | - | - | - | - | - | - | - | - |
| | 6% | 4% | 17% | 21% | 15% | - | 13% | - | 15% | 16% | - | - | 17% | - | 13% | - | - | - | - | - | - | - | - |
| I avoid the news due to mental health issues/ depression, anxiety etc | 4 | 3 | 1 | - | - | - | 1 | - | 1 | 1 | - | 1 | 1 | - | - | - | - | - | - | - | - | - | 2 |
| | 5% | 5% | 8% | - | - | - | 4% | - | 5% | 5% | - | 5% | 5% | - | - | - | - | - | - | - | - | - | 46% |
| I do not pay attention to the news/ avoid watching the news | 4 | 3 | - | - | 1 | - | 1 | - | - | 1 | - | - | 2 | 1 | - | 1 | - | - | - | - | - | - | - |
| | 5% | 5% | - | - | 15% | - | 5% | - | - | 6% | - | - | 9% | 9% | - | 18% | - | - | - | - | - | - | - |
| BBC news is repetitive/ I am tired of the same stories | 4 | 3 | 1 | - | - | - | 1 | - | 1 | 1 | - | - | 1 | - | - | - | - | - | - | - | 1 | - | 2 |
| | 4% | 4% | 8% | - | - | - | 4% | - | 5% | 5% | - | - | 5% | - | - | - | - | - | - | - | 49% | - | 46% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 321
Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|-----|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Weighted base | 87* | 63* | 12** | 10** | 7** | 1** | 24** | 8** | 21** | 19** | 2** | 19** | 20** | 13** | 8** | 6** | 3** | 3** | -** | *** | 2** | 1** | 4** | |
| BBC news is boring/ I am not interested | 3 | 2 | - | - | - | - | 1 | 1 | 1 | - | - | 2 | 1 | - | - | - | - | - | - | - | - | - | - | |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at | 2 | 2 | - | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | |
| Other negative mention | 9 | 6 | 1 | 2 | - | - | 3 | 2 | 3 | 2 | - | 3 | 1 | 1 | - | - | - | - | - | - | 1 | 1 | 2 | |
| NET: Positive | 7 | 3 | 4 | 2 | 1 | - | 4 | 1 | 4 | 4 | - | 1 | - | 2 | 3 | - | 1 | - | - | - | - | 51% | 100% | 54% |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 2 | - | 2 | 2 | 1 | - | 2 | - | 2 | 2 | - | - | - | 1 | 1 | - | - | - | - | - | - | - | - | |
| To find out information (non-specific/ other) | 1 | - | 1 | 1 | - | - | 1 | - | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - | |
| To follow any news about lockdown rules/ safety protocols/ to keep up to date with changes surrounding lockdown/ safety protocols | 1 | - | 1 | 1 | 1 | - | 1 | - | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - | |
| I want to stay up to date with the news/ events/ changes/ I am interested in the news/ events/ changes | 1 | - | 1 | - | - | - | 1 | - | 1 | 1 | - | 1 | - | - | - | - | - | - | - | - | - | - | - | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 321
Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site less now compared to March 2020

| | Total (a) | None (b) | Children Aged 18 & Under | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---|-----------|----------|--------------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|-----------------------------|------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | | | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 87* | 63* | 12** | 10** | 7** | 1** | 24** | 8** | 21** | 19** | 2** | 19** | 20** | 13** | 8** | 6** | 3** | 3** | -** | *** | 2** | 1** | 4** |
| I have more time to follow the news/ stay informed of events | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - |
| The BBC/ app/ site is a good source of news (non-specific/ other) | 1 | - | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | - |
| I am working from home/ I have greater access to the news/ have time to check the news due to working from home | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - |
| Other positive mention | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - |
| NET: Neutral | 3 | 3 | - | - | - | - | - | - | - | - | - | - | 3 | - | - | - | - | - | - | - | - | - | - |
| I have not needed to change my usage/ feel my usage is sufficient | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| Other neutral mention | 2 | 2 | - | - | - | - | - | - | - | - | - | 2 | - | - | - | - | - | - | - | - | - | - | - |
| Nothing/ no reason in particular | 3 | 3 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | 1 | 1 | - | - | - | - | - | - |
| Don't know | 4 | 3 | 1 | - | - | - | 1 | - | 1 | 1 | 1 | - | - | 1 | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 322

Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC News app/site less now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|--|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 89 | 85 | 4 | 68 | 21 | 89 | - | 89 | - | 89 | - |
| Weighted base | 87* | 84* | 4** | 66* | 21** | 87* | ** | 87* | ** | 87* | ** |
| NET: Negative | 72 | 68 | 4 | 51 | 21 | 72 | - | 72 | - | 72 | - |
| | 82% | 82% | 100% | 78% | 97% | 82% | - | 82% | - | 82% | - |
| The BBC/ app/ site is a poor source of news (non-specific/ other) | 19 | 18 | 1 | 12 | 7 | 19 | - | 19 | - | 19 | - |
| | 22% | 22% | 29% | 19% | 31% | 22% | - | 22% | - | 22% | - |
| The BBC is biased/ does not provide impartial news/ information | 17 | 15 | 3 | 12 | 5 | 17 | - | 17 | - | 17 | - |
| | 20%b | 17% | 72% | 18% | 24% | 20% | - | 20% | - | 20% | - |
| I like to get my news from other sources | 14 | 13 | * | 8 | 6 | 14 | - | 14 | - | 14 | - |
| | 16% | 16% | 12% | 12% | 26% | 16% | - | 16% | - | 16% | - |
| I like to get my news from other mediums/ TV/ Newspaper/ Radio/ Social media | 13 | 13 | - | 12 | 1 | 13 | - | 13 | - | 13 | - |
| | 15% | 15% | - | 18% | 5% | 15% | - | 15% | - | 15% | - |
| BBC news is too negative/ they spread discontent/ fear | 5 | 4 | 1 | 3 | 2 | 5 | - | 5 | - | 5 | - |
| | 6% | 5% | 28% | 5% | 11% | 6% | - | 6% | - | 6% | - |
| I avoid the news due to mental health issues/ depression, anxiety etc | 4 | 4 | - | 2 | 2 | 4 | - | 4 | - | 4 | - |
| | 5% | 5% | - | 3% | 10% | 5% | - | 5% | - | 5% | - |
| I do not pay attention to the news/ avoid watching the news | 4 | 4 | - | - | 4 | 4 | - | 4 | - | 4 | - |
| | 5% | 5% | - | - | 18% | 5% | - | 5% | - | 5% | - |
| BBC news is repetitive/ I am tired of the same stories | 4 | 4 | - | 1 | 3 | 4 | - | 4 | - | 4 | - |
| | 4%D | 5% | - | 1% | 15% | 4% | - | 4% | - | 4% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 322

Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site less now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 87* | 84* | 4** | 66* | 21** | 87* | -** | 87* | -** | 87* | -** |
| BBC news is boring/ I am not interested | 3 4% | 3 4% | - | 3 5% | - | 3 4% | - | 3 4% | - | 3 4% | - |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at | 2 2% | 2 3% | - | - | 2 10% | 2 2% | - | 2 2% | - | 2 2% | - |
| Other negative mention | 9 11% | 9 11% | - | 9 14% | - | 9 11% | - | 9 11% | - | 9 11% | - |
| NET: Positive | 7 8% | 6 7% | 1 31% | 6 9% | 1 3% | 7 8% | - | 7 8% | - | 7 8% | - |
| To follow any news about Covid-19/ the state of the pandemic/ keep up to date with changes to the pandemic situation/ vaccinations | 2 2%B | 1 1% | 1 31% | 2 3% | - | 2 2% | - | 2 2% | - | 2 2% | - |
| To find out information (non-specific/ other) | 1 1% | - | 1 31% | 1 2% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| To follow any news about lockdown rules/ safety protocols/ to keep up to date with changes surrounding lockdown/ safety protocols | 1 1% | 1 1% | - | 1 2% | - | 1 1% | - | 1 1% | - | 1 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 322
Q18a. You said you use the BBC News app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC News app/site less now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 87* | 84* | 4** | 66* | 21** | 87* | ** | 87* | ** | 87* | ** |
| I want to stay up to date with the news/ events/ changes/ I am interested in the news/ events/ changes | 1 1% | 1 1% | - | 1 2% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| I have more time to follow the news/ stay informed of events | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| The BBC/ app/ site is a good source of news (non-specific/ other) | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| I am working from home/ I have greater access to the news/ have time to check the news due to working from home | 1 1% | 1 1% | - | - | 1 3% | 1 1% | - | 1 1% | - | 1 1% | - |
| Other positive mention | 1 1% | 1 1% | - | 1 2% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| NET: Neutral | 3 4% | 3 4% | - | 2 3% | 1 5% | 3 4% | - | 3 4% | - | 3 4% | - |
| I have not needed to change my usage/ feel my usage is sufficient | 1 1% | 1 1% | - | - | 1 5% | 1 1% | - | 1 1% | - | 1 1% | - |
| Other neutral mention | 2 3% | 2 3% | - | 2 3% | - | 2 3% | - | 2 3% | - | 2 3% | - |
| Nothing/ no reason in particular | 3 4% | 3 4% | - | 3 5% | - | 3 4% | - | 3 4% | - | 3 4% | - |
| Don't know | 4 5% | 4 5% | - | 4 7% | - | 4 5% | - | 4 5% | - | 4 5% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 323
Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|------------------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|------------------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 137 | 108 | 28 | 12 | 17 | 32 | 23 | 18 | 19 | 10 | 6 | 29 | 21 | 53 | 41 | 35 | 13 | 52 | 36 | 19 | 29 | 88 | 48 |
| Weighted base | 133 | 103 | 29** | 10** | 16** | 33* | 23** | 17** | 18** | 9** | 6** | 26** | 19** | 52* | 40* | 34* | 10** | 47* | 35* | 21** | 29** | 82* | 50* |
| NET: Positive | 120 | 94 | 25 | 10 | 13 | 28 | 23 | 16 | 16 | 9 | 6 | 23 | 16 | 44 | 38 | 32 | 10 | 42 | 34 | 16 | 27 | 77 | 43 |
| | 91% ⁿ | 91% | 88% | 100% | 82% | 83% | 100% | 89% | 89% | 100% | 100% | 89% | 86% | 84% | 95% | 94% | 100% | 90% | 98% | 78% | 93% | 93% | 87% |
| I want to stay up to date with the sports/ sporting news/ events/ the sports I am interested in/ the sporting news/ events | 26 | 19 | 7 | 3 | 3 | 4 | 4 | 5 | 2 | 4 | 2 | 6 | 4 | 9 | 9 | 8 | 3 | 11 | 5 | 2 | 7 | 16 | 9 |
| | 20% | 19% | 23% | 29% | 18% | 13% | 17% | 27% | 11% | 39% | 30% | 22% | 23% | 17% | 22% | 22% | 28% | 23% | 15% | 11% | 24% | 19% | 18% |
| I have more time to watch the sport/ follow sports news/ stay informed of sporting news | 26 | 21 | 4 | 1 | 4 | 7 | 5 | 4 | 3 | 2 | - | 5 | 4 | 10 | 9 | 5 | 1 | 11 | 5 | 3 | 7 | 16 | 10 |
| | 19% | 21% | 15% | 9% | 24% | 20% | 22% | 24% | 15% | 23% | - | 18% | 20% | 20% | 23% | 15% | 9% | 23% | 13% | 14% | 25% | 19% | 20% |
| I am at home more to watch sports/ follow the sporting news/ have access to home wifi/ computer etc | 12 | 10 | 3 | 2 | 1 | 4 | 2 | 1 | 1 | 1 | - | 3 | 2 | 6 | 3 | 2 | 2 | 3 | 4 | 5 | 1 | 7 | 5 |
| | 9% | 9% | 10% | 16% | 6% | 13% | 9% | 7% | 6% | 12% | - | 10% | 9% | 11% | 8% | 7% | 16% | 6% | 12% | 22% | 2% | 9% | 11% |
| I like to watch the sport/ sporting news | 12 | 8 | 3 | 4 | 2 | 4 | 1 | - | - | 2 | - | 6 | 3 | 7 | 1 | 2 | 4 | 6 | 5 | 2 | - | 10 | 2 |
| | 9% | 8% | 11% | 39% | 11% | 12% | 4% | - | - | 16% | - | 22% | 14% | 13% | 2% | 5% | 37% | 12% | 13% | 10% | - | 12% | 4% |
| Due to the pandemic/ lockdown I have/ greater access/ had more time to watch sports/ check the sporting news | 12 | 10 | 2 | - | 1 | 5 | 1 | 1 | 2 | 1 | - | 1 | 1 | 6 | 2 | 3 | * | 4 | 4 | 1 | 2 | 9 | 3 |
| | 9% | 9% | 8% | - | 8% | 15% | 4% | 7% | 12% | 12% | - | 5% | 7% | 12% | 5% | 10% | 4% | 9% | 12% | 5% | 7% | 10% | 6% |
| There is plenty of sport to watch now/ sports have resumed/ I am watching more sport | 11 | 8 | 2 | 1 | 2 | 2 | 3 | 1 | 2 | - | - | 3 | 3 | 5 | 4 | 2 | 1 | - | 4 | 3 | 3 | 4 | 6 |
| | 8% ^r | 8% | 8% | 10% | 13% | 6% | 14% | 5% | 9% | - | - | 12% | 16% | 10% | 10% | 5% | 9% | - | 12% ^r | 15% | 12% | 5% | 13% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 323
Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-------------|-----------|---------|------------|----------|----------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 133 | 103 | 29** | 10** | 16** | 33* | 23** | 17** | 18** | 9** | 6** | 26** | 19** | 52* | 40* | 34* | 10** | 47* | 35* | 21** | 29** | 82* | 50* |
| The BBC/ app/ site is a good source of sport/ sports news (non-specific/ other) | 7 5% | 5 5% | 3 9% | 1 10% | - | 1 3% | 1 4% | 1 6% | 2 11% | - | 1 18% | 1 4% | - | 1 2% | 3 9% | 1 10% | 2 4% | 1 3% | - | 4 15% | 3 4% | 4 9% | |
| Following sport keeps me entertained/ cheers me up/ raises my spirits | 6 5% | 5 5% | 1 4% | 2 18% | 1 7% | 1 3% | 1 4% | 1 6% | * 2% | - | - | 3 11% | 2 10% | 3 6% | 2 5% | * 1% | 2 17% | 3 6% | * 1% | 1 5% | 2 7% | 3 4% | 3 7% |
| Other sources of sport/ methods of watching sport/ sports news are limited | 6 5% | 4 4% | 2 8% | - | - | - | - | 1 7% | 2 12% | 1 12% | 2 29% | - | - | - | 1 3% | 5 15%AIN | - | 2 4% | 1 3% | - | 3 11% | 3 3% | 3 7% |
| To follow the results/ scores in sporting events | 6 4% | 6 5% | - | - | 1 7% | 1 3% | - | - | 2 13% | - | 1 18% | 1 4% | 1 5% | 2 4% | - | 4 10%o | - | 1 2% | 2 6% | 2 10% | * 1% | 3 4% | 3 5% |
| To watch/ find out information about particular teams/ sports people | 5 4%v | 4 4% | 1 4% | 1 9% | - | 1 3% | - | 1 6% | 1 7% | 1 12% | - | 1 4% | - | 1 2% | 1 3% | 2 7% | 1 9% | 1 2% | - | 2 11% | 2 7% | 1 1% | 4 9%v |
| I make a lot of use of the Internet/ computers/ phone/ online sports viewing/ sporting news is convenient for me due to my internet usage | 5 4% | 3 3% | 2 8% | - | - | 2 7% | 3 14% | - | - | - | - | - | - | 2 4% | 3 8% | - | - | - | 4 12%ar | - | 1 4% | 4 5% | 1 2% |
| To follow international sports/ sports news | 4 3% | 4 4% | - | 1 6% | - | 1 3% | - | - | 1 6% | - | 2 29% | 1 2% | - | 1 2% | - | 3 8% | 1 6% | 2 5% | 1 3% | - | 1 4% | 3 4% | 1 2% |
| Access to sport/ the sporting news is convenient/ easy when using the app/ site/ it is easy to use | 3 2% | 2 2% | 1 4% | - | - | - | - | - | 2 12% | - | 1 18% | - | - | - | - | 3 10%an | - | - | 1 3% | - | 2 7% | 1 1% | 2 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 323
Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Total (a) | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|---------|---------|---------|---------|----------|----------|
| | | Male (b) | Female (c) | | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 133 | 103 | 29** | | 10** | 16** | 33* | 23** | 17** | 18** | 9** | 6** | 26** | 19** | 52* | 40* | 34* | 10** | 47* | 35* | 21** | 29** | 82* | 50* |
| I am not working/ am furloughed/ so have greater access/ more time to check the sport/ sports news | 3 2% | 3 3% | - | - | - | - | 2 9% | 1 4% | - | - | - | - | - | - | - | 3 7%a | - | - | 1 2% | 2 5% | - | - | 3 3% | - |
| Sport has continued to be broadcast/ has always been available/ one of the few things that has not been disrupted | 3 2% | 3 3% | - | - | - | 1 3% | 2 7% | - | - | - | - | - | - | - | 1 2% | 2 4% | - | - | 2 4% | 1 2% | - | - | 3 3% | - |
| I want to find out other sporting information | 2 2% | 2 2% | - | - | - | - | - | - | - | 2 22% | - | - | - | - | - | - | 2 6% | - | 1 2% | - | 1 5% | - | 1 1% | 1 2% |
| The BBC/ app/ site is my favourite source of sport/ sports news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of sports/ sports news | 2 2% | 2 2% | - | - | - | 1 3% | - | - | 1 6% | - | - | - | - | - | 1 2% | - | 1 3% | - | - | 1 3% | - | 1 4% | 1 1% | 1 2% |
| To find out fixtures/ competition dates | 2 1% | 2 2% | - | - | - | 1 3% | - | 1 5% | - | - | - | - | - | - | 1 2% | 1 2% | - | - | - | 2 9% | - | - | - | 2 4% |
| I am working from home/ I have greater access to sport/ sports news/ have time to check the sports news due to working from home | 2 1% | 1 1% | 1 4% | - | - | - | 1 4% | 1 4% | - | - | - | - | - | - | - | 2 4% | - | - | 1 2% | 1 2% | - | - | 2 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
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Absolutes/col percents

Table 323
Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 133 | 103 | 29** | 10** | 16** | 33* | 23** | 17** | 18** | 9** | 6** | 26** | 19** | 52* | 40* | 34* | 10** | 47* | 35* | 21** | 29** | 82* | 50* |
| I have always used the BBC app/ site for sport/ sport news/ have always regularly used the BBC app/ site for sport/ sports news | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - | - | - | - | 1 | - | 1 |
| | * | 1% | - | - | - | - | 3% | - | - | - | - | - | - | - | 2% | - | - | - | - | - | 2% | - | 1% |
| Other positive mention | 10 | 7 | 3 | 1 | 1 | - | 1 | - | 5 | 1 | 1 | 2 | 1 | 1 | 7 | 1 | 4 | 4 | 1 | 1 | 8 | 2 | |
| | 8%n | 7% | 10% | 6% | 7% | - | 5% | - | 29% | 11% | 17% | 7% | 6% | 2% | 3% | 22%AFNo | 6% | 8% | 13% | 6% | 4% | 10% | 4% |
| NET: Negative | 4 | 3 | 1 | - | 1 | 1 | - | 1 | 1 | * | - | 1 | 1 | 2 | 1 | 1 | - | 3 | 1 | - | 1 | 3 | 1 |
| | 3% | 3% | 4% | - | 4% | 3% | - | 6% | 6% | 4% | - | 3% | 3% | 3% | 3% | 4% | - | 5% | 2% | - | 4% | 4% | 2% |
| There is not much sport to watch at the moment/ limited sports news to follow | 2 | 2 | - | - | - | 1 | - | - | 1 | * | - | - | - | 1 | - | 1 | - | 1 | - | - | 1 | 1 | 1 |
| | 2% | 2% | - | - | - | 3% | - | - | 6% | 4% | - | - | - | 2% | - | 4% | - | 3% | - | - | 4% | 2% | 2% |
| I prefer to watch sport/ get my sporting news from other mediums/ TV/ Newspaper/ Radio/ Social media | 1 | - | 1 | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | - | 1 | - | - | - | 1 | - |
| | 1% | - | 4% | - | - | - | - | 6% | - | - | - | - | - | - | 3% | - | - | 2% | - | - | - | 1% | - |
| Other negative mention | 1 | 1 | - | - | 1 | - | - | - | - | - | - | 1 | 1 | 1 | - | - | - | - | 1 | - | - | 1 | - |
| | 1% | 1% | - | - | 4% | - | - | - | - | - | - | 3% | 3% | 1% | - | - | - | - | 2% | - | - | 1% | - |
| NET: Neutral | 3 | 3 | - | - | - | 1 | 1 | 1 | - | - | - | - | - | 1 | 1 | - | - | 1 | - | 1 | 1 | 1 | 2 |
| | 2% | 2% | - | - | - | 4% | 3% | 4% | - | - | - | - | - | 2% | 3% | - | - | 2% | - | 6% | 2% | 1% | 4% |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the sport/ sports news has remained the same | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - | - | - | - | 1 | - | 1 |
| | * | 1% | - | - | - | - | 3% | - | - | - | - | - | - | - | 2% | - | - | - | - | - | 2% | - | 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 323
Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|----------------------------------|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 133 | 103 | 29** | 10** | 16** | 33* | 23** | 17** | 18** | 9** | 6** | 26** | 19** | 52* | 40* | 34* | 10** | 47* | 35* | 21** | 29** | 82* | 50* |
| Other neutral mention | 2 1% | 2 2% | - | - | - | 1 4% | - | 1 4% | - | - | - | - | - | 1 2% | 1 2% | - | - | 1 2% | - | 1 6% | - | 1 1% | 1 2% |
| Nothing/ no reason in particular | 5 4%v | 4 4% | 1 4% | - | 1 7% | 3 10%o | - | - | 1 5% | - | - | 1 4% | 1 6% | 4 8% | - | 1 3% | - | 1 2% | - | 3 16% | 1 3% | 1 1% | 4 9%v |
| Don't know | 2 2% | 1 1% | 1 4% | - | 1 7% | 1 3% | - | - | - | - | - | 1 4% | 1 5% | 2 4% | - | - | - | 1 2% | - | - | 1 4% | 1 1% | 1 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 324
Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 137 | 7 | 4 | 21 | 10 | 15 | 4 | 16 | 9 | 20 | 17 | 6 | 8 | 106 | 111 | 7 | 9 | 9 | 1 | 26 | 14 | 14 | 111 | 10 | 24 |
| Weighted base | 133 | 7** | 4** | 23** | 10** | 15** | 4** | 11** | 10** | 20** | 18** | 6** | 3** | 111 | 106 | 7** | 9** | 9** | 1** | 27** | 14** | 14** | 107 | 10** | 24** |
| NET: Positive | 120 | 7 | 4 | 22 | 9 | 15 | 3 | 10 | 7 | 18 | 16 | 5 | 3 | 100 | 95 | 7 | 9 | 8 | 1 | 25 | 13 | 12 | 97 | 9 | 22 |
| | 91% | 100% | 100% | 95% | 89% | 100% | 76% | 87% | 77% | 90% | 87% | 84% | 100% | 90% | 100% | 100% | 100% | 87% | 100% | 96% | 92% | 85% | 91% | 90% | 91% |
| I want to stay up to date with the sports/ sporting news/ events/ the sports I am interested in/ the sporting news/ events | 26 | 1 | 3 | 2 | 2 | 4 | 2 | 3 | - | 7 | 1 | - | 1 | 22 | 24 | - | 1 | 1 | - | 2 | 1 | 1 | 24 | 1 | 2 |
| | 20% | 14% | 72% | 9% | 20% | 27% | 52% | 23% | - | 35% | 6% | - | 26% | 20% | 23% | - | 10% | 10% | - | 7% | 7% | 8% | 23% | 11% | 9% |
| I have more time to watch the sport/ follow sports news/ stay informed of sporting news | 26 | 1 | - | 6 | 1 | 5 | - | 3 | 2 | - | 5 | 1 | 1 | 21 | 18 | 1 | 4 | 2 | - | 8 | 4 | 1 | 21 | 2 | 5 |
| | 19% | 16% | - | 28% | 9% | 34% | - | 25% | 23% | - | 29% | 17% | 27% | 19% | 17% | 16% | 46% | 23% | - | 28% | 27% | 7% | 19% | 20% | 21% |
| I am at home more to watch sports/ follow the sporting news/ have access to home wifi/ computer etc | 12 | 2 | - | 1 | - | - | 1 | 1 | 1 | 3 | 3 | - | - | 10 | 11 | - | 1 | 1 | - | 2 | 2 | 1 | 9 | 1 | 2 |
| | 9% | 29% | - | 6% | - | - | 27% | 6% | 11% | 15% | 18% | - | - | 9% | 10% | - | 10% | 11% | - | 7% | 15% | 8% | 8% | 10% | 9% |
| I like to watch the sport/ sporting news | 12 | 1 | - | - | 1 | 3 | - | 1 | 1 | 4 | 1 | - | * | 10 | 8 | 3 | - | 1 | 1 | 5 | 2 | 1 | 9 | 1 | 2 |
| | 9% | 14% | - | - | 10% | 19% | - | 6% | 11% | 20% | 6% | - | 13% | 9% | 7% | 41% | - | 11% | 100% | 17% | 12% | 8% | 9% | 11% | 7% |
| Due to the pandemic/ lockdown I have/ greater access/ had more time to watch sports/ check the sporting news | 12 | 1 | 1 | 1 | 2 | 3 | - | - | - | 3 | - | - | * | 10 | 8 | 3 | - | 1 | - | 4 | 1 | 1 | 11 | - | 1 |
| | 9% | 14% | 28% | 4% | 20% | 20% | - | - | - | 15% | - | - | 12% | 9% | 7% | 41% | - | 11% | - | 15% | 7% | 7% | 10% | - | 4% |
| There is plenty of sport to watch now/ sports have resumed/ I am watching more sport | 11 | 1 | - | 3 | - | - | 2 | 1 | - | 1 | 1 | 1 | * | 8 | 9 | - | 1 | 1 | - | 2 | - | 1 | 8 | 2 | 2 |
| | 8% | 14% | - | 15% | - | - | 52% | 7% | - | 5% | 6% | 16% | 12% | 8% | 8% | - | 10% | 11% | - | 7% | - | 9% | 8% | 18% | 10% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 324
Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 133 | 7** | 4** | 23** | 10** | 15** | 4** | 11** | 10** | 20** | 18** | 6** | 3** | 111 | 106 | 7** | 9** | 9** | 1** | 27** | 14** | 14** | 107 | 10** | 24** |
| The BBC/ app/ site is a good source of sport/ sports news (non-specific/ other) | 7 5% | - | - | 1 5% | 2 20% | - | 1 24% | 1 6% | - | 1 5% | - | 1 17% | - | 6 6% | 6 6% | - | 1 11% | - | - | 1 4% | 1 7% | - | 6 6% | - | 1 4% |
| Following sport keeps me entertained/ cheers me up/ raises my spirits | 6 5% | 2 29% | - | - | - | 2 13% | - | - | - | 2 9% | - | - | * | 4 3% | 5 4% | 1 13% | 1 10% | - | - | 2 7% | 1 8% | 1 8% | 5 5% | - | 1 5% |
| Other sources of sport/ methods of watching sport/ sports news are limited | 6 5% | - | - | 1 5% | - | - | - | 1 6% | - | 1 5% | 1 6% | 2 35% | - | 5 5% | 5 5% | 1 16% | - | - | - | 1 4% | 1 8% | 2 16% | 4 4% | 1 10% | 2 9% |
| To follow the results/ scores in sporting events | 6 4% | - | - | 1 5% | 1 10% | - | 2 51% | - | - | - | 1 6% | - | * | 5 5% | 5 4% | - | - | 1 11% | - | 1 4% | - | 1 10% | 4 4% | 1 11% | 1 6% |
| To watch/ find out information about particular teams/ sports people | 5 4% | - | - | 1 5% | 1 10% | 1 7% | - | - | 1 11% | - | 1 5% | - | - | 5 5% | 4 4% | - | 1 10% | - | - | 1 4% | 1 7% | - | 4 4% | 1 10% | 1 4% |
| I make a lot of use of the Internet/ computers/ phone/ online sports viewing/ sporting news is convenient for me due to my internet usage | 5 4% | - | - | - | 1 9% | - | - | - | 1 11% | 1 5% | 2 12% | - | - | 5 5% | 4 4% | 1 14% | - | - | - | 1 4% | - | - | 5 5% | - | - |
| To follow international sports/ sports news | 4 3% | - | - | 1 5% | - | 1 7% | - | 1 11% | - | - | 1 6% | - | - | 3 3% | 3 3% | - | 1 11% | - | - | 1 4% | - | 2 15% | 2 2% | 2 21% | 2 9% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 324
Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 133 | 7** | 4** | 23** | 10** | 15** | 4** | 11** | 10** | 20** | 18** | 6** | 3** | 111 | 106 | 7** | 9** | 9** | 1** | 27** | 14** | 14** | 107 | 10** | 24** |
| Access to sport/ the sporting news is convenient/ easy when using the app/ site/ it is easy to use | 3 2% | - | - | 2 9% | - | - | - | - | - | - | - | 1 17% | - | 3 3% | 3 3% | - | - | - | - | - | 1 8% | - | 2 2% | - | 1 5% |
| I am not working/ am furloughed/ so have greater access/ more time to check the sport/ sports news | 3 2% | - | - | - | - | - | 1 7% | - | - | - | 2 11% | - | - | 2 2% | 3 3% | - | - | - | - | - | - | - | 3 3% | - | - |
| Sport has continued to be broadcast/ has always been available/ one of the few things that has not been disrupted | 3 2% | - | - | 1 5% | - | - | 1 6% | - | - | - | 1 6% | - | - | 2 2% | 3 3% | - | - | - | - | - | - | - | 3 3% | - | - |
| I want to find out other sporting information | 2 2% | - | - | - | 1 9% | 1 7% | - | - | - | - | - | - | - | 2 2% | 2 2% | - | - | - | - | - | - | - | 2 2% | - | - |
| The BBC/ app/ site is my favourite source of sport/ sports news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of sports/ sports news | 2 2% | - | - | - | - | - | - | - | 1 5% | 1 6% | - | - | - | 2 2% | 1 1% | - | - | 1 11% | - | 1 4% | - | 1 7% | 1 1% | 1 10% | 1 4% |
| To find out fixtures/ competition dates | 2 1% | - | - | - | - | 1 27% | 1 7% | - | - | - | - | - | - | 1 1% | 2 2% | - | - | - | - | - | - | 1 6% | 1 1% | 1 8% | 1 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 324
Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|---------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-eastern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 133 | 7** | 4** | 23** | 10** | 15** | 4** | 11** | 10** | 20** | 18** | 6** | 3** | 111 | 106 | 7** | 9** | 9** | 1** | 27** | 14** | 14** | 107 | 10** | 24** |
| I am working from home/ I have greater access to sport/ sports news/ have time to check the sports news due to working from home | 2 1% | - | - | - | - | - | - | 1 7% | - | 1 5% | - | - | - | 1 1% | 2 2% | - | - | - | - | - | - | - | 2 2% | - | - |
| I have always used the BBC app/ site for sport/ sport news/ have always regularly used the BBC app/ site for sport/ sports news | 1 * | - | - | - | - | - | - | 1 6% | - | - | - | - | - | - | 1 1% | - | - | - | - | - | - | - | 1 1% | - | - |
| Other positive mention | 10 8% | - | - | 5 19% | - | - | - | 1 6% | 2 21% | - | 3 18% | - | - | 10 9% | 9 9% | - | 1 13% | - | - | 1 5% | 1 8% | 3 22% | 6 6% | 1 10% | 4 18% |
| NET: Negative | 4 3%W | - | - | - | 1 11% | - | - | 1 6% | 1 11% | - | 1 6% | - | 1 12% | 3 3% | 4 4% | - | - | - | - | - | 2 15% | 2 15% | 1 1% | 2 20% | 3 13% |
| There is not much sport to watch at the moment/ limited sports news to follow | 2 2%W | - | - | - | - | - | - | - | 1 11% | - | 1 6% | - | 1 12% | 2 2% | 2 2% | - | - | - | - | - | 1 7% | 1 7% | * * | 2 20% | 2 9% |
| I prefer to watch sport/ get my sporting news from other mediums/ TV/ Newspaper/ Radio/ Social media | 1 1% | - | - | - | 1 11% | - | - | - | - | - | - | - | - | 1 1% | 1 1% | - | - | - | - | - | 1 8% | 1 8% | - | - | 1 5% |
| Other negative mention | 1 1% | - | - | - | - | - | - | 1 6% | - | - | - | - | - | - | 1 1% | - | - | - | - | - | - | - | 1 1% | - | - |
| NET: Neutral | 3 2% | - | - | 1 5% | - | - | - | 1 12% | - | - | - | - | - | 1 1% | 1 1% | - | - | 1 13% | - | 1 4% | - | - | 3 2% | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 324

Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|------------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (g) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 133 | 7** | 4** | 23** | 10** | 15** | 4** | 11** | 10** | 20** | 18** | 6** | 3** | 111 | 106 | 7** | 9** | 9** | 1** | 27** | 14** | 14** | 107 | 10** | 24** |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the sport/ sports news has remained the same | 1* | - | - | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Other neutral mention | 2 | - | - | 1 | - | - | - | 1 | - | - | - | - | - | 1 | 1 | - | - | 1 | - | 1 | - | - | 2 | - | - |
| | 1% | - | - | 5% | - | - | - | 7% | - | - | - | - | - | 1% | 1% | - | - | 13% | - | 4% | - | - | 2% | - | - |
| Nothing/ no reason in particular | 5 | - | - | - | - | - | 1 | - | 2 | 1 | 1 | - | - | 5 | 5 | - | - | - | - | - | - | - | 5 | - | - |
| | 4% | - | - | - | - | - | 24% | - | 23% | 5% | 7% | - | - | 5% | 5% | - | - | - | - | - | - | - | 5% | - | - |
| Don't know | 2 | - | - | - | - | - | - | - | - | 1 | - | 1 | - | 2 | 2 | - | - | - | - | - | - | - | 2 | - | - |
| | 2% | - | - | - | - | - | - | - | - | 5% | - | 16% | - | 2% | 2% | - | - | - | - | - | - | - | 2% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 325
Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|------------|------------------|-------------------|-------------------|-----------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 137 | 83 | 33 | 17 | 8 | 54 | 24 | 50 | 44 | 5 | 17 | 21 | 29 | 21 | 14 | 6 | 6 | 3 | 2 | 4 | - | 6 |
| Weighted base | 133 | 80* | 32* | 16** | 8** | 52* | 22** | 48* | 43* | 5** | 18** | 22** | 29** | 21** | 11** | 6** | 5** | 3** | 1** | 4** | ** | 5** |
| NET: Positive | 120 | 72 | 29 | 13 | 8 | 48 | 20 | 44 | 39 | 5 | 15 | 21 | 25 | 19 | 9 | 5 | 5 | 3 | 1 | 4 | - | 5 |
| | 91% | 90% | 89% | 86% | 100% | 92% | 91% | 91% | 92% | 100% | 86% | 95% | 87% | 90% | 82% | 88% | 100% | 100% | 100% | 100% | - | 100% |
| I want to stay up to date with the sports/ sporting news/ events/ the sports I am interested in/ the sporting news/ events | 26 20%i | 19 24%i | 4 13% | 1 9% | 2 26% | 7 13%i | 2 10% | 5 10% | 7 16%i | - | 5 30% | 2 10% | 6 21% | 4 19% | 1 13% | 1 16% | - | 1 31% | - | 1 27% | - | 2 49% |
| I have more time to watch the sport/ follow sports news/ stay informed of sporting news | 26 19% | 13 16% | 8 23% | 4 25% | 2 21% | 12 24% | 6 28% | 12 26% | 8 20% | 1 22% | 5 29% | 1 5% | 5 18% | 4 17% | 5 43% | 1 18% | - | 1 37% | 1 100% | 1 23% | - | - |
| I am at home more to watch sports/ follow the sporting news/ have access to home wifi/ computer etc | 12 9% | 8 10% | 3 10% | 1 7% | - | 4 8% | - | 4 9% | 4 10% | - | - | 4 16% | 2 7% | 2 10% | 1 9% | - | 1 19% | - | - | 2 52% | - | - |
| I like to watch the sport/ sporting news | 12 9% | 7 8% | 4 12% | 2 12% | - | 6 11% | 4 16% | 6 12% | 5 12% | - | - | 2 8% | 3 11% | 3 15% | - | 1 16% | 2 42% | - | - | 1 25% | - | - |
| Due to the pandemic/ lockdown I have/ greater access/ had more time to watch sports/ check the sporting news | 12 9% | 7 8% | 2 6% | 2 13% | - | 5 10% | 3 14% | 5 11% | 3 7% | - | 1 6% | 3 16% | 2 7% | 2 10% | - | 1 20% | - | - | - | - | - | 2 43% |
| There is plenty of sport to watch now/ sports have resumed/ I am watching more sport | 11 8% | 8 10% | 2 5% | 1 6% | 2 26% | 3 5%i | - | 2 4% | 3 7% | 2 41% | * | 2 10% | 2 6% | 2 10% | 1 9% | - | - | - | - | 1 27% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 325

Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------------------|------------------------|----------------------------|----------------------------|------------|--------------------------|---------------------------|-----------------------|-----------------------------|----------|----------|---------|----------|---------|----------|----------|---------|---------|----------|----------|----------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 | £14,001 | £21,001 | £28,001 | £34,001 | £41,001 | £48,001 | £55,001 | £62,001 | £69,001 | £76,001 | £83,001 |
| | | | | | | | | | | | to | to | to | to | to | to | to | to | to | to | to | to |
| Weighted base | 133 | 80* | 32* | 16** | 8** | 52* | 22** | 48* | 43* | 5** | 18** | 22** | 29** | 21** | 11** | 6** | 5** | 3** | 1** | 4** | ..* | 5** |
| The BBC/ app/ site is a good source of sport/ sports news (non-specific/ other) | 7 5% | 4 5% | 1 3% | 1 9% | - | 3 6% | 2 9% | 3 6% | 2 5% | 1 21% | 2 12% | 1 5% | - | 1 5% | 1 8% | - | - | - | - | - | - | 1 22% |
| Following sport keeps me entertained/ cheers me up/ raises my spirits | 6 5% | 3 4% | 1 3% | 2 13% | 1 14% | 3 6% | 1 4% | 2 4% | 3 7% ^{cc} | - | - | 3 15% | - | 1 5% | * 4% | 1 16% | 1 17% | - | - | - | - | - |
| Other sources of sport/ methods of watching sport/ sports news are limited | 6 5% | 6 8% ^g | - | - | - | - | - | - | - | - | 3 19% | 1 5% | 1 4% | - | 1 6% | - | - | - | - | - | - | - |
| To follow the results/ scores in sporting events | 6 4% | 6 7% | - | - | - | - | - | - | - | 1 21% | 1 8% | - | - | - | 1 8% | 1 19% | - | - | - | 1 27% | - | - |
| To watch/ find out information about particular teams/ sports people | 5 4% | 3 4% | 1 3% | - | - | 2 4% | 1 5% | 2 4% | 1 2% | - | 2 12% | 2 11% | - | - | - | - | - | - | - | - | 1 23% | - |
| I make a lot of use of the Internet/ computers/ phone/ online sports viewing/ sporting news is convenient for me due to my internet usage | 5 4% | 2 3% | 3 10% | 1 6% | - | 3 6% | 1 5% | 3 6% | 3 7% | - | 1 6% | - | - | 3 15% | - | - | 1 19% | - | - | - | - | - |
| To follow international sports/ sports news | 4 3% | 4 5% | 1 2% | - | - | 1 1% | 1 3% | 1 1% | 1 1% | - | - | 1 5% | - | 1 5% | 1 6% | 1 19% | - | - | - | - | - | 1 13% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 325

Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|-------------|------------------------|----------------------------|----------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 | £14,001 | £21,001 | £28,001 | £34,001 | £41,001 | £48,001 | £55,001 | £62,001 | £69,001 | £76,001 | £83,001 |
| | | | | | | | | | | | to £14,000 (l) | to £21,000 (m) | to £28,000 (n) | to £34,000 (o) | to £41,000 (p) | to £48,000 (q) | to £55,000 (r) | to £62,000 (s) | to £69,000 (t) | to £76,000 (u) | to £83,000 (v) | or more (w) |
| Weighted base | 133 | 80* | 32* | 16** | 8** | 52* | 22** | 48* | 43* | 5** | 18** | 22** | 29** | 21** | 11** | 6** | 5** | 3** | 1** | 4** | ..** | 5** |
| Access to sport/ the sporting news is convenient/ easy when using the app/ site/ it is easy to use | 3 2% | 3 4% | - | - | - | - | - | - | - | - | 1 6% | - | 1 4% | 1 5% | - | - | - | - | - | - | - | - |
| I am not working/ am furloughed/ so have greater access/ more time to check the sport/ sports news | 3 2% | 1 1% | 1 3% | 1 7% | 1 13% | 2 4% | - | 2 4% | 2 5% | 1 16% | - | 1 5% | - | - | - | - | 1 19% | - | - | - | - | - |
| Sport has continued to be broadcast/ has always been available/ one of the few things that has not been disrupted | 3 2% | 2 2% | 1 3% | - | - | 1 2% | - | 1 2% | 1 2% | - | - | 1 5% | 1 2% | - | - | - | 1 19% | - | - | - | - | - |
| I want to find out other sporting information | 2 2% | 2 3% | - | - | - | - | - | - | - | - | - | 1 5% | - | 1 5% | - | - | - | - | - | - | - | - |
| The BBC/ app/ site is my favourite source of sport/ sports news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of sports/ sports news | 2 2% | 1 1% | - | - | - | 1 2% | 1 5% | 1 2% | - | - | - | 1 5% | 1 4% | - | - | - | - | - | - | - | - | - |
| To find out fixtures/ competition dates | 2 1% | 1 1% | 1 3% | - | - | 1 2% | - | 1 2% | 1 2% | - | - | - | 1 3% | - | - | - | - | - | - | - | 1 27% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
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Absolutes/col percents

Table 325
Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|-------------|------------------------|----------------------------|----------------------------|---------|---------|--------------|------------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes | | Any under | | Any 5- 18 (j) | Household Income Before Tax | | | | | | | | | | | |
| | | | | | | (g) | (h) | (i) | Up to £7,000 (k) | | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 133 | 80* | 32* | 16** | 8** | 52* | 22** | 48* | 43* | 5** | 18** | 22** | 29** | 21** | 11** | 6** | 5** | 3** | 1** | 4** | ..* | 5** |
| I am working from home/ I have greater access to sport/ sports news/ have time to check the sports news due to working from home | 2 1% | - | 2 5%b | - | - | 2 3% | 2 8% | 2 4% | 2 4% | - | - | - | 1 3% | 1 4% | - | - | - | - | - | - | - | - |
| I have always used the BBC app/ site for sport/ sport news/ have always regularly used the BBC app/ site for sport/ sports news | 1 * | - | 1 2% | - | - | 1 1% | - | 1 1% | 1 2% | - | - | - | 1 2% | - | - | - | - | - | - | - | - | - |
| Other positive mention | 10 8% | 8 10% | 2 6% | - | - | 2 4% | 1 3% | 2 4% | 2 4% | - | 1 6% | 3 15% | 3 11% | - | - | - | - | 1 32% | - | - | - | 1 14% |
| NET: Negative | 4 3% | 2 3% | 1 3% | - | - | 2 4% | 1 5% | 2 4% | 1 3% | - | 1 6% | 1 5% | 2 6% | - | * | - | - | - | - | - | - | - |
| There is not much sport to watch at the moment/ limited sports news to follow | 2 2% | 1 2% | - | - | - | 1 2% | 1 5% | 1 2% | - | - | 1 6% | 1 5% | - | - | * | - | - | - | - | - | - | - |
| I prefer to watch sport/ get my sporting news from other mediums/ TV/ Newspaper/ Radio/ Social media | 1 1% | - | 1 3% | - | - | 1 2% | - | 1 2% | 1 3% | - | - | - | 1 4% | - | - | - | - | - | - | - | - | - |
| Other negative mention | 1 1% | 1 1% | - | - | - | - | - | - | - | - | - | - | 1 2% | - | - | - | - | - | - | - | - | - |
| NET: Neutral | 3 2% | 1 1% | 1 2% | - | - | 1 3% | 1 3% | 1 3% | 1 2% | - | 1 7% | - | 1 2% | - | - | 1 12% | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 325

Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------|--------------------------|------------------------|----------------------------|----------------------------|------------|--------------------------|---------------------------|---------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|-----|
| | | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| | | | | | | | | | | | | | | | | | | | | | | | 133 |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the sport/ sports news has remained the same | 1 | - | 1 | - | - | 1 | - | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| Other neutral mention | 2 1% | 1 1% | - | - | - | 1 1% | 1 3% | 1 2% | - | - | 1 7% | - | - | - | - | 1 12% | - | - | - | - | - | - | - |
| Nothing/ no reason in particular | 5 4% | 4 5% | 1 4% | 1 8% | - | 1 2% | 1 6% | 1 3% | 1 3% | - | 1 7% | - | 1 3% | 1 5% | 2 18% | - | - | - | - | - | - | - | - |
| Don't know | 2 2% | 1 1% | 1 3% | 1 7% | - | 1 2% | - | 1 2% | 1 2% | - | - | - | 1 4% | 1 5% | - | - | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 326

Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|-----------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 137 | 134 | 3 | 126 | 11 | 137 | - | 137 | - | 137 | - |
| Weighted base | 133 | 129 | 3** | 123 | 10** | 133 | ** | 133 | ** | 133 | ** |
| NET: Positive | 120 | 118 | 2 | 111 | 10 | 120 | - | 120 | - | 120 | - |
| | 91% | 92% | 64% | 90% | 100% | 91% | - | 91% | - | 91% | - |
| I want to stay up to date with the sports/ sporting news/ events/ the sports I am interested in/ the sporting news/ events | 26 | 25 | 1 | 24 | 2 | 26 | - | 26 | - | 26 | - |
| | 20% | 19% | 33% | 20% | 22% | 20% | - | 20% | - | 20% | - |
| I have more time to watch the sport/ follow sports news/ stay informed of sporting news | 26 | 26 | - | 25 | 1 | 26 | - | 26 | - | 26 | - |
| | 19% | 20% | - | 20% | 10% | 19% | - | 19% | - | 19% | - |
| I am at home more to watch sports/ follow the sporting news/ have access to home wifi/ computer etc | 12 | 12 | - | 11 | 1 | 12 | - | 12 | - | 12 | - |
| | 9% | 10% | - | 9% | 10% | 9% | - | 9% | - | 9% | - |
| I like to watch the sport/ sporting news | 12 | 12 | - | 9 | 3 | 12 | - | 12 | - | 12 | - |
| | 9% ^d | 9% | - | 8% | 31% | 9% | - | 9% | - | 9% | - |
| Due to the pandemic/ lockdown I have/ greater access/ had more time to watch sports/ check the sporting news | 12 | 11 | 1 | 11 | 1 | 12 | - | 12 | - | 12 | - |
| | 9% | 8% | 33% | 9% | 11% | 9% | - | 9% | - | 9% | - |
| There is plenty of sport to watch now/ sports have resumed/ I am watching more sport | 11 | 11 | - | 10 | * | 11 | - | 11 | - | 11 | - |
| | 8% | 8% | - | 8% | 4% | 8% | - | 8% | - | 8% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 326

Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 133 | 129 | 3** | 123 | 10** | 133 | -** | 133 | -** | 133 | -** |
| The BBC/ app/ site is a good source of sport/ sports news (non-specific/ other) | 7 5% | 7 6% | - | 6 5% | 1 11% | 7 5% | - | 7 5% | - | 7 5% | - |
| Following sport keeps me entertained/ cheers me up/ raises my spirits | 6 5% | 6 5% | - | 5 4% | 1 14% | 6 5% | - | 6 5% | - | 6 5% | - |
| Other sources of sport/ methods of watching sport/ sports news are limited | 6 5%BD | 5 4% | 1 33% | 4 3% | 2 23% | 6 5% | - | 6 5% | - | 6 5% | - |
| To follow the results/ scores in sporting events | 6 4% | 6 4% | - | 5 4% | * 4% | 6 4% | - | 6 4% | - | 6 4% | - |
| To watch/ find out information about particular teams/ sports people | 5 4% | 5 4% | - | 4 4% | 1 10% | 5 4% | - | 5 4% | - | 5 4% | - |
| I make a lot of use of the Internet/ computers/ phone/ online sports viewing/ sporting news is convenient for me due to my internet usage | 5 4%B | 4 3% | 1 31% | 5 4% | - | 5 4% | - | 5 4% | - | 5 4% | - |
| To follow international sports/ sports news | 4 3% | 4 3% | - | 4 4% | - | 4 3% | - | 4 3% | - | 4 3% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 326

Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 133 | 129 | 3** | 123 | 10** | 133 | -** | 133 | -** | 133 | -** |
| Access to sport/ the sporting news is convenient/ easy when using the app/ site/ it is easy to use | 3 2% | 3 3% | - | 2 2% | 1 11% | 3 2% | - | 3 2% | - | 3 2% | - |
| I am not working/ am furloughed/ so have greater access/ more time to check the sport/ sports news | 3 2% | 3 2% | - | 2 2% | 1 8% | 3 2% | - | 3 2% | - | 3 2% | - |
| Sport has continued to be broadcast/ has always been available/ one of the few things that has not been disrupted | 3 2% | 3 2% | - | 3 2% | - | 3 2% | - | 3 2% | - | 3 2% | - |
| I want to find out other sporting information | 2 2% | 2 2% | - | 2 2% | - | 2 2% | - | 2 2% | - | 2 2% | - |
| The BBC/ app/ site is my favourite source of sport/ sports news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of sports/ sports news | 2 2% | 2 2% | - | 2 2% | - | 2 2% | - | 2 2% | - | 2 2% | - |
| To find out fixtures/ competition dates | 2 1% | 2 1% | - | 2 2% | - | 2 1% | - | 2 1% | - | 2 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 326

Q18b. You said you use the BBC Sport app/site more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 133 | | 3** | 123 | 10** | 133 | ** | 133 | ** | 133 | ** |
| I am working from home/ I have greater access to sport/ sports news/ have time to check the sports news due to working from home | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| I have always used the BBC app/ site for sport/ sport news/ have always regularly used the BBC app/ site for sport/ sports news | 1 * | 1 * | - | 1 1% | - | 1 * | - | 1 * | - | 1 * | - |
| Other positive mention | 10 8% | 10 8% | - | 10 8% | - | 10 8% | - | 10 8% | - | 10 8% | - |
| NET: Negative | 4 3% | 4 3% | - | 4 3% | - | 4 3% | - | 4 3% | - | 4 3% | - |
| There is not much sport to watch at the moment/ limited sports news to follow | 2 2% | 2 2% | - | 2 2% | - | 2 2% | - | 2 2% | - | 2 2% | - |
| I prefer to watch sport/ get my sporting news from other mediums/ TV/ Newspaper/ Radio/ Social media | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| Other negative mention | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| NET: Neutral | 3 2% | 3 2% | - | 3 2% | - | 3 2% | - | 3 2% | - | 3 2% | - |

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Table 326

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Base: All respondents who use the BBC Sport app/site more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 133 | 129 | 3** | 123 | 10** | 133 | ** | 133 | ** | 133 | ** |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the sport/ sports news has remained the same | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| | * | * | - | 1% | - | * | - | * | - | * | - |
| Other neutral mention | 2 | 2 | - | 2 | - | 2 | - | 2 | - | 2 | - |
| | 1% | 1% | - | 2% | - | 1% | - | 1% | - | 1% | - |
| Nothing/ no reason in particular | 5 | 4 | 1 | 5 | - | 5 | - | 5 | - | 5 | - |
| | 4%B | 3% | 36% | 4% | - | 4% | - | 4% | - | 4% | - |
| Don't know | 2 | 2 | - | 2 | - | 2 | - | 2 | - | 2 | - |
| | 2% | 2% | - | 2% | - | 2% | - | 2% | - | 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Table 327

Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|----------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 584 | 417 | 167 | 27 | 57 | 77 | 106 | 118 | 84 | 71 | 44 | 84 | 61 | 138 | 224 | 199 | 32 | 196 | 166 | 108 | 114 | 362 | 222 |
| Weighted base | 572 | 399 | 172 | 25** | 55* | 75* | 101 | 125 | 82* | 66* | 42* | 80* | 59* | 134 | 227 | 190 | 29* | 178 | 165 | 117 | 111 | 344 | 228 |
| NET: Neutral | 308 | 226 | 81 | 10 | 27 | 40 | 50 | 76 | 49 | 30 | 26 | 36 | 29 | 69 | 126 | 106 | 10 | 92 | 96 | 65 | 54 | 188 | 119 |
| | 54%q | 57%ac | 47% | 39% | 49% | 53% | 49% | 60%lq | 61%q | 45% | 62%q | 46% | 49% | 51% | 55%q | 56%j | 35% | 52% | 58% | 55% | 49% | 55% | 52% |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the sport/ sports news has remained the same | 156 | 119 | 37 | 5 | 13 | 24 | 29 | 41 | 20 | 10 | 14 | 18 | 14 | 38 | 71 | 44 | 6 | 46 | 51 | 40 | 20 | 97 | 59 |
| | 27%cj | 30%ac | 22% | 19% | 24% | 31%j | 29%j | 33%j | 24% | 15% | 33%j | 23% | 24% | 28%j | 31%j | 23% | 19% | 26% | 31%u | 34%U | 18% | 28% | 26% |
| Covid-19 has had no effect on my habits | 47 | 31 | 16 | 2 | 7 | 4 | 4 | 13 | 8 | 5 | 5 | 9 | 7 | 10 | 17 | 19 | 2 | 12 | 15 | 9 | 11 | 27 | 20 |
| | 8% | 8% | 9% | 8% | 12%g | 5% | 4% | 10% | 10% | 8% | 12% | 11% | 11% | 8% | 7%g | 10% | 7% | 7% | 9% | 7% | 10% | 8% | 9% |
| I have not needed to change my usage/ feel my usage is sufficient | 46 | 30 | 16 | 1 | 1 | 6 | 6 | 9 | 12 | 9 | 2 | 2 | 1 | 7 | 16 | 23 | 1 | 18 | 11 | 6 | 11 | 29 | 17 |
| | 8%lm | 8% | 9% | 3% | 2% | 8% | 6% | 7% | 14%aeLmn | 14%eLmn | 5% | 2% | 2% | 5% | 7% | 12%aelmn | 3% | 10% | 7% | 5% | 10% | 8% | 7% |
| My level of interest in sport has not changed/ I still watch the same amount of sport as always | 23 | 14 | 9 | 2 | 4 | 4 | 3 | 4 | 3 | 3 | 1 | 5 | 5 | 8 | 8 | 6 | 2 | 7 | 8 | 5 | 4 | 15 | 9 |
| | 4% | 4% | 5% | 8% | 6% | 5% | 3% | 4% | 3% | 5% | 2% | 7% | 8% | 6% | 3% | 3% | 7% | 4% | 5% | 4% | 4% | 4% | 4% |
| Nothing has changed/ my circumstances/ situation remains the same | 21 | 20 | 1 | - | 2 | 3 | 2 | 7 | 5 | 1 | - | 2 | 2 | 5 | 9 | 7 | - | 7 | 6 | 5 | 3 | 13 | 8 |
| | 4%c | 5%ac | 1% | - | 4% | 4% | 2% | 6% | 6% | 2% | - | 3% | 3% | 4% | 4% | 3% | - | 4% | 4% | 4% | 3% | 4% | 3% |
| That is the case/ that is how I feel | 19 | 15 | 3 | - | - | 1 | 4 | 3 | 1 | 4 | 5 | - | - | 1 | 7 | 11 | - | 6 | 6 | 2 | 4 | 12 | 7 |
| | 3%n | 4% | 2% | - | - | 1% | 4% | 3% | 1% | 6%ln | 13%AEfg | - | - | 1% | 3% | 6%alhn | - | 3% | 4% | 2% | 4% | 3% | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
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Absolutes/col percents

Table 327

Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-------------|------------|------------|-----------|---------------------|-----------|------------|------------|-------------------|------------|----------|------------------|--------------------|-------------|-------------|------------|----------------------|-----------|-----------|-----------|-----------|------------|-------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 572 | 399 | 172 | 25** | 55* | 75* | 101 | 125 | 82* | 66* | 42* | 80* | 59* | 134 | 227 | 190 | 29* | 178 | 165 | 117 | 111 | 344 | 228 |
| I use a variety of sources to watch sport/ sports news/ I do not exclusively use the BBC/ app/ site for sport/ sports news | 5 1% | 5 1% | - | - | 1 1% | 1 1% | 1 1% | * | 1 1% | - | - | 1 1% | 1 1% | 2 1% | 2 1% | 1 1% | - | 1 * | 2 1% | 1 1% | 1 1% | 3 1% | 2 1% |
| Other neutral mention | 8 1% | 6 1% | 2 1% | - | 1 2% | 1 1% | 2 2% | 3 2% | 1 1% | - | - | 1 1% | 1 2% | 2 2% | 5 2% | 1 1% | - | 1 1% | 4 2% | 2 2% | 1 1% | 5 1% | 3 1% |
| NET: Positive | 191 33%k | 136 34% | 55 32% | 10 39% | 20 37% | 24 32% | 28 28% | 42 34% | 32 39%k | 26 39%k | 8 19% | 30 38%k | 21 36% | 46 34% | 71 31% | 66 35%k | 12 42%k | 63 35% | 47 28% | 40 34% | 41 37% | 110 32% | 81 36% |
| I want to stay up to date with the sports/ sporting news/ events/ the sports I am interested in/ the sporting news/ events | 75 13%g | 50 13% | 25 15% | 2 8% | 7 12% | 6 8% | 7 7% | 21 17%g | 17 20%afG n | 10 15% | 6 13% | 9 11% | 8 13% | 14 10% | 28 12%g | 32 17%g | 2 7% | 19 11% | 21 13% | 17 15% | 18 16% | 40 12% | 35 16% |
| To follow the results/ scores in sporting events | 45 8%v | 33 8% | 12 7% | 2 8% | 2 4% | 4 5% | 13 13%n | 12 10% | 7 8% | 4 6% | 1 3% | 4 5% | 2 4% | 6 4% | 25 11%an | 12 6% | 2 7% | 9 5% | 11 6% | 12 11% | 12 11% | 20 6% | 25 11%av |
| I have always used the BBC app/ site for sport/ sport news/ have always regularly used the BBC app/ site for sport/ sports news | 35 6% | 26 6% | 9 5% | 2 8% | 6 10% | 2 3% | 5 5% | 8 7% | 7 9% | 3 4% | 1 3% | 8 10% | 6 10% | 8 6% | 13 6% | 11 6% | 2 7% | 14 8% | 12 7% | 3 3% | 5 5% | 26 8% | 9 4% |
| I like to watch the sport/ sporting news | 12 2%p | 8 2% | 3 2% | 1 4% | 5 9%AGhi jkOP | 2 3% | - | 2 2% | 1 1% | - | - | 6 8%AGjO P | 5 8%AGhi jOP | 7 5%AgoP | 2 1% | 1 1% | 3 10%AGhi JkOP | 4 2% | 2 1% | 3 3% | 2 2% | 6 2% | 5 2% |
| To watch/ find out information about particular teams/ sports people | 9 2% | 7 2% | 2 1% | 1 4% | - | 2 3% | 1 1% | 1 1% | 2 3% | 2 2% | - | 1 1% | - | 2 2% | 2 1% | 4 2% | 1 4% | 3 2% | 2 1% | 3 3% | 1 1% | 5 1% | 5 2% |

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Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|------------------|-----------|---------|-----------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 572 | 399 | 172 | 25** | 55* | 75* | 101 | 125 | 82* | 66* | 42* | 80* | 59* | 134 | 227 | 190 | 29* | 178 | 165 | 117 | 111 | 344 | 228 |
| To find out fixtures/ competition dates | 9 2% | 4 1% | 5 3% | - | - | 1 1% | 1 1% | 5 4% | 2 2% | - | - | - | - | 1 1% | 6 3% | 2 1% | - | 2 1% | 2 1% | 2 2% | 2 2% | 5 1% | 4 2% |
| There is plenty of sport to watch now/ sports have resumed/ I am watching more sport | 9 2% | 5 1% | 3 2% | - | 1 2% | 4 5%ao | 1 1% | 1 1% | - | 1 2% | 1 2% | 1 1% | 1 2% | 4 3% | 2 1% | 2 1% | 1 3% | 5 3%sa | - | 4 3%sa | - | 5 2% | 4 2% |
| The BBC/ app/ site is a good source of sport/ sports news (non-specific/ other) | 8 1% | 7 2% | 1 1% | 1 4% | - | - | 1 1% | 4 3% | 1 1% | 1 2% | - | 1 1% | - | - | 5 2% | 2 1% | 1 3%n | 3 2% | 2 1% | 3 2% | - | 5 2% | 3 1% |
| Access to sport/ the sporting news is convenient/ easy when using the app/ site/ it is easy to use | 6 1% | 3 1% | 3 2% | 2 7% | - | - | 1 1% | 1 1% | - | 2 3%n | - | 2 2% | - | - | 2 1% | 2 1% | 2 6%afIN o | 4 2% | - | 1 1% | 1 1% | 4 1% | 2 1% |
| The BBC/ app/ site is my favourite source of sport/ sports news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of sports/ sports news | 6 1% | 5 1% | 1 1% | - | - | - | 2 2% | 2 2% | - | 2 3%n | - | - | - | - | 4 2% | 2 1% | - | 3 2% | 1 1% | * | 1 1% | 5 1% | 1 1% |
| Sport has continued to be broadcast/ has always been available/ one of the few things that has not been disrupted | 6 1% | 6 1% | - | - | 2 4%P | 2 2%p | 1 1% | 1 1% | - | - | - | 2 2%p | 2 3%p | 4 3%ap | 2 1% | - | - | 2 1% | 2 1% | 1 1% | 1 1% | 4 1% | 2 1% |
| I want to find out other sporting information | 6 1% | 3 1% | 3 2% | - | - | - | - | 2 2% | 1 1% | 1 2% | 1 3% | - | - | - | 2 1% | 3 2% | - | 2 1% | 2 1% | 1 1% | 1 1% | 3 1% | 2 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
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Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-------------|---------|--------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 572 | 399 | 172 | 25** | 55* | 75* | 101 | 125 | 82* | 66* | 42* | 80* | 59* | 134 | 227 | 190 | 29* | 178 | 165 | 117 | 111 | 344 | 228 |
| I have more time to watch the sport/ follow sports news/ stay informed of sporting news | 5 1% | 2 1% | 2 1% | - | 1 2% | - | - | 1 1% | - | 2 4%ao | - | 1 1% | 1 2% | 1 1% | 2 1% | - | 2 1% | 2 1% | - | 1 1% | 4 1% | 1 * | |
| I am not working/ am furloughed/ so have greater access/ more time to check the sport/ sports news | 3 * | 3 1% | - | - | - | 1 1% | - | - | 1 1% | 1 2% | - | - | - | 1 1% | - | 2 1% | - | 2 1% | 1 * | - | - | 3 1% | - |
| I am at home more to watch sports/ follow the sporting news/ have access to home wifi/ computer etc | 3 * | 1 * | 2 1% | - | - | - | 2 2% | 1 1% | - | - | - | - | - | - | 3 1% | - | - | - | * * | 1 1% | 1 1% | * * | 2 1% |
| I make a lot of use of the Internet/ computers/ phone/ online sports viewing/ sporting news is convenient for me due to my internet usage | 3 * | 2 1% | * * | - | - | * 1% | - | 1 1% | - | 1 2% | - | - | - | * * | 1 1% | 1 1% | - | 1 1% | * * | - | 1 1% | 1 * | 1 * |
| Other sources of sport/ methods of watching sport/ sports news are limited | 2 * | 1 * | 1 1% | 1 4% | - | - | - | - | - | 1 2%o | - | 1 1% | - | - | - | 1 1% | 1 3%ahnO | 2 1% | * * | - | - | 2 1% | - |
| I am working from home/ I have greater access to sport/ sports news/ have time to check the sports news due to working from home | 2 * | 2 * | - | - | 1 1% | - | - | - | 1 1% | - | - | 1 1% | 1 1% | 1 * | - | 1 1% | - | 1 1% | 1 * | - | - | 2 * | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 327
Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-------------|-----------|-------------|-----------|------------|-----------|-----------|-----------|--------------------|-----------|---------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 572 | 399 | 172 | 25** | 55* | 75* | 101 | 125 | 82* | 66* | 42* | 80* | 59* | 134 | 227 | 190 | 29* | 178 | 165 | 117 | 111 | 344 | 228 |
| Following sport keeps me entertained/ cheers me up/ raises my spirits | 1* | 1* | - | - | - | - | - | 1 | - | - | - | - | - | - | 1* | - | - | - | - | - | 1 | - | 1* |
| Due to the pandemic/ lockdown I have/ greater access/ had more time to watch sports/ check the sporting news | 1* | 1* | - | - | - | - | - | - | 1 | 2%a | - | - | - | - | - | 1 | - | 1 | - | - | - | 1* | - |
| Other positive mention | 11 2% | 7 2% | 3 2% | - | 1 2% | 1 1% | 2 2% | 1 1% | 3 3% | 2 3% | 1 3% | 1 1% | 1 2% | 2 2% | 3 1% | 6 3% | - | 3 2% | 5 3% | 2 1% | 1 1% | 8 2% | 3 1% |
| NET: Negative | 169 30%B | 96 24% | 74 43%AB | 7 27% | 16 30% | 22 29% | 33 33% | 29 23% | 29 36% | 20 29% | 13 31% | 23 29% | 18 31% | 40 30% | 62 27% | 62 33% | 9 29% | 48 27% | 49 30% | 34 29% | 38 35% | 97 28% | 72 32% |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at/ I rarely watch sport/ sports news via the app/ site | 72 13%b | 43 11% | 29 17%b | 3 13% | 10 19%h | 6 8% | 12 12% | 10 8% | 18 21%afhj O | 5 8% | 7 17% | 14 17% | 10 18% | 17 13% | 22 10% | 30 16%j | 5 17% | 17 10% | 21 12% | 18 16% | 16 14% | 38 11% | 34 15% |
| There is not much sport to watch at the moment/ limited sports news to follow | 29 5%b | 16 4% | 13 8% | 2 8% | 3 5% | 2 3% | 5 5% | 7 5% | 5 6% | 6 9% | - | 5 6% | 4 7% | 6 5% | 12 5% | 10 5% | 2 7% | 7 4% | 12 7% | 4 4% | 6 6% | 19 5% | 11 5% |
| I do not pay attention to the sport/ sports news/ avoid watching the sport/ sports news | 20 3% | 10 3% | 9 5% | 1 4% | 2 3% | 4 6% | 4 4% | 5 4% | 2 3% | 1 2% | - | 3 4% | 3 5% | 7 5% | 9 4% | 3 2% | 1 3% | 5 3% | 6 3% | 2 2% | 6 6% | 11 3% | 9 4% |
| I do not watch a lot of sport/ I only rarely watch sport/ check the sporting news | 18 3%b | 9 2% | 9 5% | - | - | 3 4% | 3 3% | 1 1% | 3 4% | 4 6%hl | 4 10%aeHL mnO | - | - | 3 2% | 4 2% | 11 6%ahio | - | 6 4% | 4 2% | 4 3% | 4 3% | 10 3% | 7 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



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Absolutes/col percents

Table 327

Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | |
|--|--------------|-------------|---------------|--------------|--------------|--------------|------------------------|--------------|--------------|-----------------------------------|------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|----------------------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 572 | 399 | 172 | 25** | 55* | 75* | 101 | 125 | 82* | 66* | 42* | 80* | 59* | 134 | 227 | 190 | 29* | 178 | 165 | 117 | 111 | 344 | 228 |
| I prefer to watch sport via other sources/ get my sporting news from other sources | 15 3%sv | 12 3% | 3 2% | - | 2 4% | - | 2 2% | 4 3% | 3 4% | 1 2% | 2 5% | 2 2% | 2 3% | 2 1% | 6 3% | 7 4% | - | 5 3% | 1 1% | 6 5% _s | 4 4% | 6 2% | 10 4% |
| I prefer to watch sport/ get my sporting news from other mediums/ TV/ Newspaper/ Radio/ Social media | 9 2% | 6 1% | 3 2% | - | - | 1 1% | 1 1% | 1 1% | - | 5 8% ^{AegH} ILmNOp | 1 2% | - | - | 1 1% | 2 1% | 6 3% | - | 2 1% | 3 2% | 1 1% | 3 2% | 5 2% | 4 2% |
| I have other priorities/ other things I need to do/ that I would rather be doing | 6 1% | 3 1% | 3 2% | 1 2% | - | - | 4 4% _{ahn} | - | - | 2 2% | - | 1 1% | - | - | 4 2% | 2 1% | 1 2% | 2 1% | * | 1 1% | 3 2% | 2 1% | 4 2% |
| There is a lack of variety of sport covered/ they do not cover the sports that interest me on the app/ site | 4 1% | 3 1% | 1 1% | - | - | - | 1 1% | 2 2% | 1 1% | - | - | - | - | - | 3 1% | 1 1% | - | 2 1% | 2 1% | - | - | 4 1% | - |
| The BBC/ app/ site is a poor source of sport/ sports news (non-specific/ other) | 4 1% | 3 1% | 1 1% | - | 1 2% | - | 1 1% | * | - | 1 2% | - | 1 1% | 1 2% | 1 1% | 2 1% | 1 1% | - | 1 1% | 2 1% | - | * | 4 1% | * |
| I have never used the app/ have never been a frequent user of the app/ I have never watched sport/ sports news via the app/ site | 4 1% | 1 * | 2 1% | - | - | 1 1% | * | 1 1% | - | 1 1% | - | - | - | 1 1% | 2 1% | 1 1% | - | 2 1% | 1 1% | * | - | 3 1% | * |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 327
Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|--|-----------|----------|------------|-----------|-----------|------------------|-------------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|------------|---------|---------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 572 | 399 | 172 | 25** | 55* | 75* | 101 | 125 | 82* | 66* | 42* | 80* | 59* | 134 | 227 | 190 | 29* | 178 | 165 | 117 | 111 | 344 | 228 |
| I have not used the app/ site/ have not needed to use the app/ site/ I have not watched sport/ sports news via the app/ site | 3 1% | 2 1% | 1 1% | - | - | 1 1% | - | 2 2% | - | - | - | - | - | 1 1% | 2 1% | - | - | - | 1 1% | - | 2 2% | 1 * | 2 1% |
| Other negative mention | 4 1% | 4 1% | - | - | - | 3 4%AghO p | - | - | 1 1% | - | - | - | - | 3 2%ao | - | 1 1% | - | 1 1% | 2 1% | 1 1% | - | 3 1% | 1 1% |
| Nothing/ no reason in particular | 19 3% | 13 3% | 6 4% | - | 4 7%p | 3 3% | 7 6%p | 2 2% | 2 2% | 1 2% | - | 4 5% | 4 7%p | 7 5% | 9 4% | 3 2% | - | 3 1% | 6 3% | 6 5% | 5 4% | 8 2% | 11 5% |
| Don't know | 18 3%p | 15 4% | 3 2% | 2 8% | 2 3%p | 4 5%iP | 7 7%aijP | 3 3%p | - | - | - | 4 5%iP | 2 3%p | 6 4%P | 11 5%P | - | 2 7%ijP | 6 3% | 4 3% | 3 3% | 5 4% | 10 3% | 8 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
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Absolutes/col percents

Table 328

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Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 584 | 48 | 26 | 51 | 47 | 44 | 31 | 29 | 49 | 80 | 74 | 42 | 63 | 444 | 518 | 6 | 31 | 16 | 4 | 57 | 58 | 78 | 450 | 40 | 123 |
| Weighted base | 572 | 51* | 28** | 57* | 48* | 46* | 32* | 20** | 52* | 82* | 81* | 48* | 26* | 474 | 503 | 6** | 32* | 16** | 4** | 59* | 60* | 76* | 440 | 39* | 121 |
| NET: Neutral | 308 54% | 34 67%kj | 16 57% | 27 47% | 26 54% | 26 55% | 20 61% | 13 63% | 13 48% | 36 44% | 51 62%j | 22 46% | 13 50% | 248 52% | 276 55% | 1 20% | 15 48% | 7 43% | 3 75% | 27 46% | 29 48% | 39 51% | 244 55% | 20 52% | 63 52% |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the sport/ sports news has remained the same | 156 27%j | 17 33% | 11 38% | 12 21% | 16 32% | 13 28% | 11 35% | 5 25% | 13 24% | 15 18% | 30 37%j | 9 19% | 5 21% | 129 27%j | 142 28% | 1 20% | 8 24% | 4 24% | - | 13 22% | 15 25% | 19 25% | 126 29% | 10 26% | 29 24% |
| Covid-19 has had no effect on my habits | 47 8% | 4 8% | 1 4% | 2 4% | 2 4% | 2 4% | 3 10% | 4 18% | 5 10% | 9 11% | 9 11% | 4 7% | 2 8% | 38 8% | 41 8% | - | 2 6% | - | 3 75% | 5 9% | 4 7% | 6 8% | 37 8% | 3 8% | 11 9% |
| I have not needed to change my usage/ feel my usage is sufficient | 46 8% | 8 15%k | 3 11% | 6 10% | 4 8% | 6 13%k | 2 6% | 2 10% | 2 4% | 6 7% | 2 3% | 2 5% | 2 9% | 34 7% | 44 9% | - | 1 3% | - | - | 1 2% | 4 7% | 6 8% | 34 8% | 4 10% | 12 10% |
| My level of interest in sport has not changed/ I still watch the same amount of sport as always | 23 4% | 3 6% | - | 2 4% | - | 4 9%eln | 2 7% | 2 8% | 2 4% | 2 2% | 4 5% | - | 2 6%el | 17 4% | 19 4% | - | 2 7% | 2 12% | - | 4 7% | 2 3% | 2 3% | 18 4% | 1 2% | 5 4% |
| Nothing has changed/ my circumstances/ situation remains the same | 21 4% | 2 4% | 1 4% | 1 2% | 3 6% | 2 5% | - | 1 3% | 2 4% | 1 1% | 4 6% | 2 5% | 1 3% | 17 4% | 19 4% | - | - | 1 6% | - | 1 2% | 1 2% | 1 1% | 19 4% | 1 3% | 2 2% |
| That is the case/ that is how I feel | 19 3% | 1 2% | - | 3 6% | 1 2% | - | 1 3% | - | - | 4 5% | 3 4% | 5 9%afin | * 2% | 17 4% | 19 4% | - | - | - | - | - | 2 4% | 3 4% | 15 3% | 2 6% | 3 3% |

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Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|---|------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-------------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 572 | 51* | 28** | 57* | 48* | 46* | 32* | 20** | 52* | 82* | 81* | 48* | 26* | 474 | 503 | 6** | 32* | 16** | 4** | 59* | 60* | 76* | 440 | 39* | 121 |
| I use a variety of sources to watch sport/ sports news/ I do not exclusively use the BBC/ app/ site for sport/ sports news | 5 1% | - | - | - | - | - | - | 1 3% | 1 2% | 1 1% | 1 1% | - | 1 3%an | 3 1% | 4 1% | - | - | - | - | - | - | 1 2% | 3 1% | - | 1 1% |
| Other neutral mention | 8 1%O | 1 2% | 1 4% | - | - | 2 5%n | - | 1 3% | 2 4% | - | - | - | 2 7% | 5 1% | 4 1% | - | 2 7%aO | 1 7% | - | 3 6%aO | 1 2% | 1 1% | 7 2% | - | 1 1% |
| NET: Positive | 191 33% | 16 31% | 10 35% | 25 43% | 13 28% | 18 38% | 8 26% | 8 37% | 15 29% | 28 34% | 26 32% | 18 38% | 7 28% | 160 34% | 170 34% | 2 31% | 7 22% | 6 39% | 2 50% | 18 30% | 21 35% | 31 41% | 143 33% | 16 40% | 43 36% |
| I want to stay up to date with the sports/ sporting news/ events/ the sports I am interested in/ the sporting news/ events | 75 13% | 5 10% | 3 12% | 10 17% | 6 13% | 7 15% | 7 22% | 3 17% | 5 10% | 8 10% | 8 10% | 9 20% | 3 10% | 64 14% | 72 14%a | - | 2 7% | - | 1 22% | 3 5% | 10 17% | 15 20% | 53 12% | 5 14% | 21 17% |
| To follow the results/ scores in sporting events | 45 8% | 4 9% | 1 4% | 6 10% | 3 7% | 6 14%g | - | 1 7% | 8 14%gj | 3 4% | 7 8% | 3 7% | 3 10%g | 37 8% | 42 8% | 1 16% | - | 1 7% | - | 2 4% | 5 8% | 7 9% | 32 7% | 8 20%Auv | 12 10% |
| I have always used the BBC app/ site for sport/ sport news/ have always regularly used the BBC app/ site for sport/ sports news | 35 6% | 3 6% | 4 15% | 4 8% | 2 4% | 2 4% | - | 3 13% | 1 2% | 3 4% | 7 9% | 3 7% | 1 5% | 28 6% | 30 6% | 1 16% | 1 3% | 1 7% | 1 28% | 4 7% | 1 2% | 4 5% | 29 7% | 1 4% | 4 4% |
| I like to watch the sport/ sporting news | 12 2% | - | - | - | 1 2% | 2 5% | - | - | - | 3 4% | 2 3% | 3 7%a | - | 12 2% | 9 2% | - | 1 3% | 1 6% | - | 2 3% | 1 2% | 1 2% | 9 2% | 1 3% | 2 2% |

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Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 572 | 51* | 28** | 57* | 48* | 46* | 32* | 20** | 52* | 82* | 81* | 48* | 26* | 474 | 503 | 6** | 32* | 16** | 4** | 59* | 60* | 76* | 440 | 39* | 121 |
| To watch/ find out information about particular teams/ sports people | 9 2% | - | - | 3 6% | - | 1 2% | - | - | - | 1 1% | 2 3% | 1 2% | - | 9 2% | 9 2% | - | - | - | - | - | - | - | 9 2% | - | - |
| To find out fixtures/ competition dates | 9 2% | 1 2% | - | - | 1 3% | - | - | - | 2 4% | 2 3% | 1 1% | 1 3% | - | 8 2% | 8 2% | - | - | 1 7% | - | 1 2% | - | - | 7 2% | 1 3% | 1 1% |
| There is plenty of sport to watch now/ sports have resumed/ I am watching more sport | 9 2% | 1 2% | - | 2 4% | - | 1 2% | - | - | - | 2 2% | - | 2 5% | - | 8 2% | 7 1% | - | 1 3% | 1 6% | - | 2 3% | 2 4% | - | 7 1% | - | 2 2% |
| The BBC/ app/ site is a good source of sport/ sports news (non-specific/ other) | 8 1% | 1 2% | - | - | - | - | - | 1 4% | 2 4% | 3 4% | - | - | 1 3% | 5 1% | 7 1% | - | - | 1 6% | - | 1 2% | - | 3 4% | 5 1% | * 1% | 3 2% |
| Access to sport/ the sporting news is convenient/ easy when using the app/ site/ it is easy to use | 6 1% | - | 1 5% | 1 2% | - | - | - | 1 2% | 3 3% | - | - | - | - | 6 1% | 6 1% | - | - | - | - | - | - | - | 6 1% | - | - |
| The BBC/ app/ site is my favourite source of sport/ sports news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of sports/ sports news | 6 1% | - | - | 2 4% | 1 2% | - | - | 1 2% | - | 1 2% | - | 1 3% | - | 5 1% | 4 1% | - | 1 3% | - | 1 28% | 2 4% | * 1% | - | 6 1% | - | * 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Absolutes/col percents

Table 328

Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 572 | 51* | 28** | 57* | 48* | 46* | 32* | 20** | 52* | 82* | 81* | 48* | 26* | 474 | 503 | 6** | 32* | 16** | 4** | 59* | 60* | 76* | 440 | 39* | 121 |
| Sport has continued to be broadcast/ has always been available/ one of the few things that has not been disrupted | 6 1% | 1 2% | - | 1 2% | - | 1 2% | 1 3% | 1 4% | - | - | - | 1 2% | - | 4 1% | 5 1% | - | - | 1 7% | - | 1 2% | 2 3% | 1 1% | 4 1% | - | 2 2% |
| I want to find out other sporting information | 6 1% | 1 2% | - | - | - | - | - | 1 3% | - | 1 1% | 1 1% | 1 3% | * | 4 1% | 6 1% | - | - | - | - | - | - | 1 1% | 5 1% | 1 2% | 1 1% |
| I have more time to watch the sport/ follow sports news/ stay informed of sporting news | 5 1%W | - | 1 4% | - | 3 6%AjKn | - | - | - | - | - | - | - | * | 4 1% | 4 1% | - | - | - | - | - | 1 2%w | 2 3%W | * | 1 3%W | 3 3%aW |
| I am not working/ am furloughed/ so have greater access/ more time to check the sport/ sports news | 3 *n | 1 2% | - | - | - | 1 2%n | - | 1 3% | - | - | - | - | - | 1 * | 3 1% | - | - | - | - | - | - | 1 1% | 2 * | 1 3% | 1 1% |
| I am at home more to watch sports/ follow the sporting news/ have access to home wifi/ computer etc | 3 * | - | 1 4% | - | - | - | - | - | - | - | 1 1% | - | * | 2 * | 3 1% | - | - | - | - | - | 1 2% | 1 1% | 2 * | 1 3%w | 1 1% |
| I make a lot of use of the Internet/ computers/ phone/ online sports viewing/ sporting news is convenient for me due to my internet usage | 3 * | 1 2% | - | - | - | - | - | - | - | - | 1 1% | - | * | 1 * | 3 1% | - | - | - | - | - | 1 2%W | 3 3%AW | - | 1 3%aW | 3 2%aW |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 328

Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|--|-----------|--------------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|--------------------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 572 | 51* | 28** | 57* | 48* | 46* | 32* | 20** | 52* | 82* | 81* | 48* | 26* | 474 | 503 | 6** | 32* | 16** | 4** | 59* | 60* | 76* | 440 | 39* | 121 |
| Other sources of sport/ methods of watching sport/ sports news are limited | 2* | 1 2% | - | - | - | 1 2% ⁿ | - | - | - | - | - | - | * | 1* | 2* | - | - | - | - | - | - | 1 1% | 1* | - | 1 1% |
| I am working from home/ I have greater access to sport/ sports news/ have time to check the sports news due to working from home | 2* | 1 2% ^N | - | - | - | - | - | 1 3% | - | - | - | - | - | - | 2* | - | - | - | - | - | - | 1 1% | 1* | 1 3% ^{aw} | 1 1% |
| Following sport keeps me entertained/ cheers me up/ raises my spirits | 1* | - | - | - | - | - | - | - | - | - | 1 1% | - | - | 1* | 1* | - | - | - | - | - | - | - | 1* | - | - |
| Due to the pandemic/ lockdown I have/ greater access/ had more time to watch sports/ check the sporting news | 1* | 1 2% ^{aN} | - | - | - | - | - | - | - | - | - | - | - | - | 1* | - | - | - | - | - | - | 1 1% ^w | - | - | 1 1% |
| Other positive mention | 11 2% | 1 2% | 1 5% | - | 1 2% | - | - | - | 2 4% | 3 4% | 2 3% | - | * | 10 2% | 10 2% | - | 1 3% | - | - | 1 2% | - | - | 11 2% | - | - |
| NET: Negative | 169 30% | 15 30% | 7 27% | 19 34% | 11 23% | 9 20% | 11 33% | 5 24% | 17 32% | 23 28% | 27 33% | 17 35% | 9 33% | 141 30% | 153 30% | 3 49% | 8 26% | 2 13% | 2 50% | 16 27% | 16 27% | 21 27% | 132 30% | 11 28% | 35 29% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Absolutes/col percents

Table 328
Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|------------------|-------------------|------------------------|------------------|-----------|-----------|------------|-----------|-------------------|--------------------------------|----------------------|------------------------|-----------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 572 | 51* | 28** | 57* | 48* | 46* | 32* | 20** | 52* | 82* | 81* | 48* | 26* | 474 | 503 | 6** | 32* | 16** | 4** | 59* | 60* | 76* | 440 | 39* | 121 |
| I rarely use the app/site/ only use the app/ site when there is something I want/ need to look at/ I rarely watch sport/ sports news via the app/ site | 72 13% | 9 17% | 3 12% | 10 18% | 7 14% | 2 5% | 4 13% | 2 11% | 5 10% | 7 9% | 10 12% | 8 16% | 4 16% | 57 12% | 66 13% | - | 1 3% | 2 13% | 1 25% | 4 7% | 7 11% | 9 12% | 57 13% | 5 14% | 14 11% |
| There is not much sport to watch at the moment/ limited sports news to follow | 29 5% | 2 5% | 2 7% | 2 4% | 1 2% | 2 4% | 1 4% | 1 4% | 4 8% | 4 5% | 3 4% | 5 10% | 1 5% | 25 5% | 27 5% | 1 15% | 1 3% | - | - | 2 3% | 3 5% | 4 5% | 22 5% | 2 6% | 7 6% |
| I do not pay attention to the sport/ sports news/ avoid watching the sport/ sports news | 20 3%O | - | 2 8% | 2 4% | 3 6% | 1 2% | 1 3% | - | - | 2 3% | 8 9%Abil n | - | - | 19 4% | 14 3% | 1 16% | 4 12%aO | - | 1 25% | 6 10%AO | - | 2 3% | 17 4% | 1 3% | 2 2% |
| I do not watch a lot of sport/ I only rarely watch sport/ check the sporting news | 18 3% | 1 2% | - | 2 4% | - | - | 2 7%k | 1 4% | 3 6%k | 3 4% | - | 5 10%aefK n | 1 3%k | 15 3% | 17 3% | - | 1 3% | - | - | 1 2% | 1 2% | 4 6% | 11 3% | 1 3% | 7 5% |
| I prefer to watch sport via other sources/ get my sporting news from other sources | 15 3% | 2 4% | 1 4% | - | 1 2% | 1 2% | 2 7% | - | 2 4% | 1 1% | 2 3% | 1 2% | 1 5%d | 12 2% | 13 3% | - | 2 6% | - | - | 2 3% | 2 3% | 3 4% | 11 2% | 1 3% | 4 3% |
| I prefer to watch sport/ get my sporting news from other mediums/ TV/ Newspaper/ Radio/ Social media | 9 2% | 2 4% | - | 1 2% | - | 1 2% | 1 3% | 1 3% | - | 2 3% | 1 1% | - | - | 6 1% | 9 2% | - | - | - | - | - | 1 2% | - | 8 2% | - | 1 1% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Prepared by Yonder



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Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|--|-----------|--------------|----------------|----------------------|------------------------------|-------------------|-------------------|-----------|----------------------|----------------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 572 | 51* | 28** | 57* | 48* | 46* | 32* | 20** | 52* | 82* | 81* | 48* | 26* | 474 | 503 | 6** | 32* | 16** | 4** | 59* | 60* | 76* | 440 | 39* | 121 |
| I have other priorities/ other things I need to do/ that I would rather be doing | 6 1% | - | - | 2 4% ⁿ | - | - | - | 1 6% | - | 1 1% | 1 1% | - | 2 2% | 4 1% | 6 1% | - | - | - | - | - | - | - | 5 1% | - | - |
| There is a lack of variety of sport covered/ they do not cover the sports that interest me on the app/ site | 4 1% | - | - | - | 2 4% ⁿ | 1 2% | - | - | - | - | - | 1 2% | - | 4 1% | 4 1% | - | - | - | - | - | 1 2% | - | 3 1% | - | 1 1% |
| The BBC/ app/ site is a poor source of sport/ sports news (non-specific/ other) | 4 1% | - | 1 4% | - | - | - | - | - | 1 2% | 1 1% | - | - | 1 3% ⁿ | 3 1% | 3 1% | 1 18% | - | - | - | 1 2% | 1 2% | - | 3 1% | - | 1 1% |
| I have never used the app/ have never been a frequent user of the app/ I have never watched sport/ sports news via the app/ site | 4 1% | - | - | - | 1 2% | - | - | - | - | 2 3% ^a | - | - | 2 2% | 3 1% | 3 1% | - | 1 3% | - | - | 1 2% | - | - | 4 1% | - | - |
| I have not used the app/ site/ have not needed to use the app/ site/ I have not watched sport/ sports news via the app/ site | 3 1% | - | - | - | - | 1 2% | - | - | - | 1 1% | 1 1% | - | - | 3 1% | 2 * | - | - | - | 1 25% | 1 2% | 1 2% | - | 2 * | - | 1 1% |
| Other negative mention | 4 1% | - | - | - | - | - | - | - | 2 4% ⁿ | - | 1 1% | 1 2% | - | 4 1% | 4 1% | - | - | - | - | - | - | - | 4 1% | - | - |

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Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|----------------------------------|------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|-------------|----------------|----------------|------------------------|------------------|-----------|-----------|------------|-----------|-------------------|--------------------------------|----------------------|------------------------|----------|-----------|----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 572 | 51* | 28** | 57* | 48* | 46* | 32* | 20** | 52* | 82* | 81* | 48* | 26* | 474 | 503 | 6** | 32* | 16** | 4** | 59* | 60* | 76* | 440 | 39* | 121 |
| Nothing/ no reason in particular | 19 3%OW | 2 4% | 1 4% | 1 2% | 2 5% | 1 2% | 1 4% | - | 2 4% | 7 9%AKIN | - | - | 1 3%k | 16 3% | 13 2% | - | 2 6% | 2 12% | - | 4 7% | 3 5% | 1 1% | 10 2% | 3 8%vw | 5 4%v |
| Don't know | 18 3% | - | - | 2 4% | 3 6% | - | 3 9%bf | - | 2 4% | 3 3% | 2 3% | 2 5% | * | 18 4% | 15 3% | - | 3 10%ao | - | - | 3 6% | 1 2% | - | 17 4% | - | 1 1% |

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Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|--------------------|------------------|-------------------|-------------------|--------------------------|------------------|------------------|------------------|------------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 584 | 395 | 103 | 66 | 39 | 7 | 182 | 66 | 161 | 164 | 17 | 70 | 92 | 115 | 104 | 54 | 22 | 22 | 15 | 12 | 12 | 8 | 15 |
| Weighted base | 572 | 383 | 101* | 66* | 38* | 7** | 181 | 65* | 159 | 162 | 17** | 69* | 95* | 116 | 104* | 50* | 22** | 20** | 14** | 11** | 10** | 6** | 13** |
| NET: Neutral | 308 | 220 | 50 | 32 | 11 | 3 | 85 | 33 | 78 | 75 | 13 | 30 | 55 | 67 | 60 | 26 | 11 | 10 | 8 | 7 | 2 | 4 | 9 |
| | 54% ^{Egj} | 57% ^{aEg} | 49% ^e | 49% ^e | 30% | 42% | 47% ^e | 51% ^e | 49% ^e | 47% ^e | 76% | 44% | 58% | 58% | 58% | 52% | 49% | 49% | 57% | 64% | 20% | 70% | 66% |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the sport/ sports news has remained the same | 156 | 109 | 24 | 19 | 5 | 1 | 47 | 19 | 44 | 40 | 6 | 15 | 28 | 31 | 33 | 13 | 2 | 8 | 6 | 1 | 1 | 2 | 5 |
| | 27% ^e | 28% ^e | 24% | 28% ^e | 13% | 14% | 26% ^e | 29% | 28% ^e | 25% | 34% | 22% | 30% | 27% | 32% | 27% | 7% | 38% | 47% | 10% | 12% | 36% | 42% |
| Covid-19 has had no effect on my habits | 47 | 35 | 6 | 3 | 3 | 1 | 11 | 3 | 9 | 10 | 4 | 4 | 6 | 14 | 8 | 5 | 1 | 1 | - | 2 | - | * | 1 |
| | 8% | 9% | 6% | 5% | 8% | 13% | 6% | 4% | 5% | 6% | 23% | 6% | 6% | 12% | 8% | 9% | 5% | 5% | - | 20% | - | 8% | 5% |
| I have not needed to change my usage/ feel my usage is sufficient | 46 | 35 | 7 | 5 | 3 | - | 11 | 4 | 10 | 11 | 1 | 6 | 7 | 9 | 8 | 4 | 4 | 1 | - | 3 | 1 | - | 1 |
| | 8% | 9% | 7% | 8% | 8% | - | 6% | 6% | 6% | 7% | 6% | 9% | 8% | 8% | 9% | 17% | 5% | - | 24% | 8% | - | - | 8% |
| My level of interest in sport has not changed/ I still watch the same amount of sport as always | 23 | 21 | 1 | - | - | - | 2 | 2 | 2 | 1 | 1 | 2 | 5 | 5 | 5 | 2 | 2 | * | - | * | - | 1 | - |
| | 4% ^{gJ} | 5% ^{agJ} | 1% | - | - | - | 1% ^J | 4% ^j | 1% ^j | 1% | 6% | 3% | 6% | 4% | 5% | 3% | 9% | 2% | - | 4% | - | 18% | - |
| Nothing has changed/ my circumstances/ situation remains the same | 21 | 16 | 5 | 1 | - | - | 5 | 2 | 5 | 5 | - | 1 | 5 | 6 | 3 | 1 | 1 | - | 1 | 1 | - | - | * |
| | 4% | 4% | 5% | 2% | - | - | 3% | 3% | 3% | 3% | - | 1% | 5% | 5% | 3% | 3% | 6% | - | 8% | 6% | - | - | 3% |
| That is the case/ that is how I feel | 19 | 13 | 5 | 2 | - | 1 | 5 | 1 | 5 | 5 | 1 | 1 | 4 | 6 | 3 | - | 1 | - | - | - | - | - | 1 |
| | 3% | 3% | 5% | 2% | - | 15% | 3% | 2% | 3% | 3% | 6% | 2% | 4% | 5% | 3% | - | 5% | - | - | - | - | - | 8% |

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| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 572 | 383 | 101* | 66* | 38* | 7** | 181 | 65* | 159 | 162 | 17** | 69* | 95* | 116 | 104* | 50* | 22** | 20** | 14** | 11** | 10** | 6** | 13** |
| I use a variety of sources to watch sport/ sports news/ I do not exclusively use the BBC/ app/ site for sport/ sports news | 5 | 2 | * | 2 | * | - | 3 | 1 | 3 | 3 | 1 | - | - | 1 | - | 1 | 1 | - | * | - | - | - | - |
| | 1% | 1% | | 3%ab | 1% | | 1% | 1% | 2% | 2% | 6% | | | 1% | | 2% | 5% | | 3% | | | | |
| Other neutral mention | 8 | 5 | 3 | - | - | - | 3 | 2 | 3 | 3 | - | 1 | 2 | 1 | - | 1 | - | - | - | 1 | - | * | - |
| | 1% | 1% | 3% | | | | 2% | 4% | 2% | 2% | | 2% | 1% | | 2% | 5% | | | 6% | | | 8% | |
| NET: Positive | 191 | 125 | 30 | 24 | 18 | 3 | 63 | 19 | 51 | 56 | 6 | 26 | 33 | 31 | 34 | 18 | 7 | 8 | 6 | 5 | 4 | 1 | 1 |
| | 33% | 33% | 30% | 37% | 49%abc | 41% | 35%i | 29% | 32% | 34% | 36% | 37% | 35% | 27% | 33% | 37% | 32% | 42% | 41% | 47% | 43% | 16% | 10% |
| I want to stay up to date with the sports/ sporting news/ events/ the sports I am interested in/ the sporting news/ events | 75 | 52 | 8 | 9 | 7 | - | 24 | 6 | 18 | 21 | 2 | 7 | 12 | 18 | 19 | 8 | 2 | 2 | 1 | - | - | - | - |
| | 13% | 13% | 8% | 13% | 20%c | | 13%c | 9% | 12%c | 13%C | 12% | 10% | 13% | 16% | 18% | 16% | 10% | 8% | 7% | | | | |
| To follow the results/ scores in sporting events | 45 | 30 | 6 | 6 | 3 | 1 | 14 | 3 | 13 | 12 | 1 | 7 | 13 | 5 | 5 | 5 | 1 | 2 | 2 | 1 | - | - | * |
| | 8% | 8% | 6% | 10% | 9% | 14% | 8% | 5% | 8% | 7% | 6% | 10% | 14%ano | 5% | 5% | 9% | 5% | 11% | 17% | 9% | | | 3% |
| I have always used the BBC app/ site for sport/ sport news/ have always regularly used the BBC app/ site for sport/ sports news | 35 | 26 | 4 | 3 | 2 | 1 | 8 | 3 | 8 | 6 | 3 | 3 | 7 | 2 | 8 | 4 | 1 | 2 | 1 | - | 2 | - | - |
| | 6%n | 7% | 3% | 5% | 6% | 13% | 5% | 5% | 5% | 4% | 18% | 4% | 7% | 2% | 8%n | 9%n | 5% | 8% | 8% | | 20% | | |
| I like to watch the sport/ sporting news | 12 | 4 | 5 | 1 | 2 | - | 8 | 4 | 6 | 6 | - | 1 | 1 | - | 2 | 2 | - | - | 2 | 1 | 2 | - | - |
| | 2%b | 1% | 5%aB | 2% | 6%b | | 4%ab | 6%aB | 4%b | 4%b | | 1% | 1% | | 2% | 4%n | | | 16% | 10% | 19% | | |
| To watch/ find out information about particular teams/ sports people | 9 | 4 | 2 | 2 | 1 | - | 6 | 2 | 4 | 5 | 1 | 1 | 1 | 3 | - | - | 2 | - | - | 1 | - | - | - |
| | 2% | 1% | 2% | 3% | 3% | | 3% | 3% | 3% | 3% | 7% | 1% | 1% | 2% | | | 10% | | | 10% | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 329

Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 572 | 383 | 101* | 66* | 38* | 7** | 181 | 65* | 159 | 162 | 17** | 69* | 95* | 116 | 104* | 50* | 22** | 20** | 14** | 11** | 10** | 6** | 13** |
| To find out fixtures/ competition dates | 9 2% | 7 2% | - | 1 2% | 1 3% | - | 2 1% | - | 1 1% | 2 2% | 1 6% | 2 3% | - | 2 2% | - | - | 1 5% | 1 6% | 1 8% | - | - | - | - |
| There is plenty of sport to watch now/ sports have resumed/ I am watching more sport | 9 2% | 4 1% | 5 4%ab | - | 1 3% | - | 5 3% | 3 5%ab | 5 3% | 5 3% | - | - | 1 1% | 1 1% | 2 2% | 2 4% | - | - | - | - | 1 9% | - | - |
| The BBC/ app/ site is a good source of sport/ sports news (non-specific/ other) | 8 1% | 4 1% | 2 2% | 2 3% | 2 6%ab | - | 4 2%l | 1 1% | 2 1% | 4 2%l | - | - | 1 1% | - | 1 1% | 2 5%n | - | 3 14% | - | 1 9% | - | - | - |
| Access to sport/ the sporting news is convenient/ easy when using the app/ site/ it is easy to use | 6 1% | 4 1% | 2 2% | 2 3% | - | - | 2 1% | - | 2 1% | 2 1% | 1 6% | - | 1 1% | - | 1 1% | - | 1 5% | - | - | - | - | 1 16% | 1 7% |
| The BBC/ app/ site is my favourite source of sport/ sports news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of sports/ sports news | 6 1% | 5 1% | 1 1% | 1 2% | - | - | 1 1% | - | 1 1% | 1 1% | - | 2 3% | - | - | 2 2% | 1 2% | - | 1 7% | - | - | - | - | - |
| Sport has continued to be broadcast/ has always been available/ one of the few things that has not been disrupted | 6 1% | 4 1% | - | 1 2% | 1 3% | - | 2 1% | - | 1 1% | 2 1% | - | 1 2% | 1 1% | 3 3% | - | - | - | 1 4% | - | - | - | - | - |
| I want to find out other sporting information | 6 1% | 3 1% | - | 1 2% | 1 3% | - | 2 1% | - | 1 1% | 2 2% | - | 1 2% | - | - | 2 2% | 1 1% | - | 2 12% | - | - | - | - | - |

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Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
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| Weighted base | 572 | 383 | 101* | 66* | 38* | 7** | 181 | 65* | 159 | 162 | 17** | 69* | 95* | 116 | 104* | 50* | 22** | 20** | 14** | 11** | 10** | 6** | 13** |
| I have more time to watch the sport/ follow sports news/ stay informed of sporting news | 5 1% | 4 1% | - | - | - | 1 13% | - | - | - | - | - | - | 2 2% | - | 1 1% | - | 2 7% | - | - | - | - | - | - |
| I am not working/ am furloughed/ so have greater access/ more time to check the sport/ sports news | 3 * | 3 1% | - | - | - | - | - | - | - | - | - | 1 1% | 1 1% | - | 1 1% | - | - | - | - | - | - | - | - |
| I am at home more to watch sports/ follow the sporting news/ have access to home wifi/ computer etc | 3 * | 2 1% | - | 1 1% | - | - | 1 * | - | 1 * | 1 * | - | 1 2% | - | - | - | - | - | - | - | - | - | 4% | - |
| I make a lot of use of the Internet/ computers/ phone/ online sports viewing/ sporting news is convenient for me due to my internet usage | 3 * | 3 1% | - | - | - | - | - | - | - | - | - | 1 2% | - | 1 1% | 1 * | - | - | - | - | - | - | - | - |
| Other sources of sport/ methods of watching sport/ sports news are limited | 2 * | 1 * | 1 1% | - | - | - | 1 1% | 1 1% | 1 1% | 1 1% | - | - | - | 1 1% | - | 1 2% | - | - | - | - | - | - | - |
| I am working from home/ I have greater access to sport/ sports news/ have time to check the sports news due to working from home | 2 * | 1 * | - | 1 1% | - | - | 1 * | - | 1 * | 1 * | - | - | 1 1% | 1 1% | - | - | - | - | - | - | - | - | - |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

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Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 572 | 383 | 101* | 66* | 38* | 7** | 181 | 65* | 159 | 162 | 17** | 69* | 95* | 116 | 104* | 50* | 22** | 20** | 14** | 11** | 10** | 6** | 13** |
| Following sport keeps me entertained/ cheers me up/ raises my spirits | 1 | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - | - |
| Due to the pandemic/ lockdown I have/ greater access/ had more time to watch sports/ check the sporting news | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - |
| Other positive mention | 11 | 10 | - | - | 1 | - | 1 | - | - | 1 | 1 | 2 | 1 | 3 | * | 1 | - | - | - | 1 | - | - | - |
| NET: Negative | 169 | 122 | 22 | 18 | 14 | - | 48 | 15 | 39 | 42 | 2 | 32 | 25 | 31 | 29 | 13 | 7 | 6 | 5 | 1 | 4 | 2 | 5 |
| | 30% | 32% | 22% | 28% | 38% | - | 26% | 23% | 24% | 26% | 9% | 46%Amno | 27% | 27% | 25% | 30% | 30% | 33% | 10% | 35% | 33% | 37% | 37% |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at/ I rarely watch sport/ sports news via the app/ site | 72 | 57 | 7 | 4 | 4 | - | 14 | 6 | 12 | 12 | * | 14 | 12 | 16 | 12 | 4 | 1 | 1 | 1 | 1 | - | 1 | 4 |
| | 13%cgj | 15%acgj | 6% | 7% | 9% | - | 8% | 10% | 8% | 8% | 3% | 21%a | 13% | 14% | 12% | 9% | 5% | 5% | 8% | 10% | - | 19% | 29% |
| There is not much sport to watch at the moment/ limited sports news to follow | 29 | 23 | 3 | 1 | 2 | - | 6 | 1 | 5 | 5 | 1 | 4 | 5 | 7 | 3 | * | 2 | - | 2 | - | - | - | 1 |
| | 5% | 6% | 3% | 2% | 4% | - | 4% | 2% | 3% | 3% | 7% | 7% | 6% | 6% | 3% | 1% | 11% | - | 15% | - | - | - | 8% |
| I do not pay attention to the sport/ sports news/ avoid watching the sport/ sports news | 20 | 11 | 4 | 4 | 3 | - | 9 | 2 | 7 | 8 | - | 2 | 3 | 1 | 5 | 1 | 1 | 2 | 1 | - | 1 | - | - |
| | 3% | 3% | 3% | 7% | 9% | - | 5% | 3% | 4% | 5% | - | 3% | 3% | 1% | 5% | 2% | 4% | 12% | 10% | - | 12% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

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Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---|--------------------------|-------------|------------------|-------------------|-------------------|--------------------------|----------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|---------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Weighted base | 572 | 383 | 101* | 66* | 38* | 7** | 181 | 65* | 159 | 162 | 17** | 69* | 95* | 116 | 104* | 50* | 22** | 20** | 14** | 11** | 10** | 6** | 13** | |
| I do not watch a lot of sport/ I only rarely watch sport/ check the sporting news | 18 3%gj | 17 4%agj | 1 1% | 1 2% | - | - | 1 1% | 1 2% | 1 1% | 1 1% | - | 4 5% | 3 4% | 6 5% | 2 2% | 1 2% | 1 5% | 1 5% | - | - | - | - | - | |
| I prefer to watch sport via other sources/ get my sporting news from other sources | 15 3% | 11 3% | 1 1% | 2 2% | 3 8%acgh | - | 4 2% | 1 1% | 3 2% | 4 3% | - | 3 4% | 2 2% | 4 3% | 2 2% | 1 2% | - | 1 6% | - | - | - | - | 1 14% | |
| I prefer to watch sport/ get my sporting news from other mediums/ TV/ Newspaper/ Radio/ Social media | 9 2% | 5 1% | 3 3% | 2 3% | 1 3% | - | 4 2% | 1 2% | 3 2% | 4 3% | - | 1 2% | - | 3 2% | 2 2% | 3 6%am | - | - | - | - | - | - | - | |
| I have other priorities/ other things I need to do/ that I would rather be doing | 6 1% | 3 1% | 1 1% | 2 2% | 2 4%b | - | 3 2% | 2 3% | 3 2%c | 2 1% | - | 2 3% | - | - | - | 2 3%an | - | 1 5% | - | - | - | 1 12% | - | |
| There is a lack of variety of sport covered/ they do not cover the sports that interest me on the app/ site | 4 1% | 2 1% | 1 1% | 1 2% | 1 3% | - | 2 1%i | - | 1 1% | 2 1% | - | - | 1 1% | 1 1% | - | 1 2% | - | - | - | - | - | - | - | 1 9% |
| The BBC/ app/ site is a poor source of sport/ sports news (non-specific/ other) | 4 1% | 4 1% | - | - | - | - | - | - | - | - | - | 1 1% | - | - | 2 2% | - | 1 5% | - | - | - | - | - | - | |

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| Weighted base | 572 | 383 | 101* | 66* | 38* | 7** | 181 | 65* | 159 | 162 | 17** | 69* | 95* | 116 | 104* | 50* | 22** | 20** | 14** | 11** | 10** | 6** | 13** |
| I have never used the app/ have never been a frequent user of the app/ I have never watched sport/ sports news via the app/ site | 4 | 3 | * | - | - | - | * | - | * | * | - | 1 | - | - | 2 | - | - | * | - | - | - | - | - |
| | 1% | 1% | * | - | - | - | * | - | * | * | - | 2% | - | - | 2% | - | - | 2% | - | - | - | - | - |
| I have not used the app/ site/ have not needed to use the app/ site/ I have not watched sport/ sports news via the app/ site | 3 | 2 | 1 | - | - | - | 1 | - | 1 | 1 | - | - | - | 1 | 1 | - | - | - | - | - | - | - | - |
| | 1% | 1% | 1% | - | - | - | 1% | - | 1% | 1% | - | - | - | 1% | 1% | - | - | - | - | - | - | - | - |
| Other negative mention | 4 | 2 | 1 | 1 | - | - | 2 | 1 | 2 | 2 | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - |
| | 1% | 1% | 1% | 2% | - | - | 1% | 2% | 1% | 1% | - | 2% | 1% | - | - | - | - | - | - | - | 11% | - | - |
| Nothing/ no reason in particular | 19 | 12 | 2 | 3 | 1 | 1 | 6 | 2 | 5 | 6 | 1 | 4 | 7 | 2 | 1 | 1 | - | - | 1 | - | * | - | - |
| | 3% | 3% | 2% | 4% | 3% | 15% | 3% | 3% | 3% | 4% | 6% | 6% | 7%ao | 2% | 1% | 2% | - | - | 7% | - | 4% | - | - |
| Don't know | 18 | 8 | 9 | 1 | - | 1 | 9 | 5 | 9 | 9 | - | - | 2 | 6 | 3 | - | 2 | - | - | 1 | 1 | - | 1 |
| | 3%b | 2% | 9%ABdg | 2% | - | 16% | 5%b | 8%aB | 6%abd | 6%ab | - | - | 2% | 6% | 3% | - | 10% | - | - | 8% | 10% | - | 8% |
| | | | ij | | | | | | | | | | | | | | | | | | | | |

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Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|--|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 584 | 571 | 13 | 498 | 86 | 584 | - | 584 | - | 584 | - |
| Weighted base | 572 | 560 | 12** | 487 | 85* | 572 | ** | 572 | ** | 572 | ** |
| NET: Neutral | 308 | 303 | 5 | 269 | 38 | 308 | - | 308 | - | 308 | - |
| | 54% | 54% | 42% | 55% | 45% | 54% | - | 54% | - | 54% | - |
| My usage/ how often I visit the site has not changed/ my habits have not changed/ my schedule/ routine for checking the sport/ sports news has remained the same | 156 | 152 | 4 | 131 | 26 | 156 | - | 156 | - | 156 | - |
| | 27% | 27% | 36% | 27% | 30% | 27% | - | 27% | - | 27% | - |
| Covid-19 has had no effect on my habits | 47 | 47 | 1 | 41 | 6 | 47 | - | 47 | - | 47 | - |
| | 8% | 8% | 6% | 8% | 7% | 8% | - | 8% | - | 8% | - |
| I have not needed to change my usage/ feel my usage is sufficient | 46 | 46 | - | 43 | 2 | 46 | - | 46 | - | 46 | - |
| | 8% | 8% | - | 9% | 3% | 8% | - | 8% | - | 8% | - |
| My level of interest in sport has not changed/ I still watch the same amount of sport as always | 23 | 23 | - | 22 | 1 | 23 | - | 23 | - | 23 | - |
| | 4% | 4% | - | 5% | 1% | 4% | - | 4% | - | 4% | - |
| Nothing has changed/ my circumstances/ situation remains the same | 21 | 21 | - | 20 | 1 | 21 | - | 21 | - | 21 | - |
| | 4% | 4% | - | 4% | 1% | 4% | - | 4% | - | 4% | - |
| That is the case/ that is how I feel | 19 | 19 | - | 17 | 1 | 19 | - | 19 | - | 19 | - |
| | 3% | 3% | - | 4% | 1% | 3% | - | 3% | - | 3% | - |

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|---|------------------------|------------|----------|--------------------|--------------------------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 572 | 560 | 12** | 487 | 85* | 572 | -** | 572 | -** | 572 | -** |
| I use a variety of sources to watch sport/ sports news/ I do not exclusively use the BBC/ app/ site for sport/ sports news | 5 1% | 5 1% | - | 4 1% | 1 1% | 5 1% | - | 5 1% | - | 5 1% | - |
| Other neutral mention | 8 1% | 8 1% | - | 7 1% | 1 1% | 8 1% | - | 8 1% | - | 8 1% | - |
| NET: Positive | 191 33% | 189 34% | 2 19% | 162 33% | 29 34% | 191 33% | - | 191 33% | - | 191 33% | - |
| I want to stay up to date with the sports/ sporting news/ events/ the sports I am interested in/ the sporting news/ events | 75 13% ^d | 75 13% | - | 58 12% | 17 20% ^{ead} | 75 13% | - | 75 13% | - | 75 13% | - |
| To follow the results/ scores in sporting events | 45 8% | 45 8% | * 4% | 38 8% | 7 9% | 45 8% | - | 45 8% | - | 45 8% | - |
| I have always used the BBC app/ site for sport/ sport news/ have always regularly used the BBC app/ site for sport/ sports news | 35 6% | 35 6% | - | 32 7% | 3 4% | 35 6% | - | 35 6% | - | 35 6% | - |
| I like to watch the sport/ sporting news | 12 2% | 12 2% | - | 12 2% | - | 12 2% | - | 12 2% | - | 12 2% | - |
| To watch/ find out information about particular teams/ sports people | 9 2% | 9 2% | - | 8 2% | 1 1% | 9 2% | - | 9 2% | - | 9 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 330

Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 572 | 560 | 12** | 487 | 85* | 572 | ** | 572 | ** | 572 | ** |
| To find out fixtures/ competition dates | 9 2% | 9 2% | - | 9 2% | - | 9 2% | - | 9 2% | - | 9 2% | - |
| There is plenty of sport to watch now/ sports have resumed/ I am watching more sport | 9 2% | 9 2% | - | 8 2% | 1 1% | 9 2% | - | 9 2% | - | 9 2% | - |
| The BBC/ app/ site is a good source of sport/ sports news (non-specific/ other) | 8 1% | 8 1% | * 4% | 7 1% | 1 1% | 8 1% | - | 8 1% | - | 8 1% | - |
| Access to sport/ the sporting news is convenient/ easy when using the app/ site/ it is easy to use | 6 1%b | 5 1% | 1 8% | 4 1% | 2 3% | 6 1% | - | 6 1% | - | 6 1% | - |
| The BBC/ app/ site is my favourite source of sport/ sports news/ I prefer the BBC to other broadcasters/ sources/ the BBC is generally my main source of sports/ sports news | 6 1% | 6 1% | * 4% | 6 1% | - | 6 1% | - | 6 1% | - | 6 1% | - |
| Sport has continued to be broadcast/ has always been available/ one of the few things that has not been disrupted | 6 1% | 6 1% | - | 6 1% | - | 6 1% | - | 6 1% | - | 6 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 330

Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Total (a) | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|--|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 572 | 560 | 12** | | 487 | 85* | | 572 | -** | 572 | -** | |
| I want to find out other sporting information | 6 1% | 6 1% | - | | 5 1% | * * | | 6 1% | - | 6 1% | - | 6 1% |
| I have more time to watch the sport/ follow sports news/ stay informed of sporting news | 5 1% | 5 1% | - | | 5 1% | - | | 5 1% | - | 5 1% | - | 5 1% |
| I am not working/ am furloughed/ so have greater access/ more time to check the sport/ sports news | 3 * | 3 * | - | | 2 * | 1 1% | | 3 * | - | 3 * | - | 3 * |
| I am at home more to watch sports/ follow the sporting news/ have access to home wifi/ computer etc | 3 * | 3 * | - | | 2 * | 1 1% | | 3 * | - | 3 * | - | 3 * |
| I make a lot of use of the internet/ computers/ phone/ online sports viewing/ sporting news is convenient for me due to my internet usage | 3 * | 2 * | * 4% | | 2 * | * 1% | | 3 * | - | 3 * | - | 3 * |
| Other sources of sport/ methods of watching sport/ sports news are limited | 2 * | 2 * | - | | 2 * | - | | 2 * | - | 2 * | - | 2 * |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Ofcom BBC COVID Research
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Absolutes/col percents

Table 330

Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|------------------------|---------------|-----------|-----------------------|-------------------------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 572 | 560 | 12** | 487 | 85* | 572 | -** | 572 | -** | 572 | -** |
| I am working from home/ I have greater access to sport/ sports news/ have time to check the sports news due to working from home | 2 | 2 | - | 1 | 1 | 2 | - | 2 | - | 2 | - |
| Following sport keeps me entertained/ cheers me up/ raises my spirits | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| Due to the pandemic/ lockdown I have/ greater access/ had more time to watch sport/ check the sporting news | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| Other positive mention | 11 2% | 10 2% | 1 8% | 9 2% | 2 3% | 11 2% | - | 11 2% | - | 11 2% | - |
| NET: Negative | 169 30% | 165 29% | 5 41% | 138 28% | 31 37% | 169 30% | - | 169 30% | - | 169 30% | - |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at/ I rarely watch sport/ sports news via the app/ site | 72 13% ^d | 69 12% | 3 23% | 55 11% | 17 20% ^{ad} | 72 13% | - | 72 13% | - | 72 13% | - |
| There is not much sport to watch at the moment/ limited sports news to follow | 29 5% | 29 5% | - | 24 5% | 5 6% | 29 5% | - | 29 5% | - | 29 5% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Absolutes/col percents

Table 330

Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|---------------|----------|----------|--------------------|---------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 572 | 560 | 12** | 487 | 85* | 572 | ** | 572 | ** | 572 | ** |
| I do not pay attention to the sport/ sports news/ avoid watching the sport/ sports news | 20 3% | 20 4% | - | 17 3% | 3 4% | 20 3% | - | 20 3% | - | 20 3% | - |
| I do not watch a lot of sport/ I only rarely watch sport/ check the sporting news | 18 3% | 17 3% | 1 10% | 17 3% | 1 1% | 18 3% | - | 18 3% | - | 18 3% | - |
| I prefer to watch sport via other sources/ get my sporting news from other sources | 15 3% | 15 3% | - | 11 2% | 4 5% | 15 3% | - | 15 3% | - | 15 3% | - |
| I prefer to watch sport/ get my sporting news from other mediums/ TV/ Newspaper/ Radio/ Social media | 9 2% | 8 1% | 1 8% | 9 2% | - | 9 2% | - | 9 2% | - | 9 2% | - |
| I have other priorities/ other things I need to do/ that I would rather be doing | 6 1% | 6 1% | - | 5 1% | 1 1% | 6 1% | - | 6 1% | - | 6 1% | - |
| There is a lack of variety of sport covered/ they do not cover the sports that interest me on the app/ site | 4 1% | 4 1% | - | 4 1% | - | 4 1% | - | 4 1% | - | 4 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 330

Q18b. You said you use the BBC Sport app/site about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site about the same amount now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 572 | 560 | 12** | 487 | 85* | 572 | ** | 572 | ** | 572 | ** |
| The BBC/ app/ site is a poor source of sport/ sports news (non-specific/ other) | 4 1% | 4 1% | - | 3 1% | 1 1% | 4 1% | - | 4 1% | - | 4 1% | - |
| I have never used the app/ have never been a frequent user of the app/ I have never watched sport/ sports news via the app/ site | 4 1% | 4 1% | - | 4 1% | - | 4 1% | - | 4 1% | - | 4 1% | - |
| I have not used the app/ site/ have not needed to use the app/ site/ I have not watched sport/ sports news via the app/ site | 3 1% | 3 1% | - | 2 * | 1 1% | 3 1% | - | 3 1% | - | 3 1% | - |
| Other negative mention | 4 1% | 4 1% | - | 4 1% | - | 4 1% | - | 4 1% | - | 4 1% | - |
| Nothing/ no reason in particular | 19 3% | 17 3% | 1 10% | 15 3% | 4 4% | 19 3% | - | 19 3% | - | 19 3% | - |
| Don't know | 18 3% | 18 3% | - | 15 3% | 3 4% | 18 3% | - | 18 3% | - | 18 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Ofcom BBC COVID Research
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Table 331
Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 74 | 47 | 25 | 6 | 14 | 14 | 11 | 8 | 9 | 6 | 6 | 20 | 14 | 28 | 19 | 21 | 6 | 29 | 18 | 10 | 17 | 47 | 27 |
| Weighted base | 72* | 45* | 25** | 6** | 13** | 14** | 11** | 8** | 9** | 6** | 5** | 18** | 13** | 27** | 19** | 20** | 6** | 28** | 17** | 10** | 17** | 45* | 27** |
| NET: Negative | 62 | 37 | 23 | 4 | 11 | 12 | 10 | 8 | 8 | 6 | 3 | 15 | 11 | 23 | 18 | 17 | 4 | 24 | 15 | 10 | 13 | 39 | 23 |
| | 86% | 83% | 92% | 66% | 85% | 86% | 91% | 100% | 89% | 100% | 61% | 79% | 85% | 86% | 95% | 85% | 66% | 86% | 88% | 100% | 77% | 87% | 85% |
| There is not much sport to watch at the moment/ limited sports news to follow | 25 | 13 | 13 | 1 | 4 | 5 | 2 | 5 | 4 | 2 | 1 | 5 | 4 | 9 | 8 | 8 | 1 | 9 | 9 | 4 | 3 | 18 | 7 |
| | 35% | 28% | 50% | 17% | 35% | 34% | 23% | 63% | 46% | 38% | 21% | 29% | 35% | 34% | 40% | 37% | 17% | 31% | 54% | 39% | 20% | 40% | 27% |
| I do not pay attention to the sport/ sports news/ avoid watching the sport/ sports news | 17 | 8 | 9 | - | 3 | 4 | 1 | 3 | 3 | 1 | 2 | 3 | 3 | 7 | 4 | 6 | - | 4 | 3 | 4 | 6 | 7 | 10 |
| | 24%v | 18% | 37% | - | 23% | 31% | 9% | 42% | 33% | 18% | 33% | 15% | 23% | 27% | 23% | 29% | - | 15% | 17% | 40% | 38% | 16% | 39% |
| I prefer to watch sport/ get my sporting news from other mediums/ TV/ Newspaper/ Radio/ Social media | 6 | 6 | - | 1 | 1 | 1 | 3 | - | - | - | - | 2 | 1 | 2 | 3 | - | 1 | 2 | 2 | 2 | - | 4 | 2 |
| | 9% | 14% | - | 18% | 8% | 7% | 29% | - | - | - | - | 11% | 8% | 7% | 17% | - | 18% | 7% | 12% | 21% | - | 9% | 8% |
| I prefer to watch sport via other sources/ get my sporting news from other sources | 5 | 2 | 1 | - | 3 | - | - | - | 1 | - | 1 | 3 | 3 | 3 | - | 2 | - | 4 | 1 | - | - | 5 | - |
| | 7% | 4% | 4% | - | 24% | - | - | - | 11% | - | 21% | 16% | 24% | 11% | - | 10% | - | 15% | 6% | - | - | 11% | - |
| I have other priorities/ other things I need to do/ that I would rather be doing | 5 | 3 | 2 | 1 | 1 | 1 | - | - | 1 | 1 | - | 2 | 1 | 2 | - | 2 | 1 | - | 3 | - | 2 | 3 | 2 |
| | 7% | 6% | 9% | 16% | 5% | 8% | - | - | 11% | 18% | - | 9% | 5% | 7% | - | 10% | 16% | - | 16% | - | 12% | 6% | 8% |
| I do not watch a lot of sport/ I only rarely watch sport/ check the sporting news | 5 | 2 | 3 | 1 | - | 1 | 2 | 1 | - | - | - | 1 | - | 1 | 3 | - | 1 | 4 | - | - | 1 | 4 | 1 |
| | 7% | 4% | 11% | 16% | - | 7% | 19% | 9% | - | - | - | 5% | - | 4% | 15% | - | 16% | 14% | - | - | 6% | 8% | 4% |

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Absolutes/col percents

Table 331
Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|----------|-----------|----------|----------|----------|----------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 72* | 45* | 25** | 6** | 13** | 14** | 11** | 8** | 9** | 6** | 5** | 18** | 13** | 27** | 19** | 20** | 6** | 28** | 17** | 10** | 17** | 45* | 27** |
| The BBC/ app/ site is a poor source of sport/ sports news (non-specific/ other) | 3 5% | 3 8% | - | - | 1 10% | 1 8% | - | - | - | 1 18% | - | 1 7% | 1 10% | 2 9% | - | 1 5% | - | 2 8% | - | - | 1 6% | 2 5% | 1 4% |
| There is a lack of variety of sport covered/ they do not cover the sports that interest me on the app/ site | 2 2% | 2 4% | - | - | - | 1 7% | - | - | - | - | 1 13% | - | - | 1 4% | - | 1 3% | - | 1 4% | 1 4% | - | - | 2 4% | - |
| I have never used the app/ have never been a frequent user of the app/ I have never watched sport/ sports news via the app/ site | 1 2% | - | 1 5% | - | - | - | 1 10% | - | - | - | - | - | - | - | 1 6% | - | - | - | - | 1 11% | - | - | 1 4% |
| I have not used the app/ site/ have not needed to use the app/ site/ I have not watched sport/ sports news via the app/ site | 1 1% | 1 2% | - | - | - | - | - | - | - | 1 18% | - | - | - | - | - | 1 5% | - | - | - | - | 1 6% | - | 1 4% |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at/ I rarely watch sport/ sports news via the app/ site | * 1% | - | * 2% | - | - | - | - | - | - | * 8% | - | - | - | - | - | * 2% | - | - | * 3% | - | - | * 1% | - |
| Other negative mention | 3 4% | 3 6% | - | - | - | 1 8% | 1 9% | - | - | - | - | - | - | 1 4% | 1 5% | * 2% | - | * 1% | - | 1 11% | 1 6% | * 1% | 2 8% |
| NET: Positive | 7 10% | 5 11% | 2 8% | 2 34% | - | 2 14% | 1 9% | - | - | - | 2 39% | 2 11% | - | 2 7% | 1 5% | 2 10% | 2 34% | 3 11% | 2 12% | - | 2 12% | 5 11% | 2 7% |

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Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|---------|-----------|---------|---------|--------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 72* | 45* | 25** | 6** | 13** | 14** | 11** | 8** | 9** | 6** | 5** | 18** | 13** | 27** | 19** | 20** | 6** | 28** | 17** | 10** | 17** | 45* | 27** |
| I like to watch the sport/ sporting news | 2 3% | 1 2% | 1 4% | 1 17% | - | 1 7% | - | - | - | - | - | 1 5% | - | 1 4% | - | - | 1 17% | 1 4% | 1 6% | - | - | 2 4% | - |
| Due to the pandemic/ lockdown I have/ greater access/ had more time to watch sports/ check the sporting news | 1 1% | 1 2% | - | - | - | - | - | - | - | - | 1 19% | - | - | - | - | 1 5% | - | - | - | - | 1 6% | - | 1 4% |
| To watch/ find out information about particular teams/ sports people | 1 1% | 1 2% | - | - | - | 1 9% | - | - | - | - | - | - | - | - | 1 5% | - | - | 1 6% | - | - | - | 1 2% | - |
| I make a lot of use of the Internet/ computers/ phone/ online sports viewing/ sporting news is convenient for me due to my internet usage | 1 1% | 1 2% | - | - | - | 1 7% | - | - | - | - | - | - | - | 1 4% | - | - | - | 1 4% | - | - | - | 1 2% | - |
| The BBC/ app/ site is a good source of sport/ sports news (non-specific/ other) | 1 1% | - | 1 4% | 1 17% | - | - | - | - | - | - | - | 1 5% | - | - | - | - | 1 17% | 1 3% | - | - | - | 1 2% | - |
| Other positive mention | 1 1% | 1 2% | - | - | - | - | - | - | - | 1 19% | - | - | - | - | 1 5% | - | - | - | - | - | 1 6% | - | 1 4% |
| NET: Neutral | * 1% | * 1% | - | - | - | - | - | 6% | - | - | - | - | - | 3% | - | - | - | - | - | 5% | - | - | 2% |
| I have not needed to change my usage/ feel my usage is sufficient | * 1% | * 1% | - | - | - | - | - | 6% | - | - | - | - | - | 3% | - | - | - | - | - | 5% | - | - | 2% |
| Nothing/ no reason in particular | 1 1% | 1 2% | - | - | 1 7% | - | - | - | - | - | - | 1 5% | 1 7% | 1 3% | - | - | - | 1 3% | - | - | - | 1 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
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Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 72* | 45* | 25** | 6** | 13** | 14** | 11** | 8** | 9** | 6** | 5** | 18** | 13** | 27** | 19** | 20** | 6** | 28** | 17** | 10** | 17** | 45* | 27** |
| Don't know | 2 | 2 | - | - | 1 | - | - | - | 1 | - | - | 1 | 1 | 1 | - | 1 | - | - | - | - | 2 | - | 2 |
| | 3% | 4% | - | - | 7% | - | - | - | 11% | - | - | 5% | 7% | 3% | - | 5% | - | - | - | - | 11% | - | 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 332
Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 74 | 4 | 2 | 5 | 4 | 4 | 7 | 4 | 4 | 20 | 10 | 4 | 6 | 60 | 58 | 3 | 6 | 4 | 1 | 14 | 9 | 13 | 53 | 7 | 19 |
| Weighted base | 72* | 4** | 2** | 5** | 4** | 4** | 7** | 3** | 4** | 20** | 11** | 4** | 2** | 62* | 55* | 3** | 6** | 4** | 1** | 15** | 8** | 12** | 52* | 7** | 18** |
| NET: Negative | 62 | 4 | 2 | 5 | 2 | 3 | 7 | 3 | 4 | 15 | 9 | 4 | 2 | 53 | 48 | 3 | 4 | 3 | 1 | 12 | 7 | 11 | 43 | 7 | 17 |
| | 86% | 100% | 100% | 100% | 53% | 77% | 100% | 100% | 100% | 76% | 81% | 100% | 100% | 84% | 88% | 100% | 68% | 77% | 100% | 80% | 88% | 92% | 83% | 100% | 94% |
| There is not much sport to watch at the moment/ limited sports news to follow | 25 | 2 | 1 | 3 | 1 | - | 3 | - | 3 | 5 | 3 | 1 | 2 | 22 | 18 | 2 | 3 | 2 | - | 8 | 2 | 7 | 15 | 4 | 8 |
| | 35% | 50% | 53% | 59% | 27% | - | 43% | - | 77% | 26% | 31% | 26% | 67% | 35% | 32% | 68% | 53% | 54% | - | 53% | 30% | 60% | 29% | 54% | 46% |
| I do not pay attention to the sport/ sports news/ avoid watching the sport/ sports news | 17 | 1 | 1 | - | 1 | 2 | 3 | 1 | 2 | 2 | 3 | - | - | 15 | 15 | 2 | - | - | - | 2 | 2 | 3 | 11 | 3 | 6 |
| | 24% | 26% | 47% | - | 26% | 52% | 45% | 50% | 50% | 10% | 30% | - | - | 24% | 28% | 66% | - | - | - | 15% | 21% | 23% | 21% | 46% | 31% |
| I prefer to watch sport/ get my sporting news from other mediums/ TV/ Newspaper/ Radio/ Social media | 6 | - | - | - | - | 1 | 1 | - | - | 2 | - | 2 | - | 6 | 5 | - | - | - | 1 | 1 | 1 | - | 5 | - | 1 |
| | 9% | - | - | - | - | 25% | 15% | - | - | 10% | - | 49% | - | 10% | 9% | - | - | - | 100% | 7% | 13% | - | 10% | - | 6% |
| I prefer to watch sport via other sources/ get my sporting news from other sources | 5 | - | - | - | - | - | - | - | - | 4 | - | 1 | - | 5 | 3 | - | - | - | - | - | - | - | 4 | 1 | 1 |
| | 7% | - | - | - | - | - | - | - | - | 20% | - | 26% | - | 8% | 6% | - | - | - | - | - | - | - | 8% | 16% | 6% |
| I have other priorities/ other things I need to do/ that I would rather be doing | 5 | - | - | - | - | 1 | 1 | - | 1 | 2 | - | - | 4 | 3 | 1 | - | 1 | - | 2 | 2 | 1 | 3 | 1 | 2 | |
| | 7% | - | - | - | - | 14% | 23% | - | 5% | 21% | - | - | 7% | 5% | 34% | - | 23% | - | 14% | 12% | 17% | 5% | 15% | 11% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 332
Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 72* | 4** | 2** | 5** | 4** | 4** | 7** | 3** | 4** | 20** | 11** | 4** | 2** | 62* | 55* | 3** | 6** | 4** | 1** | 15** | 8** | 12** | 52* | 7** | 18** |
| I do not watch a lot of sport/ I only rarely watch sport/ check the sporting news | 5 7% | 1 24% | - | 1 21% | - | - | - | 1 27% | - | 2 9% | - | - | - | 3 5% | 5 9% | - | - | - | - | - | 1 12% | 1 8% | 4 7% | - | 1 6% |
| The BBC/ app/ site is a poor source of sport/ sports news (non-specific/ other) | 3 5% | - | - | - | - | - | 1 13% | - | 1 23% | - | - | 1 25% | * 15% | 3 5% | 2 4% | - | 1 15% | - | - | 1 6% | 1 13% | - | 2 4% | - | 1 6% |
| There is a lack of variety of sport covered/ they do not cover the sports that interest me on the app/ site | 2 2% | - | - | 1 20% | - | - | - | 1 24% | - | - | - | - | - | 1 2% | 2 3% | - | - | - | - | - | - | 1 6% | 1 2% | - | 1 4% |
| I have never used the app/ have never been a frequent user of the app/ I have never watched sport/ sports news via the app/ site | 1 2% | - | - | - | - | - | - | - | 1 6% | - | - | - | - | 1 2% | 1 2% | - | - | - | - | - | - | - | 1 2% | - | - |
| I have not used the app/ site/ have not needed to use the app/ site/ I have not watched sport/ sports news via the app/ site | 1 1% | - | - | - | - | - | - | - | - | - | 1 10% | - | - | 1 2% | 1 2% | - | - | - | - | - | 1 12% | 1 9% | - | - | 1 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 332
Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|---------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (g) | Black (r) | Chinese/other (s) | NET: Min- only Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 72* | 4** | 2** | 5** | 4** | 4** | 7** | 3** | 4** | 20** | 11** | 4** | 2** | 62* | 55* | 3** | 6** | 4** | 1** | 15** | 8** | 12** | 52* | 7** | 18** |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at/ I rarely watch sport/ sports news via the app/ site | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | 1% | - | - |
| Other negative mention | 3 | - | - | - | - | - | - | - | 1 | - | 1 | - | * | 2 | 1 | 1 | - | - | - | 1 | - | - | 1 | - | - |
| NET: Positive | 7 | - | - | - | 1 | - | - | - | 4 | 2 | - | - | 7 | 5 | - | 1 | 1 | - | 2 | 8% | 1 | 1 | 6 | - | 1 |
| I like to watch the sport/ sporting news | 10% | - | - | - | 25% | - | - | - | 20% | 19% | - | - | 11% | 9% | - | 16% | 23% | - | 13% | 12% | 8% | 11% | - | 6% | |
| Due to the pandemic/ lockdown I have/ greater access/ had more time to watch sports/ check the sporting news | 2 | - | - | - | 1 | - | - | - | 1 | - | - | - | 2 | 2 | - | - | - | - | - | - | - | - | 2 | - | - |
| To watch/ find out information about particular teams/ sports people | 3% | - | - | - | 25% | - | - | - | 5% | - | - | - | 3% | 4% | - | - | - | - | - | - | - | - | 4% | - | - |
| I make a lot of use of the Internet/ computers/ phone/ online sports viewing/ sporting news is convenient for me due to my internet usage | 1 | - | - | - | - | - | - | - | - | 1 | - | - | 1 | 1 | - | - | - | - | - | - | - | - | 1 | - | - |
| | 1% | - | - | - | - | - | - | - | 5% | - | - | - | 2% | 2% | - | 16% | - | - | 7% | - | - | 2% | - | - | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 332

Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 72* | 4** | 2** | 5** | 4** | 4** | 7** | 3** | 4** | 20** | 11** | 4** | 2** | 62* | 55* | 3** | 6** | 4** | 1** | 15** | 8** | 12** | 52* | 7** | 18** |
| The BBC/ app/ site is a good source of sport/ sports news (non-specific/ other) | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | - | 1 | - | 1 | - | - | 1 | - | - |
| | 1% | - | - | - | - | - | - | - | - | 5% | - | - | - | 2% | - | - | - | 23% | - | 7% | - | - | 2% | - | - |
| Other positive mention | 1 | - | - | - | - | - | - | - | - | - | 1 | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - |
| | 1% | - | - | - | - | - | - | - | - | - | 9% | - | - | 2% | 2% | - | - | - | - | - | - | - | 2% | - | - |
| NET: Neutral | * | - | - | - | - | - | - | - | - | - | - | * | - | * | - | - | - | - | - | - | - | * | - | - | * |
| | 1% | - | - | - | - | - | - | - | - | - | - | 19% | - | 1% | - | - | - | - | - | - | - | 4% | - | - | 3% |
| I have not needed to change my usage/ feel my usage is sufficient | * | - | - | - | - | - | - | - | - | - | - | * | - | * | - | - | - | - | - | - | - | * | - | - | * |
| | 1% | - | - | - | - | - | - | - | - | - | - | 19% | - | 1% | - | - | - | - | - | - | - | 4% | - | - | 3% |
| Nothing/ no reason in particular | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | - |
| | 1% | - | - | - | - | - | - | - | - | 5% | - | - | - | 2% | - | - | 15% | - | - | 6% | - | - | 2% | - | - |
| Don't know | 2 | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 2 | 2 | - | - | - | - | - | - | - | 2 | - | - |
| | 3% | - | - | - | 23% | 23% | - | - | - | - | - | - | - | 3% | 3% | - | - | - | - | - | - | 4% | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Table 333
Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 74 | 46 | 16 | 10 | 5 | 28 | 7 | 25 | 24 | 3 | 10 | 20 | 8 | 13 | 4 | 7 | - | 1 | 1 | - | 2 | 2 |
| Weighted base | 72* | 44* | 15** | 9** | 6** | 28** | 7** | 24** | 23** | 3** | 10** | 19** | 7** | 13** | 4** | 7** | ** | 1** | 1** | ** | 1** | 2** |
| NET: Negative | 62 | 38 | 12 | 8 | 6 | 24 | 5 | 20 | 19 | 3 | 7 | 18 | 7 | 10 | 3 | 5 | - | 1 | 1 | - | 1 | 2 |
| | 86% | 87% | 80% | 89% | 100% | 86% | 73% | 84% | 83% | 100% | 71% | 95% | 100% | 77% | 73% | 74% | - | 100% | 100% | - | 100% | 100% |
| There is not much sport to watch at the moment/ limited sports news to follow | 25 | 13 | 6 | 4 | 4 | 12 | 2 | 9 | 11 | 1 | 2 | 6 | 4 | 4 | 1 | 2 | - | - | 1 | - | - | 1 |
| | 35% | 30% | 41% | 44% | 82% | 44% | 28% | 36% | 47% | 34% | 20% | 29% | 56% | 34% | 29% | 33% | - | - | 100% | - | - | 52% |
| I do not pay attention to the sport/ sports news/ avoid watching the sport/ sports news | 17 | 12 | 2 | 3 | 2 | 6 | 2 | 6 | 3 | 1 | 2 | 7 | 1 | 1 | 2 | - | - | - | 1 | - | - | - |
| | 24% | 27% | 14% | 36% | 39% | 20% | 30% | 23% | 14% | 35% | 21% | 34% | 15% | 8% | 62% | - | - | - | 100% | - | - | - |
| I prefer to watch sport/ get my sporting news from other mediums/ TV/ Newspaper/ Radio/ Social media | 6 | 4 | 2 | - | - | 2 | - | 2 | 2 | - | 1 | 2 | 1 | 1 | - | 1 | - | - | - | - | - | - |
| | 9% | 9% | 14% | - | - | 8% | - | 9% | 9% | - | 9% | 11% | 15% | 8% | - | 14% | - | - | - | - | - | - |
| I prefer to watch sport via other sources/ get my sporting news from other sources | 5 | 5 | - | - | - | - | - | - | - | - | 1 | 2 | - | 2 | - | - | - | - | - | - | - | - |
| | 7% | 11% | - | - | - | - | - | - | - | - | 9% | 10% | - | 16% | - | - | - | - | - | - | - | - |
| I have other priorities/ other things I need to do/ that I would rather be doing | 5 | 3 | 2 | - | - | 2 | - | 2 | 2 | - | - | 2 | 1 | - | - | - | - | 1 | - | - | - | - |
| | 7% | 6% | 14% | - | - | 8% | - | 9% | 9% | - | - | 11% | 14% | - | - | - | 100% | - | - | - | - | - |
| I do not watch a lot of sport/ I only rarely watch sport/ check the sporting news | 5 | 3 | 1 | 1 | - | 2 | 1 | 2 | 1 | 1 | 1 | - | - | - | 1 | - | - | - | - | - | 1 | 1 |
| | 7% | 6% | 6% | 10% | - | 7% | 15% | 8% | 4% | 34% | 10% | - | - | - | - | 14% | - | - | - | - | 66% | 48% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Table 333

Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|-------------|------------------------|----------------------------|----------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| | | | | | | | | | | | | | | | | | | | | | | |
| Weighted base | 72* | 44* | 15** | 9** | 6** | 28** | 7** | 24** | 23** | 3** | 10** | 19** | 7** | 13** | 4** | 7** | ** | 1** | 1** | ** | 1** | 2** |
| The BBC/ app/ site is a poor source of sport/ sports news (non-specific/ other) | 3 5% | 3 8% | - | - | - | - | - | - | - | 1 31% | 1 10% | 1 6% | * | - | - | - | - | - | - | - | - | - |
| There is a lack of variety of sport covered/ they do not cover the sports that interest me on the app/ site | 2 2% | 1 2% | - | - | - | 1 4% | 1 15% | 1 4% | - | - | - | 1 4% | - | 1 8% | - | - | - | - | - | - | - | - |
| I have never used the app/ have never been a frequent user of the app/ I have never watched sport/ sports news via the app/ site | 1 2% | - | - | 1 12% | - | 1 4% | - | 1 5% | 1 5% | - | - | - | - | 1 9% | - | - | - | - | - | - | - | - |
| I have not used the app/ site/ have not needed to use the app/ site/ I have not watched sport/ sports news via the app/ site | 1 1% | 1 2% | - | - | - | - | - | - | - | - | - | 1 5% | - | - | - | - | - | - | - | - | - | - |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at/ I rarely watch sport/ sports news via the app/ site | * 1% | * 1% | - | - | - | - | - | - | - | - | - | - | - | * 3% | - | - | - | - | - | - | - | - |
| Other negative mention | 3 4% | 2 3% | 1 7% | - | - | 1 4% | - | 1 4% | 1 4% | - | - | - | - | - | * 11% | 1 13% | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Table 333

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Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 72* | 44* | 15** | 9** | 6** | 28** | 7** | 24** | 23** | 3** | 10** | 19** | 7** | 13** | 4** | 7** | ** | 1** | 1** | ** | 1** | 2** |
| NET: Positive | 7 | 3 | 3 | 1 | - | 4 | 2 | 4 | 4 | - | 3 | - | - | 3 | 1 | - | - | - | - | - | - | - |
| | 10% | 7% | 20% | 11% | - | 14% | 27% | 16% | 17% | - | 29% | - | - | 23% | 27% | - | - | - | - | - | - | - |
| I like to watch the sport/ sporting news | 2 | - | 2 | - | - | 2 | 1 | 2 | 2 | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - |
| | 3% | - | 13% | - | - | 7% | 14% | 8% | 9% | - | 10% | - | - | 27% | - | - | - | - | - | - | - | - |
| Due to the pandemic/ lockdown I have/ greater access/ had more time to watch sports/ check the sporting news | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - |
| | 1% | 2% | - | - | - | - | - | - | - | - | - | - | - | 8% | - | - | - | - | - | - | - | - |
| To watch/ find out information about particular teams/ sports people | 1 | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - |
| | 1% | 2% | - | - | - | - | - | - | - | - | 10% | - | - | - | - | - | - | - | - | - | - | - |
| I make a lot of use of the internet/ computers/ phone/ online sports viewing/ sporting news is convenient for me due to my internet usage | 1 | - | - | 1 | - | 4 | - | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | - |
| | 1% | - | - | 11% | - | 4% | - | 4% | 4% | - | - | - | - | 8% | - | - | - | - | - | - | - | - |
| The BBC/ app/ site is a good source of sport/ sports news (non-specific/ other) | 1 | - | 1 | - | - | 1 | 1 | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | - |
| | 1% | - | 6% | - | - | 3% | 13% | 4% | 4% | - | - | - | - | 7% | - | - | - | - | - | - | - | - |
| Other positive mention | 1 | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - |
| | 1% | 2% | - | - | - | - | - | - | - | - | 10% | - | - | - | - | - | - | - | - | - | - | - |
| NET: Neutral | * | - | - | * | - | * | - | * | * | - | - | - | * | - | - | - | - | - | - | - | - | - |
| | 1% | - | - | 5% | - | 2% | - | 2% | 2% | - | - | - | 7% | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 333

Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 72* | 44* | 15** | 9** | 6** | 28** | 7** | 24** | 23** | 3** | 10** | 19** | 7** | 13** | 4** | 7** | ** | 1** | 1** | ** | 1** | 2** |
| I have not needed to change my usage/ feel my usage is sufficient | * | - | - | * | - | * | - | * | * | - | - | - | * | - | - | - | - | - | - | - | - | - |
| | 1% | - | - | 5% | - | 2% | - | 2% | 2% | - | - | - | 7% | - | - | - | - | - | - | - | - | - |
| Nothing/ no reason in particular | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - |
| | 1% | 2% | - | - | - | - | - | - | - | - | - | - | - | - | - | 13% | - | - | - | - | - | - |
| Don't know | 2 | 2 | - | - | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | - | - | - | - |
| | 3% | 4% | - | - | - | - | - | - | - | - | - | 5% | - | - | - | 13% | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 334

Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | | |
|--|---------------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|----|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 74 | 71 | 3 | 60 | 14 | 74 | - | 74 | - | 74 | - |
| Weighted base | 72* | 69* | 3** | 58* | 14** | 72* | ** | 72* | ** | 72* | ** |
| NET: Negative | 62 | 59 | 3 | 49 | 14 | 62 | - | 62 | - | 62 | - |
| | 86% | 86% | 100% | 83% | 100% | 86% | - | 86% | - | 86% | - |
| There is not much sport to watch at the moment/ limited sports news to follow | 25 | 24 | 1 | 22 | 4 | 25 | - | 25 | - | 25 | - |
| | 35% | 35% | 37% | 37% | 26% | 35% | - | 35% | - | 35% | - |
| I do not pay attention to the sport/ sports news/ avoid watching the sport/ sports news | 17 | 16 | 1 | 14 | 3 | 17 | - | 17 | - | 17 | - |
| | 24% | 24% | 33% | 25% | 22% | 24% | - | 24% | - | 24% | - |
| I prefer to watch sport/ get my sporting news from other mediums/ TV/ Newspaper/ Radio/ Social media | 6 | 6 | - | 4 | 2 | 6 | - | 6 | - | 6 | - |
| | 9% | 9% | - | 7% | 15% | 9% | - | 9% | - | 9% | - |
| I prefer to watch sport via other sources/ get my sporting news from other sources | 5 | 5 | - | 3 | 2 | 5 | - | 5 | - | 5 | - |
| | 7% | 7% | - | 5% | 14% | 7% | - | 7% | - | 7% | - |
| I have other priorities/ other things I need to do/ that I would rather be doing | 5 | 5 | - | 4 | 1 | 5 | - | 5 | - | 5 | - |
| | 7% | 7% | - | 7% | 7% | 7% | - | 7% | - | 7% | - |
| I do not watch a lot of sport/ I only rarely watch sport/ check the sporting news | 5 | 5 | - | 5 | - | 5 | - | 5 | - | 5 | - |
| | 7% | 7% | - | 8% | - | 7% | - | 7% | - | 7% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 334

Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|----------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 72* | 69* | 3** | 58* | 14** | 72* | -** | 72* | -** | 72* | -** |
| The BBC/ app/ site is a poor source of sport/ sports news (non-specific/ other) | 3 5% ^d | 3 5% | - | 1 2% | 2 15% | 3 5% | - | 3 5% | - | 3 5% | - |
| There is a lack of variety of sport covered/ they do not cover the sports that interest me on the app/ site | 2 2% | 2 3% | - | 2 3% | - | 2 2% | - | 2 2% | - | 2 2% | - |
| I have never used the app/ have never been a frequent user of the app/ I have never watched sport/ sports news via the app/ site | 1 2% | 1 2% | - | 1 2% | - | 1 2% | - | 1 2% | - | 1 2% | - |
| I have not used the app/ site/ have not needed to use the app/ site/ I have not watched sport/ sports news via the app/ site | 1 1% | 1 2% | - | - | 1 8% | 1 1% | - | 1 1% | - | 1 1% | - |
| I rarely use the app/ site/ only use the app/ site when there is something I want/ need to look at/ I rarely watch sport/ sports news via the app/ site | * 1% | * 1% | - | * 1% | - | * 1% | - | * 1% | - | * 1% | - |
| Other negative mention | 3 4%B | 2 2% | 1 30% | 3 4% | - | 3 4% | - | 3 4% | - | 3 4% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 334

Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|---|---------------|---------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 72* | 69* | 3** | 58* | 14** | 72* | -** | 72* | -** | 72* | -** |
| NET: Positive | 7 | 7 | - | 7 | - | 7 | - | 7 | - | 7 | - |
| | 10% | 10% | - | 12% | - | 10% | - | 10% | - | 10% | - |
| I like to watch the sport/ sporting news | 2 | 2 | - | 2 | - | 2 | - | 2 | - | 2 | - |
| | 3% | 3% | - | 3% | - | 3% | - | 3% | - | 3% | - |
| Due to the pandemic/ lockdown I have/ greater access/ had more time to watch sports/ check the sporting news | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| | 1% | 1% | - | 2% | - | 1% | - | 1% | - | 1% | - |
| To watch/ find out information about particular teams/ sports people | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| | 1% | 1% | - | 2% | - | 1% | - | 1% | - | 1% | - |
| I make a lot of use of the internet/ computers/ phone/ online sports viewing/ sporting news is convenient for me due to my internet usage | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| | 1% | 1% | - | 2% | - | 1% | - | 1% | - | 1% | - |
| The BBC/ app/ site is a good source of sport/ sports news (non-specific/ other) | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| | 1% | 1% | - | 2% | - | 1% | - | 1% | - | 1% | - |
| Other positive mention | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| | 1% | 1% | - | 2% | - | 1% | - | 1% | - | 1% | - |
| NET: Neutral | * | * | - | * | - | * | - | * | - | * | - |
| | 1% | 1% | - | 1% | - | 1% | - | 1% | - | 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 334

Q18b. You said you use the BBC Sport app/site less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use the BBC Sport app/site less now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 72* | 69* | 3** | 58* | 14** | 72* | -** | 72* | -** | 72* | -** |
| I have not needed to change my usage/ feel my usage is sufficient | * | * | - | * | - | * | - | * | - | * | - |
| | 1% | 1% | - | 1% | - | 1% | - | 1% | - | 1% | - |
| Nothing/ no reason in particular | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| | 1% | 1% | - | 2% | - | 1% | - | 1% | - | 1% | - |
| Don't know | 2 | 2 | - | 2 | - | 2 | - | 2 | - | 2 | - |
| | 3% | 3% | - | 3% | - | 3% | - | 3% | - | 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 335
Q18c. You said you use BBC Bitesize more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 105 | 47 | 57 | 26 | 13 | 23 | 18 | 14 | 9 | 2 | - | 39 | 17 | 40 | 32 | 11 | 29 | 37 | 23 | 23 | 22 | 60 | 45 |
| Weighted base | 102* | 43* | 58* | 22** | 12** | 25** | 17** | 15** | 9** | 2** | ** | 35* | 16** | 40* | 32** | 11** | 25** | 34* | 23** | 23** | 21** | 57* | 45* |
| NET: Positive | 94 | 37 | 56 | 22 | 9 | 21 | 15 | 15 | 9 | 2 | - | 32 | 13 | 34 | 30 | 11 | 25 | 31 | 22 | 22 | 18 | 53 | 40 |
| | 92% | 86% | 96% | 100% | 77% | 87% | 88% | 100% | 100% | 100% | - | 92% | 82% | 85% | 94% | 100% | 100% | 92% | 96% | 95% | 86% | 93% | 91% |
| For the children's benefit/ I use BBC Bitesize to aid home schooling of children etc | 33 | 8 | 25 | 2 | - | 8 | 10 | 11 | 2 | - | - | 2 | - | 8 | 21 | 2 | 2 | 9 | 6 | 11 | 7 | 15 | 18 |
| | 32%BLn | 18% | 43%aB | 9% | - | 34% | 57% | 75% | 20% | - | - | 6% | - | 21% | 65% | 16% | 8% | 26% | 27% | 48% | 31% | 27% | 40% |
| BBC Bitesize is educational/ it is a useful aid to education/ school work/ study | 22 | 8 | 13 | 11 | 3 | 4 | 1 | 2 | 1 | - | - | 13 | 6 | 10 | 4 | 1 | 12 | 11 | 4 | 2 | 4 | 16 | 6 |
| | 21% | 18% | 22% | 47% | 22% | 15% | 7% | 16% | 11% | - | - | 38%A | 38% | 24% | 11% | 10% | 47% | 34%a | 18% | 10% | 17% | 27% | 13% |
| I am working/ studying from home so BBC Bitesize is necessary/ useful to have | 8 | 5 | 3 | 7 | 1 | - | - | - | - | 1 | - | 8 | 1 | 1 | - | 1 | 7 | 4 | - | 3 | 1 | 4 | 4 |
| | 8% | 12% | 5% | 30% | 8% | - | - | - | - | 39% | - | 22%AN | 7% | 3% | - | 6% | 27% | 12% | - | 14% | 5% | 7% | 9% |
| Due to the pandemic/ lockdown/ more time to use BBC Bitesize/ it is necessary/ useful to have BBC Bitesize during the pandemic | 6 | 5 | 1 | 1 | 1 | 2 | - | - | 1 | 1 | - | 2 | 1 | 3 | - | 2 | 1 | 2 | 1 | 1 | 2 | 3 | 3 |
| | 6%c | 11% | 2% | 4% | 9% | 8% | - | - | 12% | 39% | - | 6% | 7% | 8% | - | 16% | 4% | 5% | 4% | 5% | 10% | 5% | 7% |
| It is informative/ I use BBC Bitesize to find out information (non-specific/ other) | 6 | 3 | 3 | 2 | - | 1 | - | - | 3 | - | - | 2 | - | 1 | - | 3 | 2 | 3 | 1 | - | 2 | 4 | 2 |
| | 6% | 7% | 5% | 7% | - | 4% | - | - | 35% | - | - | 5% | - | 3% | - | 29% | 7% | 8% | 4% | - | 10% | 7% | 5% |
| I like BBC Bitesize/ I have come to like/ appreciate BBC bitesize more | 5 | 4 | 1 | - | - | 4 | 1 | - | - | - | - | - | - | 4 | 1 | - | - | 1 | 2 | - | 2 | 3 | 2 |
| | 5% | 9% | 2% | - | - | 17% | 6% | - | - | - | - | - | - | 10% | 3% | - | - | 3% | 9% | - | 10% | 5% | 5% |
| I have more time to use BBC Bitesize | 5 | 3 | 2 | - | 1 | 1 | 1 | - | 1 | - | - | 1 | 1 | 3 | 1 | 1 | * | 1 | 1 | 2 | - | 2 | 2 |
| | 5% | 6% | 4% | - | 12% | 4% | 6% | - | 13% | - | - | 4% | 10% | 6% | 3% | 11% | 2% | 4% | 5% | 10% | - | 4% | 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



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Absolutes/col percents

Table 335
Q18c. You said you use BBC Bitesize more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize more now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|----------|-----------|---------|----------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 102* | 43* | 58* | 22** | 12** | 25** | 17** | 15** | 9** | 2** | .. | 35* | 16** | 40* | 32** | 11** | 25** | 34* | 23** | 23** | 21** | 57* | 45* |
| I work in education/ I use BBC Bitesize as part of my job | 4 4% | 1 2% | 3 5% | - | 2 16% | 2 9% | - | - | - | - | - | 2 6% | 2 13% | 4 10%a | - | - | - | 3 9% | 1 4% | - | - | 4 7% | - |
| I am at home more to use BBC Bitesize | 3 3% | - | 3 6% | - | 1 9% | 1 4% | - | - | 1 13% | - | - | 1 3% | 1 7% | 2 6% | - | 1 11% | - | - | 2 10% | 1 5% | - | 2 4% | 1 3% |
| BBC Bitesize is interesting/ what it provides is interesting | 3 3% | 1 2% | 2 4% | - | - | 1 4% | - | - | 1 13% | 1 61% | - | - | - | 1 2% | - | 2 21% | - | 2 6% | - | 1 5% | - | 2 4% | 1 3% |
| BBC bitesize is useful/ it is beneficial for to use BBC bitesize (non-specific/ other) | 3 3% | 1 2% | 2 4% | 1 4% | - | - | 1 6% | - | 1 13% | - | - | 1 3% | - | - | 1 3% | 1 11% | 1 4% | 1 3% | 2 10% | - | - | 3 6% | - |
| Teachers have given instructions to use BBC Bitesize | 3 3% | 1 2% | 2 3% | 3 13% | - | - | - | - | - | - | - | 3 8%a | - | - | - | - | 3 11% | 2 6% | - | - | 1 4% | 2 3% | 1 1% |
| I was made aware of BBC Bitesize/ I heard about it, saw advertising, it was recommended etc | 2 2% | 1 2% | 2 3% | 2 8% | - | - | - | - | 1 8% | - | - | 2 5% | - | - | - | 1 7% | 2 7% | - | 1 5% | 1 3% | 1 3% | 1 2% | 1 3% |
| The information provided by BBC Bitesize is good quality/ accurate etc | 2 2% | 2 4% | - | 1 3% | - | - | 1 6% | - | - | - | - | 1 2% | - | - | 1 3% | - | 1 2% | 1 2% | 1 5% | - | - | 2 3% | - |
| BBC Bitesize is fun/ enjoyable | 1 1% | 1 3% | - | - | - | - | - | 1 8% | - | - | - | - | - | - | 1 4% | - | - | - | - | - | 1 5% | - | 1 3% |
| I make a lot of use of the Internet/ computers/ phone/ BBC Bitesize is convenient for me due to my internet usage | 1 1% | - | 1 2% | - | - | 1 4% | - | - | - | - | - | - | - | 1 3% | - | - | - | - | 1 5% | - | - | 1 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 335
Q18c. You said you use BBC Bitesize more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize more now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 102* | 43* | 58* | 22** | 12** | 25** | 17** | 15** | 9** | 2** | .** | 35* | 16** | 40* | 32** | 11** | 25** | 34* | 23** | 23** | 21** | 57* | 45* |
| I am not working/ am furloughed so have more time to use BBC Bitesize | 1 1% | - | 1 2% | - | - | - | 1 6% | - | - | - | - | - | - | - | 1 3% | - | - | - | 1 5% | - | - | 1 2% | - |
| Access to BBC Bitesize is convenient/ easy/ easy to use | 1 1% | - | 1 1% | 1 3% | - | - | - | - | - | - | - | 1 2% | - | - | - | - | 1 3% | - | - | - | 1 3% | - | 1 1% |
| Other positive mention | 3 3% | - | 3 6% | - | 1 9% | - | - | 2 16% | - | - | - | 1 3% | 1 7% | 1 3% | 2 7% | - | 1 4% | 1 3% | 1 5% | 1 5% | - | 2 4% | 1 3% |
| NET: Neutral | 3 3% | 2 4% | 1 2% | - | 2 15% | - | 1 6% | - | - | - | - | 2 5% | 2 12% | 2 5% | 1 3% | - | - | 2 6% | - | - | - | 1 3% | 2 3% |
| Other neutral mention | 3 3% | 2 4% | 1 2% | - | 2 15% | - | 1 6% | - | - | - | - | 2 5% | 2 12% | 2 5% | 1 3% | - | - | 2 6% | - | - | - | 1 5% | 2 3% |
| Nothing/ no reason in particular | 1 1% | 1 2% | - | - | - | 1 4% | - | - | - | - | - | - | - | 1 2% | - | - | - | - | - | - | - | 1 5% | - |
| Don't know | 4 4% | 3 7% | 1 2% | - | 1 8% | 2 9% | 1 6% | - | - | - | - | 1 3% | 1 6% | 3 8% | 1 3% | - | - | 1 3% | 1 4% | 1 5% | 1 5% | 2 4% | 2 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 336
Q18c. You said you use BBC Bitesize more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize more now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 105 | 9 | 4 | 12 | 6 | 9 | 7 | 10 | 2 | 12 | 11 | 13 | 10 | 76 | 82 | 4 | 13 | 3 | 3 | 23 | 11 | 12 | 84 | 3 | 18 |
| Weighted base | 102* | 10** | 5** | 13** | 7** | 9** | 7** | 7** | 2** | 12** | 12** | 15** | 4** | 81* | 78* | 4** | 14** | 3** | 3** | 24** | 12** | 13** | 81* | 3** | 18** |
| NET: Positive | 94 | 9 | 5 | 13 | 7 | 7 | 5 | 7 | 2 | 10 | 12 | 14 | 4 | 74 | 72 | 4 | 12 | 3 | 3 | 22 | 11 | 12 | 74 | 3 | 17 |
| | 92% | 88% | 100% | 100% | 100% | 79% | 73% | 100% | 100% | 83% | 100% | 93% | 100% | 91% | 92% | 100% | 86% | 100% | 100% | 92% | 91% | 91% | 91% | 100% | 94% |
| For the children's benefit/ I use BBC Bitesize to aid home schooling of children etc | 33 | 4 | 2 | 6 | 2 | 2 | 1 | 1 | 1 | 2 | 7 | 3 | 25 | 26 | - | 6 | 1 | - | 7 | 6 | 8 | 21 | 2 | 11 | |
| | 32%w | 45% | 54% | 45% | 34% | 25% | 16% | 10% | 50% | 8% | 20% | 47% | 63% | 31% | 33% | - | 41% | 34% | - | 28% | 49% | 64% | 26% | 87% | 58% |
| BBC Bitesize is educational/ it is a useful aid to education/ school work/ study | 22 | 3 | 1 | 1 | - | - | 2 | 3 | 1 | 2 | 5 | 2 | 14 | 16 | 2 | 2 | 1 | 1 | 6 | 3 | 1 | 17 | * | 3 | |
| | 21% | 33% | 21% | 7% | - | - | 30% | 41% | 50% | 16% | 44% | 16% | 28% | 18% | 20% | 51% | 14% | 33% | 24% | 24% | 24% | 10% | 21% | 13% | 18% |
| I am working/ studying from home so BBC Bitesize is necessary/ useful to have | 8 | - | - | 2 | - | 2 | 1 | 1 | - | - | 1 | 1 | - | 7 | 7 | - | - | - | 1 | 1 | - | - | 8 | - | - |
| | 8% | - | - | 15% | - | 22% | 14% | 19% | - | - | 10% | 7% | - | 9% | 9% | - | - | - | 36% | 4% | - | - | 10% | - | - |
| Due to the pandemic/ lockdown/ more time to use BBC Bitesize/ it is necessary/ useful to have BBC Bitesize during the pandemic | 6 | - | 1 | 2 | - | - | - | 1 | - | 1 | 1 | - | - | 5 | 5 | - | 1 | - | - | 1 | - | - | 6 | - | - |
| | 6% | - | 25% | 15% | - | - | - | 10% | - | 9% | 9% | - | - | 6% | 6% | - | 7% | - | - | 4% | - | - | 7% | - | - |
| It is informative/ I use BBC Bitesize to find out information (non-specific/ other) | 6 | - | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | - | 5 | 5 | - | 1 | - | - | 1 | - | - | 5 | - | - |
| | 6% | - | - | 8% | - | 11% | - | 10% | - | 8% | 9% | 7% | - | 6% | 6% | - | 7% | - | - | 4% | - | - | 6% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 336
Q18c. You said you use BBC Bitesize more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize more now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 102* | 10** | 5** | 13** | 7** | 9** | 7** | 7** | 2** | 12** | 12** | 15** | 4** | 81* | 78* | 4** | 14** | 3** | 3** | 24** | 12** | 13** | 81* | 3** | 18** |
| I like BBC Bitesize/ I have come to like/ appreciate BBC bitesize more | 5 | - | - | - | 1 | 1 | - | - | - | 2 | 1 | - | - | 5 | 3 | - | 1 | 1 | - | 2 | 1 | - | 4 | - | 1 |
| | 5% | - | - | - | 16% | 11% | - | - | - | 17% | 9% | - | - | 6% | 4% | - | 7% | 34% | - | 9% | 8% | - | 5% | - | 6% |
| I have more time to use BBC Bitesize | 5 | - | - | 2 | - | - | 1 | - | - | 1 | - | - | * | 4 | 3 | - | 1 | - | 1 | 2 | - | 1 | 4 | - | 1 |
| | 5% | - | - | 16% | - | - | 16% | - | - | 9% | - | - | 9% | 5% | 3% | - | 8% | - | 40% | 9% | - | 9% | 4% | - | 6% |
| I work in education/ I use BBC Bitesize as part of my job | 4 | - | - | 1 | 1 | 1 | - | - | - | - | - | 1 | - | 4 | 4 | - | - | - | - | - | - | - | 4 | - | - |
| | 4% | - | - | 8% | 16% | 11% | - | - | - | - | - | 8% | - | 5% | 5% | - | - | - | - | - | - | - | 5% | - | - |
| I am at home more to use BBC Bitesize | 3 | - | 1 | - | - | - | - | - | - | 1 | - | 1 | - | 3 | 3 | - | - | - | - | - | - | - | 3 | - | - |
| | 3% | - | 25% | - | - | - | - | - | - | 9% | - | 8% | - | 4% | 4% | - | - | - | - | - | - | - | 4% | - | - |
| BBC Bitesize is interesting/ what it provides is interesting | 3 | - | - | - | 1 | 1 | 1 | - | - | - | - | - | - | 3 | 3 | - | - | - | - | - | - | 1 | 2 | - | 1 |
| | 3% | - | - | - | 16% | 11% | 16% | - | - | - | - | - | - | 4% | 4% | - | - | - | - | - | - | 9% | 3% | - | 6% |
| BBC bitesize is useful/ it is beneficial for to use BBC bitesize (non-specific/ other) | 3 | 1 | - | - | - | - | - | - | - | 1 | - | 1 | - | 2 | 2 | 1 | - | - | - | 1 | - | - | 3 | - | - |
| | 3% | 11% | - | - | - | - | - | - | - | 7% | - | 8% | - | 3% | 3% | 22% | - | - | - | 4% | - | - | 4% | - | - |
| Teachers have given instructions to use BBC Bitesize | 3 | 1 | - | - | - | 1 | 1 | - | - | - | - | - | - | 2 | 3 | - | - | - | - | - | - | - | 3 | - | - |
| | 3% | 10% | - | - | - | 10% | 13% | - | - | - | - | - | - | 2% | 4% | - | - | - | - | - | - | - | 4% | - | - |
| I was made aware of BBC Bitesize/ I heard about it, saw advertising, it was recommended etc | 2 | - | - | - | - | - | - | 1 | - | - | - | 1 | - | 1 | 2 | - | - | - | - | - | - | - | 2 | - | - |
| | 2% | - | - | - | - | - | - | 21% | - | - | - | 8% | - | 1% | 3% | - | - | - | - | - | - | - | 3% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 336
Q18c. You said you use BBC Bitesize more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize more now compared to March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 102* | 10** | 5** | 13** | 7** | 9** | 7** | 7** | 2** | 12** | 12** | 15** | 4** | 81* | 78* | 4** | 14** | 3** | 3** | 24** | 12** | 13** | 81* | 3** | 18** |
| The information provided by BBC Bitesize is good quality/ accurate etc | 2 | - | - | - | - | - | - | 1 | - | - | 1 | - | - | 1 | 1 | - | 1 | - | - | 1 | - | - | 2 | - | - |
| BBC Bitesize is fun/ enjoyable | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | 1 | - | 1 | - | - | - | 1 | 1 | 1 | - | - | 1 |
| I make a lot of use of the internet/ computers/ phone/ BBC Bitesize is convenient for me due to my internet usage | 1 | - | - | - | - | - | - | - | 1 | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - |
| I am not working/ am furloughed so have more time to use BBC Bitesize | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Access to BBC Bitesize is convenient/ easy/ easy to use | 1 | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Other positive mention | 3 | - | - | - | 1 | 1 | - | - | - | - | 1 | - | - | 3 | 3 | - | - | - | - | - | - | - | 3 | - | - |
| NET: Neutral | 3 | - | - | - | - | 2 | 1 | - | - | - | - | - | - | 3 | 2 | - | 1 | - | - | 1 | - | - | 3 | - | - |
| Other neutral mention | 3 | - | - | - | - | 2 | 1 | - | - | - | - | - | - | 3 | 2 | - | 1 | - | - | 1 | - | - | 3 | - | - |
| Nothing/ no reason in particular | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Don't know | 4 | 1 | - | - | - | - | - | - | 2 | - | 1 | - | - | 3 | 3 | - | 1 | - | - | 1 | 1 | 1 | 3 | - | 1 |
| | 4% | 12% | - | - | - | - | - | - | 17% | - | 7% | - | - | 4% | 4% | - | 7% | - | - | 4% | 9% | 9% | 4% | - | 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

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Table 337

Q18c. You said you use BBC Bitesize more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|-------------|------------------------|----------------------------|----------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted base | 105 | 32 | 53 | 34 | 15 | 73 | 25 | 71 | 69 | 3 | 10 | 18 | 18 | 20 | 4 | 5 | 5 | 1 | 4 | 5 | 1 | 5 |
| Weighted base | 102* | 31* | 52* | 32* | 14** | 71* | 23** | 69* | 67* | 3** | 11** | 19** | 18** | 18** | 4** | 5** | 5** | 1** | 4** | 4** | ** | 4** |
| NET: Positive | 94 | 27 | 50 | 29 | 13 | 67 | 23 | 65 | 63 | 1 | 11 | 17 | 16 | 16 | 4 | 5 | 5 | 1 | 4 | 4 | * | 4 |
| | 92% | 87% | 96% | 90% | 93% | 94% | 100% | 94% | 94% | 35% | 100% | 89% | 89% | 89% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| For the children's benefit/ I use BBC Bitesize to aid home schooling of children etc | 33 | 1 | 23 | 13 | 7 | 32 | 9 | 30 | 30 | - | 4 | 6 | 8 | 3 | 2 | 1 | - | - | 2 | 3 | - | 1 |
| | 32%B | 4% | 45%aB | 39%B | 49% | 45%AB | 38% | 44%AB | 44%AB | - | 41% | 31% | 44% | 14% | 53% | 14% | - | - | 43% | 64% | - | 28% |
| BBC Bitesize is educational/ it is a useful aid to education/ school work/ study | 22 | 7 | 13 | 7 | 5 | 15 | 3 | 14 | 15 | - | 2 | 2 | 2 | 6 | 1 | 1 | 2 | - | 2 | 1 | * | 1 |
| | 21% | 22% | 25% | 21% | 35% | 21% | 15% | 20% | 22% | - | 19% | 10% | 9% | 33% | 24% | 25% | 38% | - | 60% | 22% | 100% | 37% |
| I am working/ studying from home so BBC Bitesize is necessary/ useful to have | 8 | 2 | 7 | 3 | - | 7 | 4 | 7 | 7 | - | - | 1 | 1 | 2 | 1 | - | 1 | 1 | 1 | 1 | - | - |
| | 8% | 6% | 13% | 8% | - | 9% | 16% | 10% | 10% | - | - | 5% | 6% | 9% | 23% | - | 21% | 100% | 29% | 14% | - | - |
| Due to the pandemic/ lockdown/ more time to use BBC Bitesize/ it is necessary/ useful to have BBC Bitesize during the pandemic | 6 | 4 | 1 | - | - | 2 | 1 | 2 | 1 | - | 1 | 3 | - | 2 | - | - | - | - | - | - | - | - |
| | 6%gJ | 12%dj | 2% | - | - | 3%J | 5% | 3%J | 1% | - | 10% | 17% | - | 9% | - | - | - | - | - | - | - | - |
| It is informative/ I use BBC Bitesize to find out information (non-specific/ other) | 6 | 4 | 2 | - | - | 2 | 2 | 2 | 2 | 1 | - | - | 1 | 2 | - | - | - | - | - | - | - | 1 |
| | 6%gij | 13%dgij | 3% | - | - | 2% | 7% | 2% | 3% | 35% | - | - | 6% | 11% | - | - | - | - | - | - | - | 18% |
| I like BBC Bitesize/ I have come to like/ appreciate BBC bitesize more | 5 | 1 | 2 | 2 | - | 4 | 2 | 4 | 3 | - | 1 | 1 | - | 1 | - | - | 1 | - | 1 | - | - | - |
| | 5% | 3% | 4% | 6% | - | 6% | 9% | 6% | 5% | - | 10% | 5% | - | 6% | - | - | 19% | - | 28% | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



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Absolutes/col percents

Table 337
Q18c. You said you use BBC Bitesize more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|-----|------|-----------|------------------|-----------------------------|-----------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes | | Any under | | Any 5-18 (j) | Household Income Before Tax | | | | | | | | | | | |
| | | | | | | (g) | (h) | (i) | Up to £7,000 (k) | | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 102* | 31* | 52* | 32* | 14** | 71* | 23** | 69* | 67* | 3** | 11** | 19** | 18** | 18** | 4** | 5** | 5** | 1** | 4** | 4** | *** | 4** |
| I have more time to use BBC Bitesize | 5 | 2 | 3 | 2 | - | 3 | - | 3 | 3 | - | 1 | 1 | 1 | - | - | 1 | - | - | - | - | - | - |
| I work in education/ I use BBC Bitesize as part of my job | 4 | 4 | - | - | - | - | - | - | - | - | 1 | - | - | 1 | - | 1 | 22% | - | - | - | - | - |
| I am at home more to use BBC Bitesize | 3 | 3 | - | - | - | - | - | - | - | - | - | 2 | - | 1 | - | - | - | - | - | - | - | - |
| BBC Bitesize is interesting/ what it provides is interesting | 3 | 2 | 1 | 1 | - | 1 | 1 | 1 | 1 | - | - | - | 2 | - | - | - | - | - | - | 1 | - | - |
| BBC bitesize is useful/ it is beneficial for to use BBC bitesize (non-specific/ other) | 3 | 2 | 1 | 1 | - | 1 | 1 | 1 | 1 | - | - | 2 | - | - | - | 1 | - | - | - | - | - | - |
| Teachers have given instructions to use BBC Bitesize | 3 | - | 3 | - | - | 3 | 2 | 3 | 3 | - | - | - | 1 | - | 1 | - | 1 | - | - | - | - | - |
| I was made aware of BBC Bitesize/ I heard about it, saw advertising, it was recommended etc | 2 | 1 | 2 | - | - | 2 | - | 2 | 2 | - | - | - | 1 | 1 | 1 | - | - | - | - | - | - | - |
| The information provided by BBC Bitesize is good quality/ accurate etc | 2 | - | 1 | 1 | - | 2 | 1 | 2 | 2 | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 |
| BBC Bitesize is fun/ enjoyable | 1 | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 337
Q18c. You said you use BBC Bitesize more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize more now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 102* | 31* | 52* | 32* | 14** | 71* | 23** | 69* | 67* | 3** | 11** | 19** | 18** | 18** | 4** | 5** | 5** | 1** | 4** | 4** | *** | 4** |
| I make a lot of use of the Internet/ computers/ phone/ BBC Bitesize is convenient for me due to my internet usage | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - |
| I am not working/ am furloughed so have more time to use BBC Bitesize | 1 | 1 | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| Access to BBC Bitesize is convenient/ easy/ easy to use | 1 | - | 1 | - | - | 1 | - | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - |
| Other positive mention | 3 | - | 1 | 3 | 3 | 3 | 1 | 3 | 3 | - | - | 1 | 1 | - | - | - | - | - | 1 | - | - | - |
| NET: Neutral | 3 | 2 | 1 | - | 1 | 1 | - | 1 | 1 | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - |
| Other neutral mention | 3 | 2 | 1 | - | 1 | 1 | - | 1 | 1 | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - |
| Nothing/ no reason in particular | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - |
| Don't know | 4 | 1 | 1 | 3 | - | 3 | - | 3 | 3 | 1 | - | 1 | 1 | 1 | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 338

Q18c. You said you use BBC Bitesize more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize more now compared to March 2020

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britebox/Other platforms) | | BBC User (excluding Britebox/Other platforms) | | |
|--|---------------|-----------|--------------------|-----------|-----------------|-----------|---|-----------|---|-----------|-----|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 105 | 101 | 4 | 79 | 26 | 105 | - | 105 | - | 105 | - |
| Weighted base | 102* | 99* | 3** | 78* | 24** | 102* | -** | 102* | -** | 102* | -** |
| NET: Positive | 94 92% | 91 92% | 3 100% | 71 91% | 23 96% | 94 92% | - | 94 92% | - | 94 92% | - |
| For the children's benefit/ I use BBC Bitesize to aid home schooling of children etc | 33 32% | 32 33% | * 17% | 25 32% | 8 33% | 33 32% | - | 33 32% | - | 33 32% | - |
| BBC Bitesize is educational/ it is a useful aid to education/ school work/ study | 22 21% | 21 21% | 1 40% | 13 17% | 8 34% | 22 21% | - | 22 21% | - | 22 21% | - |
| I am working/ studying from home so BBC Bitesize is necessary/ useful to have | 8 8% | 7 7% | 1 43% | 5 6% | 4 16% | 8 8% | - | 8 8% | - | 8 8% | - |
| Due to the pandemic/ lockdown/ more time to use BBC Bitesize/ it is necessary/ useful to have BBC Bitesize during the pandemic | 6 6% | 6 6% | - | 5 6% | 1 4% | 6 6% | - | 6 6% | - | 6 6% | - |
| It is informative/ I use BBC Bitesize to find out information (non-specific/ other) | 6 6% | 6 6% | - | 5 6% | 1 4% | 6 6% | - | 6 6% | - | 6 6% | - |
| I like BBC Bitesize/ I have come to like/ appreciate BBC bitesize more | 5 5% | 5 5% | - | 5 7% | - | 5 5% | - | 5 5% | - | 5 5% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.YONDER

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Table 338
Q18c. You said you use BBC Bitesize more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize more now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|---------------|---------|--------|--------------------|---------|-----------------|--------|--|--------|--|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 102* | 99* | 3** | 78* | 24** | 102* | -** | 102* | -** | 102* | -** |
| I have more time to use BBC Bitesize | 5 5% | 5 5% | - | 4 5% | 1 5% | 5 5% | - | 5 5% | - | 5 5% | - |
| I work in education/ I use BBC Bitesize as part of my job | 4 4% | 4 4% | - | 4 5% | - | 4 4% | - | 4 4% | - | 4 4% | - |
| I am at home more to use BBC Bitesize | 3 3% | 3 3% | - | 3 4% | - | 3 3% | - | 3 3% | - | 3 3% | - |
| BBC Bitesize is interesting/ what it provides is interesting | 3 3% | 3 3% | - | 2 3% | 1 5% | 3 3% | - | 3 3% | - | 3 3% | - |
| BBC bitesize is useful/ it is beneficial for to use BBC bitesize (non-specific/ other) | 3 3% | 3 3% | - | 3 4% | - | 3 3% | - | 3 3% | - | 3 3% | - |
| Teachers have given instructions to use BBC Bitesize | 3 3% | 3 3% | - | 3 4% | - | 3 3% | - | 3 3% | - | 3 3% | - |
| I was made aware of BBC Bitesize/ I heard about it, saw advertising, it was recommended etc | 2 2% | 2 2% | - | 2 3% | - | 2 2% | - | 2 2% | - | 2 2% | - |
| The information provided by BBC Bitesize is good quality/ accurate etc | 2 2% | 2 2% | - | 1 1% | 1 4% | 2 2% | - | 2 2% | - | 2 2% | - |
| BBC Bitesize is fun/ enjoyable | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

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Ofcom BBC COVID Research
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Absolutes/col percents

Table 338

Q18c. You said you use BBC Bitesize more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize more now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 102* | 99* | 3** | 78* | 24** | 102* | -** | 102* | -** | 102* | -** |
| I make a lot of use of the Internet/ computers/ phone/ BBC Bitesize is convenient for me due to my internet usage | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| I am not working/ am furloughed so have more time to use BBC Bitesize | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| Access to BBC Bitesize is convenient/ easy/ easy to use | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| Other positive mention | 3 3% | 3 4% | - | 3 4% | - | 3 3% | - | 3 3% | - | 3 3% | - |
| NET: Neutral | 3 3% | 3 3% | - | 2 2% | 1 4% | 3 3% | - | 3 3% | - | 3 3% | - |
| Other neutral mention | 3 3% | 3 3% | - | 2 2% | 1 4% | 3 3% | - | 3 3% | - | 3 3% | - |
| Nothing/ no reason in particular | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| Don't know | 4 4% | 4 4% | - | 4 5% | - | 4 4% | - | 4 4% | - | 4 4% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 339
Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|------------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 238 | 141 | 95 | 39 | 45 | 45 | 48 | 32 | 17 | 8 | 4 | 84 | 51 | 96 | 80 | 29 | 46 | 84 | 69 | 38 | 47 | 153 | 85 |
| Weighted base | 235 | 136 | 98* | 37* | 43* | 46* | 49* | 33** | 16** | 7** | 4** | 80* | 49* | 96* | 82* | 27** | 43* | 77* | 69* | 42* | 47* | 147 | 89* |
| NET: Neutral | 113 | 63 | 49 | 17 | 20 | 28 | 21 | 13 | 9 | 3 | 2 | 37 | 23 | 51 | 35 | 14 | 18 | 36 | 34 | 23 | 20 | 70 | 43 |
| | 48% | 47% | 50% | 45% | 46% | 60% | 43% | 41% | 54% | 46% | 50% | 46% | 47% | 53% | 42% | 52% | 41% | 47% | 49% | 54% | 43% | 48% | 49% |
| My usage of BBC bitesize has not changed/ my habits have not changed/ my schedule/ routine for using BBC Bitesize has remained the same | 60 | 34 | 26 | 9 | 13 | 12 | 10 | 9 | 4 | 2 | 1 | 22 | 14 | 26 | 19 | 7 | 10 | 17 | 19 | 13 | 11 | 36 | 24 |
| | 26% | 25% | 27% | 23% | 30% | 27% | 20% | 27% | 25% | 32% | 25% | 27% | 28% | 28% | 23% | 27% | 22% | 22% | 27% | 31% | 23% | 25% | 27% |
| I have not needed to change my usage/ feel my usage is sufficient | 17 | 9 | 8 | 2 | 1 | 9 | 3 | 2 | - | - | - | 3 | 1 | 10 | 5 | - | 2 | 7 | 4 | 3 | 3 | 11 | 6 |
| | 7% | 7% | 8% | 5% | 2% | 19%AeLM noq | 6% | 7% | - | - | - | 4% | 2% | 10%EIM | 6% | - | 4% | 9% | 5% | 7% | 7% | 7% | 7% |
| Covid-19 has had no effect on my habits/ routine | 16 | 10 | 6 | 2 | 3 | 3 | 3 | 2 | 1 | 1 | 1 | 5 | 3 | 6 | 5 | 3 | 2 | 6 | 8 | 1 | 2 | 13 | 3 |
| | 7% | 7% | 6% | 5% | 7% | 7% | 6% | 7% | 4% | 15% | 24% | 6% | 6% | 6% | 7% | 10% | 5% | 7% | 11% | 3% | 4% | 9% | 4% |
| Nothing has changed/ my circumstances/ situation remains the same | 12 | 9 | 3 | 3 | 2 | - | 4 | 1 | 2 | - | - | 6 | 3 | 3 | 5 | 2 | 3 | 3 | 2 | 4 | 4 | 4 | 8 |
| | 5%v | 6% | 3% | 9%f | 6% | - | 8% | 3% | 13% | - | - | 7% | 7% | 4% | 6% | 8% | 7% | 4% | 2% | 9% | 9% | 3% | 9% |
| That is the case/ that is how I feel | 3 | 1 | 2 | - | - | - | 2 | - | 1 | - | - | - | - | - | 2 | 1 | - | 1 | - | 1 | 1 | 1 | 2 |
| | 1% | 1% | 2% | - | - | - | 4% | - | 7% | - | - | - | - | - | 3% | 4% | - | 1% | - | 3% | 2% | 1% | 2% |
| Other neutral mention | 8 | 5 | 3 | 1 | * | 3 | 2 | - | 1 | - | - | 1 | 1 | 5 | 2 | 1 | 1 | 2 | 2 | 2 | 1 | 5 | 3 |
| | 3% | 3% | 3% | 3% | 1% | 7% | 4% | - | 6% | - | - | 2% | 3%E | 5% | 3% | 4% | 2% | 3% | 3% | 5% | 2% | 3% | 4% |
| NET: Negative | 83 | 52 | 30 | 9 | 16 | 9 | 21 | 18 | 8 | 3 | 1 | 24 | 17 | 25 | 38 | 12 | 10 | 17 | 36 | 10 | 20 | 53 | 30 |
| | 35%FnR | 38% | 31% | 23% | 37%n | 18% | 42%f | 54% | 50% | 44% | 24% | 31% | 34% | 27% | 47%adF INq | 45% | 24% | 23% | 52%ART | 23% | 44%r | 36% | 34% |
| I rarely use BBC Bitesize/ I only use the BBC Bitesize when I need to use it | 40 | 27 | 13 | 7 | 8 | 5 | 5 | 8 | 5 | 1 | 1 | 15 | 8 | 14 | 13 | 7 | 8 | 7 | 20 | 5 | 8 | 27 | 13 |
| | 17%r | 20% | 13% | 18% | 19% | 12% | 11% | 25% | 30% | 15% | 24% | 19% | 17% | 14% | 16% | 25% | 18% | 9% | 29%AR | 12% | 17% | 19% | 15% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 339
Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|------------|-----------|-----------|-----------|---------|-----------|-----------|-----------|------------|---------|-----------|---------|---------|---------|-----------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 235 | 136 | 98* | 37* | 43* | 46* | 49* | 33** | 16** | 7** | 4** | 80* | 49* | 96* | 82* | 27** | 43* | 77* | 69* | 42* | 47* | 147 | 89* |
| I have never used BBC Bitesize/ have never been a frequent user of BBC Bitesize | 12 5% | 8 6% | 4 4% | 1 3% | 2 5% | 1 2% | 3 6% | 4 12% | 1 7% | - - | - - | 3 4% | 3 6% | 4 4% | 7 9% | 1 4% | 1 2% | 1 2% | 5 8% | 2 5% | 3 7% | 7 5% | 5 6% |
| I like to use sources other than BBC Bitesize | 6 3% | 4 3% | 2 2% | 1 2% | 1 2% | 1 2% | - - | 2 7% | 1 7% | - - | - - | 2 2% | 1 2% | 2 2% | 2 3% | 1 4% | 1 2% | 2 3% | 3 5% | 1 2% | - - | 5 4% | 1 1% |
| I do not have the time to use BBC Bitesize | 5 2% | 3 2% | 2 2% | - - | 1 2% | - - | 4 8%Aln | - - | - - | * 6% | - - | 1 1% | 1 1% | 1 1% | 4 5% | * 2% | - - | 2 2% | 1 2% | 1 3% | 1 2% | 3 2% | 2 3% |
| BBC Bitesize is not for me to use/ it is targeted at other demographics/ children etc | 4 2% | 2 2% | 2 2% | - - | - - | - - | 1 2% | 1 4% | 1 7% | 1 17% | - - | - - | - - | - - | 2 3% | 2 8% | - - | - - | 2 3% | - - | 2 5% | 2 2% | 2 2% |
| BBC Bitesize is boring/ the content is not interesting | 4 2% | 3 2% | 1 1% | - - | - - | - - | 3 6%aln | 1 3% | - - | - - | - - | - - | - - | - - | 4 5%aln | - - | - - | 1 1% | - - | - - | 3 7%as | 1 1% | 3 3% |
| I currently have no need to use BBC bitesize (non-specific/ other) | 4 2% | 1 1% | 3 3% | - - | 1 2% | - - | 3 6%a | - - | - - | - - | - - | 1 1% | 1 2% | 1 1% | 3 4% | - - | - - | 3 4% | - - | - - | 1 2% | 3 2% | 1 1% |
| I am not studying/ studying less so I have no need of BBC Bitesize | 3 1% | 2 2% | 1 1% | - - | 2 5%o | 1 2% | - - | - - | - - | - - | - - | 2 3% | 2 4% | 3 3% | - - | - - | - - | - - | 2 3% | - - | 1 2% | 2 2% | 1 1% |
| The school provides online teaching/ other learning materials so need to use BBC Bitesize | 1 * | - - | 1 1% | - - | - - | - - | 1 2% | - - | - - | - - | - - | - - | - - | - - | 1 1% | - - | - - | - - | 1 2% | - - | - - | 1 1% | - - |
| BBC Bitesize is a poor source for education (non-specific/ other) | 1 * | 1 1% | - - | - - | 1 2% | - - | - - | - - | - - | - - | - - | 1 1% | 1 2% | 1 1% | - - | - - | 1 2% | 1 1% | - - | - - | - - | 1 1% | - - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|--------------|--------------|-----------|-----------|---------|-----------------|--------|--------|--------|--------|----------|----------|
| | Total (e) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 235 | 136 | 98* | 37* | 43* | 46* | 49* | 33** | 16** | 7** | 4** | 80* | 49* | 96* | 82* | 27** | 43* | 77* | 69* | 42* | 47* | 147 | 89* |
| I do not like BBC Bitesize | * | * | - | - | - | - | - | - | - | * | - | - | - | - | - | * | - | - | * | - | - | * | - |
| Other negative mention | 2 | 2 | - | - | 1 | - | - | 1 | - | - | - | 1 | 1 | 1 | 1 | - | 1 | 1 | - | - | 1 | 1 | 1 |
| NET: Positive | 63 | 30 | 33 | 16 | 12 | 8 | 11 | 6 | 4 | 4 | 2 | 28 | 14 | 22 | 17 | 11 | 21 | 30 | 19 | 7 | 7 | 49 | 14 |
| | 27%buW | 22% | 33% | 43%aFg no | 28% | 17% | 22% | 19% | 26% | 64% | 50% | 35%aFn o | 29% | 23% | 20% | 40% | 48%AeF GimNO | 39%Au | 28% | 16% | 15% | 34%AW | 16% |
| BBC Bitesize is educational/ it is a useful aid to education/ school work/ study | 18 | 8%Bow | 5 | 12 | 10 | 6 | 2 | - | - | - | - | 16 | 8 | 8 | 2 | - | 12 | 8 | 8 | 2 | - | 16 | 2 |
| | | 4% | 12%b | 27%AFG NO | 15%Fo | - | 4% | - | - | - | - | 20%AFg NO | 17%aFgN O | 9%f | 3% | - | 27%AFG NO | 10%u | 12%u | 5% | - | 11%aw | 3% |
| For the children's benefit/ I use BBC Bitesize to aid home schooling of children etc | 9 | 4 | 5 | - | 1 | 2 | 5 | * | - | - | - | 1 | 1 | 3 | 6 | - | - | 1 | 2 | 2 | 3 | 4 | 5 |
| | 4% | 3% | 6% | - | 3% | 5% | 11%adq | 1% | - | - | - | 1% | 2% | 3% | 7% | - | - | 2% | 3% | 5% | 7% | 3% | 6% |
| BBC bitesize is useful/ it is beneficial for to use BBC bitesize (non-specific/ other) | 6 | 4 | 3 | 1 | 1 | 1 | - | 2 | - | 1 | - | 2 | 1 | 2 | 2 | 1 | 1 | 4 | 2 | - | - | 6 | - |
| | 3% | 3% | 3% | 4% | 2% | 2% | - | 6% | - | 14% | - | 3% | 2% | 2% | 2% | 4% | 3% | 6% | 3% | - | - | 4% | - |
| It is informative/ I use BBC Bitesize to find out information (non-specific/ other) | 5 | 3 | 2 | - | - | 1 | 1 | 3 | - | - | - | - | - | 1 | 4 | - | - | 2 | 1 | - | 2 | 3 | 2 |
| | 2% | 2% | 2% | - | - | 2% | 2% | 10% | - | - | - | - | - | 1% | 5%l | - | - | 3% | 2% | - | 5% | 2% | 3% |
| I work in education/ I use BBC Bitesize as part of my job | 5 | 2 | 3 | - | 2 | 2 | - | - | 1 | - | - | 2 | 2 | 4 | - | 1 | 1 | 4 | 1 | - | - | 5 | - |
| | 2% | 1% | 3% | - | 4% | 5% | - | - | 7% | - | - | 2% | 4% | 4% | - | 4% | 2% | 5%a | 2% | - | - | 4% | - |
| BBC Bitesize is interesting/ what it provides is interesting | 5 | 2 | 3 | 1 | - | - | - | 1 | 1 | 1 | 1 | 1 | - | - | 1 | 3 | 1 | 2 | 2 | - | 1 | 4 | 1 |
| | 2% | 2% | 3% | 3% | - | - | - | 3% | 7% | 10% | 25% | 1% | - | - | 1% | 10% | 2% | 3% | 3% | - | 2% | 3% | 1% |

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Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|---------|-----------|---------|---------|---------|---------|----------|----------|---|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) | |
| Weighted base | 235 | 136 | 98* | 37* | 43* | 46* | 49* | 33** | 16** | 7** | 4** | 80* | 49* | 96* | 82* | 27** | 43* | 77* | 69* | 42* | 47* | 147 | 89* | |
| I like BBC Bitesize/ I have come to like/ appreciate BBC bitesize more | 4 2% | 2 1% | 2 2% | 1 3% | 1 2% | 1 2% | 1 2% | - | - | - | - | 2 2% | 1 2% | 2 2% | 1 1% | - | 2 4% | 3 4% | - | 1 3% | - | 3 2% | 1 1% | |
| I was made aware of BBC Bitesize/ I heard about it, saw advertising, it was recommended etc | 3 1% | 3 2% | - | - | 1 2% | - | - | 1 3% | 1 6% | - | - | 1 1% | 1 2% | 1 1% | 1 1% | 1 4% | 1 2% | 2 2% | - | - | 1 2% | 2 1% | 1 1% | |
| BBC Bitesize is fun/ enjoyable | 3 1% | 3 2% | - | 1 2% | - | - | - | 1 5% | - | * | - | 1 1% | - | - | 1 2% | * | 1 2% | 1 2% | * | - | 1 2% | 2 1% | 1 1% | |
| Access to BBC Bitesize is convenient/ easy/ easy to use | 2 1% | 1 1% | 1 1% | 1 2% | - | - | - | - | - | 1 17% | - | 1 1% | - | - | - | 1 4% | 1 2% | 1 1% | 1 2% | - | - | - | 2 1% | - |
| I have more time to use BBC Bitesize | 2 1% | 2 2% | - | - | - | 1 2% | - | 1 6% | - | - | - | - | - | - | 1 1% | 1 4% | - | 1 1% | - | - | 1 2% | 1 1% | 1 1% | |
| Due to the pandemic/ lockdown/ more time to use BBC Bitesize/ it is necessary/ useful to have BBC Bitesize during the pandemic | 2 1% | 1 1% | 1 1% | - | 2 5%a | - | - | - | - | - | - | 2 3% | 2 4%a | 2 2% | - | - | - | 2 3% | - | - | - | 2 1% | - | |
| I have always used the BBC Bitesize/ have always regularly used the BBC Bitesize | 2 1% | 2 1% | - | 1 3% | - | - | - | - | - | - | 1 26% | 1 1% | - | - | - | 1 4% | 1 2% | 1 1% | 1 2% | - | - | 2 1% | - | |
| I am working/ studying from home so BBC Bitesize is necessary/ useful to have | 1 1% | - | 1 1% | - | - | - | - | - | - | 1 17% | - | - | - | - | - | 1 4% | - | - | - | 1 3% | - | - | 1 1% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 339
Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 235 | 136 | 98* | 37* | 43* | 46* | 49* | 33** | 16** | 7** | 4** | 80* | 49* | 96* | 82* | 27** | 43* | 77* | 69* | 42* | 47* | 147 | 89* |
| The information provided by BBC Bitesize is good quality/ accurate etc | 1 | - | 1 | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | - | 1 | - | - | - | 1 | - |
| I make a lot of use of the Internet/ computers/ phone/ BBC Bitesize is convenient for me due to my internet usage | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - | - | - | 1 | - | - | 1 | - |
| Teachers have given instructions to use BBC Bitesize | 1 | - | 1 | - | - | - | 2% | - | - | - | - | - | - | - | 1 | - | - | 1 | - | - | - | 1 | - |
| I am not working/ am furloughed so have more time to use BBC Bitesize | * | * | - | - | - | - | - | 1% | - | - | - | - | - | - | 1% | - | - | * | - | - | - | * | - |
| Other positive mention | 2 | 1 | 1 | 1 | - | - | 1 | - | - | - | - | 1 | - | - | 1 | - | 1 | 2 | - | - | - | 2 | - |
| Nothing/ no reason in particular | 12 | 8 | 4 | 1 | 5 | 3 | 1 | 1 | - | - | - | 6 | 5 | 8 | 2 | - | 1 | 3 | 2 | 6 | 1 | 5 | 6 |
| Don't know | 8 | 7 | 1 | 1 | - | 5 | 1 | 1 | - | - | - | 1 | - | 5 | 2 | - | 1 | 1 | 2 | 3 | 2 | 2 | 5 |
| | 3%v | 5% | 1% | 3% | - | 10%aelm | 2% | 3% | - | - | - | 1% | - | 5% | 2% | - | 2% | 1% | 2% | 6% | 7% | 1% | 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
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Absolutes/col percents

Table 340
Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 238 | 20 | 6 | 23 | 16 | 24 | 13 | 12 | 22 | 43 | 30 | 13 | 16 | 190 | 189 | 6 | 19 | 14 | 4 | 43 | 22 | 18 | 187 | 12 | 41 |
| Weighted base | 235 | 21** | 6** | 25** | 16** | 25** | 13** | 8** | 24** | 44* | 33** | 14** | 7** | 200 | 187 | 6** | 19** | 14** | 4** | 43* | 23** | 18** | 185 | 13** | 41* |
| NET: Neutral | 113 | 16 | 3 | 10 | 7 | 12 | 6 | 3 | 12 | 20 | 15 | 4 | 4 | 90 | 93 | 1 | 11 | 3 | 3 | 17 | 9 | 9 | 88 | 5 | 20 |
| | 48% | 74% | 51% | 39% | 43% | 50% | 47% | 42% | 49% | 46% | 47% | 30% | 62% | 45% | 50% | 16% | 56% | 20% | 71% | 40% | 40% | 51% | 48% | 41% | 49% |
| My usage of BBC bitesize has not changed/ my habits have not changed/ my schedule/ routine for using BBC Bitesize has remained the same | 60 | 6 | 2 | 8 | 4 | 7 | 4 | 1 | 3 | 10 | 10 | 2 | 3 | 50 | 47 | - | 10 | 2 | - | 12 | 3 | 5 | 48 | 1 | 9 |
| | 26% | 30% | 34% | 31% | 25% | 29% | 30% | 9% | 13% | 22% | 30% | 15% | 50% | 25% | 25% | - | 51% | 15% | - | 27% | 14% | 26% | 26% | 8% | 21% |
| I have not needed to change my usage/ feel my usage is sufficient | 17 | 1 | - | - | 1 | 3 | 1 | 1 | 5 | 3 | 2 | - | * | 15 | 16 | - | - | - | - | - | 2 | 1 | 13 | 2 | 4 |
| | 7% | 4% | - | - | 6% | 12% | 8% | 9% | 19% | 7% | 7% | - | 7% | 7% | 9% | - | - | - | - | - | 10% | 6% | 7% | 16% | 10% |
| Covid-19 has had no effect on my habits/ routine | 16 | 4 | - | 1 | 1 | - | - | 1 | 3 | 5 | 1 | - | - | 12 | 13 | 1 | - | - | 2 | 3 | 2 | 2 | 12 | 1 | 4 |
| | 7% | 20% | - | 4% | 6% | - | - | 8% | 13% | 12% | 4% | - | - | 6% | 7% | 16% | - | - | 54% | 7% | 9% | 12% | 7% | 8% | 10% |
| Nothing has changed/ my circumstances/ situation remains the same | 12 | 2 | 1 | 1 | - | - | - | 2 | 2 | 2 | - | 2 | - | 8 | 9 | - | 1 | 2 | 1 | 3 | 2 | - | 10 | 1 | 3 |
| | 5% | 10% | 17% | 4% | - | - | - | 25% | 9% | 5% | - | 15% | - | 4% | 5% | - | 6% | 12% | 17% | 8% | 7% | - | 5% | 9% | 7% |
| That is the case/ that is how I feel | 3 | 1 | - | - | 1 | - | - | - | - | 1 | - | - | - | 2 | 3 | - | - | - | - | - | 1 | 1 | 2 | - | 1 |
| | 1% | 5% | - | - | 6% | - | - | - | - | 3% | - | - | - | 1% | 2% | - | - | - | - | - | 5% | 6% | 1% | - | 3% |
| Other neutral mention | 8 | 1 | - | - | - | 2 | 1 | - | - | 1 | 2 | - | * | 6 | 6 | - | 1 | - | - | 1 | - | - | 6 | - | - |
| | 3% | 5% | - | - | - | 8% | 9% | - | - | 2% | 7% | - | 6% | 3% | 3% | - | 5% | - | - | 2% | - | - | 3% | - | - |
| NET: Negative | 83 | 7 | 3 | 7 | 10 | 4 | 3 | 5 | 16 | 16 | 2 | 2 | 72 | 71 | 2 | 5 | 3 | 2 | 12 | 13 | 8 | 61 | 5 | 19 | |
| | 35% | 36% | 49% | 30% | 43% | 41% | 31% | 32% | 23% | 38% | 48% | 16% | 25% | 36% | 38% | 34% | 25% | 23% | 57% | 29% | 59% | 46% | 33% | 41% | 47% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 340
Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | GOR | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | | | | |
|---|------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-------------|-----------|-----------|------------|-------------------|--------------------------------|----------------------|------------------------|-----------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 235 | 21** | 6** | 25** | 16** | 25** | 13** | 8** | 24** | 44* | 33** | 14** | 7** | 200 | 187 | 6** | 19** | 14** | 4** | 43* | 23** | 18** | 185 | 13** | 41* |
| I rarely use BBC Bitesize/ I only use the BBC Bitesize when I need to use it | 40 17%t | 5 26% | 1 16% | 3 13% | 4 24% | 4 17% | 3 23% | 2 24% | 4 18% | 5 12% | 8 23% | - | * | 33 16% | 38 21%at | - | 1 5% | 1 8% | - | 2 5% | 7 31% | 3 19% | 30 16% | 2 17% | 9 22% |
| I have never used BBC Bitesize/ have never been a frequent user of BBC Bitesize | 12 5% | 2 10% | 1 18% | 1 4% | 2 13% | 2 8% | - | - | - | 2 5% | 1 3% | - | * | 10 5% | 10 5% | - | - | 1 7% | 1 29% | 2 5% | - | 1 6% | 10 5% | - | 1 3% |
| I like to use sources other than BBC Bitesize | 6 3% | - | - | - | - | 2 9% | - | - | - | 3 7% | 1 4% | - | - | 6 3% | 4 2% | 1 18% | - | 1 8% | - | 2 5% | 1 5% | - | 5 3% | - | 1 3% |
| I do not have the time to use BBC Bitesize | 5 2% | - | 1 15% | - | - | - | - | 1 8% | - | 1 2% | 2 7% | - | * | 4 2% | 4 2% | 1 15% | - | - | - | 1 2% | - | * | 5 3% | - | * |
| BBC Bitesize is not for me to use/ it is targeted at other demographics/ children etc | 4 2% | - | - | 1 4% | - | - | - | - | - | 1 2% | 1 4% | 1 9% | - | 4 2% | 4 2% | - | - | - | - | - | 2 10% | 1 7% | 2 1% | - | 2 6% |
| BBC Bitesize is boring/ the content is not interesting | 4 2%O | - | - | - | - | 1 8% | - | - | - | 1 2% | 1 3% | 1 7% | - | 4 2% | 1 1% | - | 2 10% | - | 1 29% | 3 7%aO | 1 5% | - | 3 2% | 1 8% | 1 2% |
| I currently have no need to use BBC bitesize (non-specific/ other) | 4 2%W | - | - | - | 1 6% | - | - | - | - | 3 7%an | - | - | - | 4 2% | 3 2% | - | 1 5% | - | - | 1 2% | 2 9% | 1 6% | 1 1% | 1 8% | 3 7%aW |
| I am not studying/ studying less so I have no need of BBC Bitesize | 3 1% | - | - | 2 9% | - | - | - | - | - | - | 1 3% | - | - | 3 2% | 3 2% | - | - | - | - | - | - | - | 3 2% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Table 340
Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 235 | 21** | 6** | 25** | 16** | 25** | 13** | 8** | 24** | 44* | 33** | 14** | 7** | 200 | 187 | 6** | 19** | 14** | 4** | 43* | 23** | 18** | 185 | 13** | 41* |
| The school provides online teaching/ other learning materials so need to use BBC Bitesize | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - |
| BBC Bitesize is a poor source for education (non-specific/ other) | 1 | - | - | - | - | 4% | - | - | - | - | - | - | - | 1 | - | - | 1 | - | - | 1 | 2%o | - | - | 1 | - |
| I do not like BBC Bitesize | * | - | - | - | - | - | - | - | - | - | - | - | * | * | - | - | - | - | - | - | - | - | * | - | - |
| Other negative mention | 2 | - | - | - | - | 1 | - | - | 1 | - | - | - | 2 | 1 | - | 1 | - | - | 1 | - | 1 | 1 | 1 | 1 | 1 |
| NET: Positive | 63 | 2 | - | 12 | 4 | 3 | 3 | 4 | 10 | 9 | 8 | 6 | 2 | 55 | 50 | 2 | 3 | 7 | - | 12 | 7 | 5 | 50 | 3 | 13 |
| BBC Bitesize is educational/ it is a useful aid to education/ school work/ study | 27% | 10% | - | 48% | 26% | 13% | 23% | 51% | 41% | 20% | 25% | 45% | 25% | 28% | 27% | 34% | 17% | 52% | - | 29% | 29% | 30% | 27% | 26% | 32% |
| BBC Bitesize is educational/ it is a useful aid to education/ school work/ study | 18 | 1 | - | 3 | 1 | - | 1 | 3 | 2 | 1 | 3 | 3 | - | 15 | 17 | - | - | 1 | - | 1 | 1 | 1 | 15 | - | 2 |
| For the children's benefit/ I use BBC Bitesize to aid home schooling of children etc | 8% | 5% | - | 13% | 6% | - | 8% | 33% | 9% | 2% | 9% | 21% | - | 7% | 9% | - | 8% | - | 3% | 5% | 6% | 8% | - | 5% | |
| BBC Bitesize is useful/ it is beneficial for to use BBC bitesize (non-specific/ other) | 9 | - | - | 2 | 1 | 1 | - | 2 | - | 1 | 1 | * | 9 | 8 | - | 1 | - | - | 1 | 1 | 1 | 7 | 1 | 2 | |
| BBC Bitesize is useful/ it is beneficial for to use BBC bitesize (non-specific/ other) | 4% | - | - | 8% | 7% | 4% | - | 9% | - | 3% | 8% | 7% | 4% | 4% | - | 5% | - | - | 2% | 5% | - | 4% | 8% | 5% | |
| BBC Bitesize is useful/ it is beneficial for to use BBC bitesize (non-specific/ other) | 6 | - | - | - | 1 | - | 1 | 1 | - | 1 | 1 | * | 5 | 5 | - | 1 | - | - | 1 | 1 | 1 | 5 | - | 1 | |
| BBC Bitesize is useful/ it is beneficial for to use BBC bitesize (non-specific/ other) | 3% | - | - | - | 7% | - | 8% | 9% | - | 2% | 3% | 8% | 6% | 3% | 3% | - | 5% | - | 2% | 5% | 6% | 3% | - | 3% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 340
Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 235 | 21** | 6** | 25** | 16** | 25** | 13** | 8** | 24** | 44* | 33** | 14** | 7** | 200 | 187 | 6** | 19** | 14** | 4** | 43* | 23** | 18** | 185 | 13** | 41* |
| It is informative/ I use BBC Bitesize to find out information (non-specific/ other) | 5 2% | - | - | 1 5% | 2 13% | - | - | - | 1 4% | - | - | 1 8% | - | 5 3% | 4 2% | - | - | 1 8% | - | 1 3% | 1 5% | 1 6% | 4 2% | - | 1 3% |
| I work in education/ I use BBC Bitesize as part of my job | 5 2% | - | - | - | - | 1 7% | - | 1 5% | 2 5% | - | 1 8% | - | 5 3% | 5 3% | - | - | - | - | - | - | - | - | 4 2% | 1 9% | 1 3% |
| BBC Bitesize is interesting/ what it provides is interesting | 5 2%W | - | - | 1 4% | - | 1 5% | - | 1 9% | 1 4% | 1 2% | - | - | - | 4 2% | 3 2% | 1 18% | - | 1 7% | - | 2 5% | 2 10% | 2 10% | 1 1% | - | 4 10%AW |
| I like BBC Bitesize/ I have come to like/ appreciate BBC bitesize more | 4 2% | - | - | 1 4% | - | - | - | 1 5% | 1 2% | 1 3% | - | - | - | 4 2% | 2 1% | - | 1 6% | 1 7% | - | 2 5% | - | - | 4 2% | - | - |
| I was made aware of BBC Bitesize/ I heard about it, saw advertising, it was recommended etc | 3 1% | - | - | - | 1 7% | 1 4% | - | - | - | 1 2% | - | - | - | 3 1% | 2 1% | - | - | 1 7% | - | 1 2% | - | - | 3 2% | - | - |
| BBC Bitesize is fun/ enjoyable | 3 1% | - | - | - | 1 7% | - | - | - | - | 1 2% | - | 1 13% | 2 1% | 3 1% | - | - | - | - | - | - | - | * | 2 1% | - | * |
| Access to BBC Bitesize is convenient/ easy/ easy to use | 2 1% | - | - | - | - | - | - | - | - | 1 2% | 1 4% | - | - | 2 1% | 2 1% | - | - | - | - | - | - | - | 2 1% | - | - |
| I have more time to use BBC Bitesize | 2 1% | - | - | 2 8% | - | - | - | - | - | - | - | - | - | 2 1% | 1 1% | - | - | 1 7% | - | 1 2% | - | - | 2 1% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Table 340

Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 235 | 21** | 6** | 25** | 16** | 25** | 13** | 8** | 24** | 44* | 33** | 14** | 7** | 200 | 187 | 6** | 19** | 14** | 4** | 43* | 23** | 18** | 185 | 13** | 41* |
| Due to the pandemic/ lockdown/ more time to use BBC Bitesize/ it is necessary/ useful to have BBC Bitesize during the pandemic | 2 1% | - | - | 1 4% | - | - | - | - | - | - | 1 3% | - | - | 2 1% | 2 1% | - | - | - | - | - | - | - | 2 1% | - | - |
| I have always used the BBC Bitesize/ have always regularly used the BBC Bitesize | 2 1% | - | - | 1 4% | - | - | - | - | - | - | 1 3% | - | - | 2 1% | 1 1% | 1 15% | - | - | - | 1 2% | - | 1 6% | 1 1% | 1 9% | 1 3% |
| I am working/ studying from home so BBC Bitesize is necessary/ useful to have | 1 1% | - | - | - | - | - | - | 1 5% | - | - | - | - | - | 1 1% | 1 1% | - | - | - | - | - | - | - | 1 1% | - | - |
| The information provided by BBC Bitesize is good quality/ accurate etc | 1 * | - | - | - | 1 7% | - | - | - | - | - | - | - | - | 1 1% | 1 1% | - | - | - | - | - | 1 5% | 1 6% | - | - | 1 3%w |
| I make a lot of use of the Internet/ computers/ phone/ BBC Bitesize is convenient for me due to my internet usage | 1 * | 1 5% | - | - | - | - | - | - | - | - | - | - | - | - | 1 1% | - | - | - | - | - | 1 5% | - | - | - | 1 3%w |
| Teachers have given instructions to use BBC Bitesize | 1 * | - | - | - | - | - | - | - | 1 4% | - | - | - | - | 1 1% | - | - | 1 5% | - | - | 1 2%o | - | - | 1 1% | - | - |
| I am not working/ am furloughed so have more time to use BBC Bitesize | * * | - | - | - | - | - | - | - | - | - | - | - | - | - | * * | - | - | - | - | - | - | - | * * | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 340
Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|----------------------------------|-----------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 235 | 21** | 6** | 25** | 16** | 25** | 13** | 8** | 24** | 44* | 33** | 14** | 7** | 200 | 187 | 6** | 19** | 14** | 4** | 43* | 23** | 18** | 185 | 13** | 41* |
| Other positive mention | 2 1% | - | - | - | - | - | - | - | - | 1 2% | - | 1 7% | - | 2 1% | - | - | 1 7% | - | 1 2% | - | - | - | 2 1% | - | - |
| Nothing/ no reason in particular | 12 5% ^O | 1 5% | - | - | - | 2 9% | - | - | 2 9% | 5 11% | 1 4% | - | - | 11 5% | 6 3% | 1 15% | 1 6% | 2 13% | - | 4 9% | - | - | 9 5% | - | - |
| Don't know | 8 3% | - | - | 2 9% | - | - | 2 16% | - | - | - | 1 4% | 2 16% | - | 8 4% | 5 3% | 1 19% | 1 6% | - | - | 2 5% | - | - | 8 4% | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 341
Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | Total (a) | Children Aged 18 & Under | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---|-------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------------|--------------------------|---------------------------|-----------------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| | | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 to £90,000 (w) |
| Unweighted base | 238 | 117 | 81 | 37 | 20 | 5 | 116 | 57 | 109 | 104 | 9 | 21 | 39 | 43 | 43 | 16 | 10 | 8 | 11 | 4 | 10 | 4 | 10 |
| Weighted base | 235 | 115 | 81* | 37* | 20** | 5** | 116 | 57* | 109 | 103 | 10** | 22** | 40* | 43* | 45* | 15** | 10** | 7** | 10** | 4** | 9** | 4** | 9** |
| NET: Neutral | 113 | 58 | 38 | 11 | 8 | 3 | 52 | 27 | 48 | 47 | 4 | 11 | 17 | 26 | 22 | 5 | 7 | 6 | 4 | 1 | 1 | 2 | 3 |
| | 48% ^d | 51% ^d | 47% ^d | 30% | 39% | 57% | 45% ^d | 48% | 44% ^d | 45% ^d | 45% | 53% | 44% | 60% | 49% | 35% | 67% | 78% | 44% | 26% | 16% | 50% | 35% |
| My usage of BBC bitesize has not changed/ my habits have not changed/ my schedule/ routine for using BBC Bitesize has remained the same | 60 | 32 | 20 | 7 | 5 | 2 | 26 | 13 | 25 | 24 | 2 | 6 | 10 | 13 | 11 | 4 | 2 | 5 | 3 | - | 1 | - | 2 |
| | 26% | 28% | 25% | 19% | 24% | 37% | 23% | 23% | 23% | 24% | 23% | 29% | 25% | 30% | 25% | 25% | 26% | 62% | 26% | - | 16% | - | 23% |
| I have not needed to change my usage/ feel my usage is sufficient | 17 | 10 | 6 | 1 | 1 | - | 7 | 5 | 7 | 7 | - | 3 | - | 5 | 3 | * | 3 | - | - | 1 | - | 1 | - |
| | 7% | 9% | 7% | 3% | 5% | - | 6% | 9% | 6% | 7% | - | 15% | - | 12% ^m | 7% | 3% | 31% | - | - | 26% | - | 24% | - |
| Covid-19 has had no effect on my habits/ routine | 16 | 9 | 4 | 2 | 2 | - | 7 | 1 | 5 | 7 | 1 | 2 | 3 | 4 | 5 | - | - | - | - | - | - | - | 1 |
| | 7% | 8% | 5% | 6% | 10% | - | 6% ^{hl} | 2% | 5% | 7% ^{hi} | 11% | 10% | 7% | 9% | 12% | - | - | - | - | - | - | - | 12% |
| Nothing has changed/ my circumstances/ situation remains the same | 12 | 7 | 5 | 1 | - | - | 6 | 4 | 6 | 5 | - | - | 6 | 1 | - | 2 | - | 1 | 1 | - | - | 1 | - |
| | 5% | 6% | 6% | 3% | - | - | 5% | 7% | 5% | 5% | - | - | 15% ^{Ano} | 2% | - | 14% | - | 15% | 7% | - | - | 26% | - |
| That is the case/ that is how I feel | 3 | 1 | 2 | - | - | - | 2 | 1 | 2 | 2 | 1 | - | - | 1 | 1 | - | - | - | - | - | - | - | - |
| | 1% | 1% | 3% | - | - | - | 2% | 2% | 2% | 2% | 11% | - | - | 3% | 2% | - | - | - | - | - | - | - | - |
| Other neutral mention | 8 | 1 | 3 | - | - | 1 | 5 | 4 | 5 | 3 | - | - | 1 | 3 | 1 | - | 1 | - | 1 | - | - | - | - |
| | 3% ^b | 1% | 4% | - | - | 20% | 5% ^j | 7% ^b | 5% ^j | 3% | - | - | 3% | 6% | 2% | - | 10% | - | 11% | - | - | - | - |
| NET: Negative | 83 | 48 | 22 | 16 | 7 | - | 36 | 14 | 34 | 31 | 5 | 6 | 21 | 16 | 14 | 6 | - | 2 | 5 | - | 3 | - | 2 |
| | 35% ^h | 42% ^{ch} | 27% | 43% ^{ch} | 34% | - | 31% | 24% | 31% | 30% | 56% | 26% | 53% ^a | 39% | 31% | 43% | - | 29% | 47% | - | 39% | - | 23% |
| I rarely use BBC Bitesize/ I only use the BBC Bitesize when I need to use it | 40 | 27 | 11 | 4 | 1 | - | 13 | 6 | 13 | 12 | 2 | 2 | 11 | 11 | 6 | 3 | - | 2 | 1 | - | - | - | 1 |
| | 17% ^{gj} | 24% ^{agi} | 14% | 11% | 5% | - | 11% | 11% | 12% | 12% | 22% | 9% | 28% | 25% | 14% | 21% | - | 29% | 12% | - | - | - | 12% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 341

Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 235 | 115 | 81* | 37* | 20** | 5** | 116 | 57* | 109 | 103 | 10** | 22** | 40* | 43* | 45* | 15** | 10** | 7** | 10** | 4** | 9** | 4** | 9** |
| I have never used BBC Bitesize/ have never been a frequent user of BBC Bitesize | 12 | 6 | 3 | 3 | 1 | - | 6 | 1 | 5 | 6 | 1 | - | 3 | 1 | 2 | 1 | - | - | 2 | - | - | - | 1 |
| I like to use sources other than BBC Bitesize | 6 | 2 | 2 | 2 | 1 | - | 4 | 1 | 4 | 3 | - | - | 1 | 1 | 1 | 1 | - | - | - | - | - | 1 | - |
| I do not have the time to use BBC Bitesize | 5 | 2 | 1 | 1 | - | - | 3 | 2 | 3 | 2 | - | 1 | 1 | - | 1 | - | - | - | 1 | - | - | 1 | - |
| BBC Bitesize is not for me to use/ it is targeted at other demographics/ children etc | 4 | 1 | - | 2 | 2 | - | 3 | - | 2 | 3 | - | 1 | 1 | 1 | - | - | - | - | - | - | - | - | - |
| BBC Bitesize is boring/ the content is not interesting | 4 | 2 | 2 | 2 | 1 | - | 2 | - | 2 | 2 | 1 | 1 | 1 | - | - | - | - | - | - | - | - | - | - |
| I currently have no need to use BBC bitesize (non-specific/ other) | 4 | 1 | 2 | - | - | - | 3 | 3 | 3 | 2 | - | 1 | - | 1 | - | - | - | - | - | - | - | 1 | - |
| I am not studying/ studying less so I have no need of BBC Bitesize | 3 | 3 | - | - | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - |
| The school provides online teaching/ other learning materials so need to use BBC Bitesize | 1 | - | 1 | 1 | - | - | 1 | - | 1 | 1 | - | - | - | - | - | 1 | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 341
Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|-------------------|-----------------|------------------|------------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 235 | 115 | 81* | 37* | 20** | 5** | 116 | 57* | 109 | 103 | 10** | 22** | 40* | 43* | 45* | 15** | 10** | 7** | 10** | 4** | 9** | 4** | 9** |
| BBC Bitesize is a poor source for education (non-specific/ other) | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| I do not like BBC Bitesize | * | * | - | - | - | - | - | - | - | - | - | - | * | - | - | - | - | - | - | - | - | - | - |
| Other negative mention | 2 | 2 | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - | - | - |
| NET: Positive | 63 | 29 | 22 | 11 | 8 | 1 | 34 | 17 | 30 | 29 | - | 5 | 6 | 13 | 13 | 4 | 3 | 1 | 1 | 3 | 5 | 2 | 5 |
| BBC Bitesize is educational/ it is a useful aid to education/ school work/ study | 27% | 25% | 28% | 29% | 39% | 22% | 29% | 30% | 28% | 28% | - | 23% | 16% | 32% | 28% | 24% | 32% | 20% | 15% | 74% | 56% | 50% | 53% |
| BBC Bitesize is educational/ it is a useful aid to education/ school work/ study | 18 | 8 | 9 | 1 | 1 | - | 10 | 5 | 9 | 10 | - | 1 | 3 | 5 | 1 | 1 | - | 1 | 1 | 1 | 1 | 1 | 2 |
| For the children's benefit/ I use BBC Bitesize to aid home schooling of children etc | 8% | 7% | 11% ^d | 2% | 5% | - | 9% | 8% | 8% | 10% ^d | - | 3% | 8% | 12% | 3% | 7% | 10% | - | 11% | 23% | 11% | 26% | 27% |
| For the children's benefit/ I use BBC Bitesize to aid home schooling of children etc | 9 | 1 | 3 | 4 | 3 | - | 8 | 4 | 7 | 7 | - | 2 | 1 | - | 3 | * | - | 1 | - | - | 1 | - | - |
| BBC bitesize is useful/ it is beneficial for to use BBC bitesize (non-specific/ other) | 4%B | 1% | 4% | 10%B | 17% | - | 7% ^{abc} | 8% ^b | 6% ^b | 7% ^{bc} | - | 10% | 3% | - | 7% | 3% | - | 14% | - | - | 13% | - | - |
| BBC bitesize is useful/ it is beneficial for to use BBC bitesize (non-specific/ other) | 6 | 2 | 3 | 2 | - | - | 4 | 2 | 4 | 4 | - | - | - | 3 | 1 | - | - | - | - | - | 1 | - | 1 |
| It is informative/ I use BBC Bitesize to find out information (non-specific/ other) | 3% | 2% | 4% | 7% | - | - | 4% | 4% | 4% | 4% | - | - | - | 7% | 2% | - | - | - | - | - | 13% | - | 15% |
| It is informative/ I use BBC Bitesize to find out information (non-specific/ other) | 5 | 3 | 1 | 1 | 1 | - | 2 | 1 | 2 | 2 | - | 2 | - | 3 | - | - | - | - | - | - | - | - | - |
| I work in education/ I use BBC Bitesize as part of my job | 2% | 3% | 1% | 3% | 6% | - | 2% | 2% | 2% | 2% | - | 10% | - | 8% ^{aa} | - | - | - | - | - | - | - | - | - |
| I work in education/ I use BBC Bitesize as part of my job | 5 | 4 | - | - | - | - | 1 | 1 | 1 | - | - | - | 1 | - | 2 | - | - | - | - | 1 | - | - | 1 |
| I work in education/ I use BBC Bitesize as part of my job | 2% | 4% | - | - | - | - | 1% | 2% | 1% | - | - | - | 3% | - | 5% | - | - | - | - | 27% | - | - | 11% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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| | Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 235 | 115 | 81* | 37* | 20** | 5** | 116 | 57* | 109 | 103 | 10** | 22** | 40* | 43* | 45* | 15** | 10** | 7** | 10** | 4** | 9** | 4** | 9** |
| BBC Bitesize is interesting/ what it provides is interesting | 5 2% | 3 2% | 2 3% | 2 6% | - | - | 2 2% | 1 2% | 2 2% | 2 2% | - | - | 1 3% | 1 3% | - | 1 8% | - | - | - | 1 23% | - | - | - |
| I like BBC Bitesize/ I have come to like/ appreciate BBC bitesize more | 4 2% | 1 1% | 1 1% | - | - | 1 22% | 2 2%j | 2 4% | 2 2% | 1 1% | - | - | - | - | - | 1 11% | - | - | - | - | 2 22% | - | - |
| I was made aware of BBC Bitesize/ I heard about it, saw advertising, it was recommended etc | 3 1% | 3 3% | - | - | - | - | - | - | - | - | - | 1 5% | - | - | - | 1 7% | - | - | - | - | - | 1 11% | - |
| BBC Bitesize is fun/ enjoyable | 3 1% | 1 1% | 1 1% | 1 4% | - | - | 1 1% | - | 1 1% | 1 1% | - | 1 5% | - | - | - | 1 3% | - | - | 1 4% | - | - | 1 24% | - |
| Access to BBC Bitesize is convenient/ easy/ easy to use | 2 1% | - | 1 1% | 1 2% | 1 6% | - | 2 2%i | - | 1 1% | 2 2%i | - | - | - | 1 3% | - | - | - | - | - | - | - | 1 24% | - |
| I have more time to use BBC Bitesize | 2 1% | 1 1% | - | - | - | - | 1 1% | 1 2% | 1 1% | - | - | - | 2 5%a | - | - | - | - | - | - | - | - | - | - |
| Due to the pandemic/ lockdown/ more time to use BBC Bitesize/ it is necessary/ useful to have BBC Bitesize during the pandemic | 2 1% | 2 2% | - | - | - | - | - | - | - | - | - | - | 1 3% | - | - | - | - | 1 11% | - | - | - | - | - |
| I have always used the BBC Bitesize/ have always regularly used the BBC Bitesize | 2 1% | 1 1% | 1 1% | 1 3% | 1 5% | - | 1 1% | - | 1 1% | 1 1% | - | - | - | - | 1 2% | - | 1 11% | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 235 | 115 | 81* | 37* | 20** | 5** | 116 | 57* | 109 | 103 | 10** | 22** | 40* | 43* | 45* | 15** | 10** | 7** | 10** | 4** | 9** | 4** | 9** |
| I am working/ studying from home so BBC Bitesize is necessary/ useful to have | 1 1% | 1 1% | - | - | - | - | - | - | - | - | - | - | - | - | 1 3% | - | - | - | - | - | - | - | - |
| The information provided by BBC Bitesize is good quality/ accurate etc | 1 * | - | 1 1% | - | - | - | 1 1% | - | 1 1% | 1 1% | - | - | - | 1 3% | - | - | - | - | - | - | - | - | - |
| I make a lot of use of the internet/ computers/ phone/ BBC Bitesize is convenient for me due to my internet usage | 1 * | - | 1 1% | - | - | - | 1 1% | - | 1 1% | 1 1% | - | - | - | - | 1 2% | - | - | - | - | - | - | - | - |
| Teachers have given instructions to use BBC Bitesize | 1 * | - | - | 1 3% | 1 5% | - | 1 1% | - | 1 1% | 1 1% | - | - | - | - | 1 2% | - | - | - | - | - | - | - | - |
| I am not working/ am furloughed so have more time to use BBC Bitesize | * * | * * | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | * 6% | - | - | - | - | - |
| Other positive mention | 2 1% | 1 1% | 1 1% | - | - | - | 1 1% | 1 2% | 1 1% | 1 1% | - | - | 1 3% | - | 1 2% | - | - | - | - | - | - | - | - |
| Nothing/ no reason in particular | 12 5% | 5 4% | 4 5% | 1 3% | 1 6% | 1 21% | 5 5% | 3 6% | 4 4% | 5 5% | 1 11% | 2 11% | 2 5% | - | 2 5% | 2 13% | - | - | 1 10% | - | - | - | - |
| Don't know | 8 3%b | 1 1% | 6 8%ab | - | - | - | 6 6% | 2 4% | 6 6%ab | 6 6%ab | - | - | 2 5% | 1 3% | - | - | 1 11% | 1 17% | - | - | - | - | 1 12% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 342

Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britebox/Other platforms) | | BBC User (excluding Britebox/Other platforms) | |
|---|---------------|---------|--------|--------------------|--------|-----------------|--------|---|--------|---|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 238 | 233 | 5 | 211 | 27 | 238 | - | 238 | - | 238 | - |
| Weighted base | 235 | 230 | 5** | 209 | 27** | 235 | ** | 235 | ** | 235 | ** |
| NET: Neutral | 113 | 110 | 3 | 99 | 14 | 113 | - | 113 | - | 113 | - |
| | 48% | 48% | 59% | 48% | 51% | 48% | - | 48% | - | 48% | - |
| My usage of BBC bitesize has not changed/ my habits have not changed/ my schedule/ routine for using BBC Bitesize has remained the same | 60 | 59 | 1 | 55 | 6 | 60 | - | 60 | - | 60 | - |
| | 26% | 26% | 21% | 26% | 21% | 26% | - | 26% | - | 26% | - |
| I have not needed to change my usage/ feel my usage is sufficient | 17 | 15 | 2 | 12 | 5 | 17 | - | 17 | - | 17 | - |
| | 7%Bd | 6% | 39% | 6% | 19% | 7% | - | 7% | - | 7% | - |
| Covid-19 has had no effect on my habits/ routine | 16 | 16 | - | 15 | 1 | 16 | - | 16 | - | 16 | - |
| | 7% | 7% | - | 7% | 4% | 7% | - | 7% | - | 7% | - |
| Nothing has changed/ my circumstances/ situation remains the same | 12 | 12 | - | 11 | 1 | 12 | - | 12 | - | 12 | - |
| | 5% | 5% | - | 5% | 4% | 5% | - | 5% | - | 5% | - |
| That is the case/ that is how I feel | 3 | 3 | - | 3 | - | 3 | - | 3 | - | 3 | - |
| | 1% | 1% | - | 1% | - | 1% | - | 1% | - | 1% | - |
| Other neutral mention | 8 | 8 | - | 7 | 1 | 8 | - | 8 | - | 8 | - |
| | 3% | 3% | - | 3% | 4% | 3% | - | 3% | - | 3% | - |
| NET: Negative | 83 | 82 | 1 | 72 | 11 | 83 | - | 83 | - | 83 | - |
| | 35% | 36% | 21% | 35% | 42% | 35% | - | 35% | - | 35% | - |
| I rarely use BBC Bitesize/ I only use the BBC Bitesize when I need to use it | 40 | 39 | 1 | 35 | 5 | 40 | - | 40 | - | 40 | - |
| | 17% | 17% | 21% | 17% | 19% | 17% | - | 17% | - | 17% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 342

Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 235 | 230 | 5** | 209 | 27** | 235 | ** | 235 | ** | 235 | ** |
| I have never used BBC Bitesize/ have never been a frequent user of BBC Bitesize | 12 5% | 12 5% | - | 11 5% | 1 4% | 12 5% | - | 12 5% | - | 12 5% | - |
| I like to use sources other than BBC Bitesize | 6 3% | 6 3% | - | 6 3% | - | 6 3% | - | 6 3% | - | 6 3% | - |
| I do not have the time to use BBC Bitesize | 5 2% | 5 2% | - | 4 2% | 2 6% | 5 2% | - | 5 2% | - | 5 2% | - |
| BBC Bitesize is not for me to use/ it is targeted at other demographics/ children etc | 4 2% | 4 2% | - | 3 2% | 1 5% | 4 2% | - | 4 2% | - | 4 2% | - |
| BBC Bitesize is boring/ the content is not interesting | 4 2% | 4 2% | - | 3 1% | 1 4% | 4 2% | - | 4 2% | - | 4 2% | - |
| I currently have no need to use BBC bitesize (non-specific/ other) | 4 2% | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - |
| I am not studying/ studying less so I have no need of BBC Bitesize | 3 1% | 3 1% | - | 2 1% | 1 4% | 3 1% | - | 3 1% | - | 3 1% | - |
| The school provides online teaching/ other learning materials so need to use BBC Bitesize | 1 * | 1 * | - | 1 1% | - | 1 * | - | 1 * | - | 1 * | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

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Absolutes/col percents

Table 342
Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|--|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 235 | 230 | 5** | 209 | 27** | 235 | -** | 235 | -** | 235 | -** |
| BBC Bitesize is a poor source for education (non-specific/ other) | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| I do not like BBC Bitesize | * | * | - | * | - | * | - | * | - | * | - |
| Other negative mention | 2 | 2 | - | 2 | - | 2 | - | 2 | - | 2 | - |
| NET: Positive | 63 | 61 | 2 | 54 | 10 | 63 | - | 63 | - | 63 | - |
| | 27% | 27% | 38% | 26% | 36% | 27% | - | 27% | - | 27% | - |
| BBC Bitesize is educational/ it is a useful aid to education/ school work/ study | 18 | 18 | - | 13 | 6 | 18 | - | 18 | - | 18 | - |
| | 8%D | 8% | - | 6% | 21% | 8% | - | 8% | - | 8% | - |
| For the children's benefit/ I use BBC Bitesize to aid home schooling of children etc | 9 | 9 | - | 7 | 2 | 9 | - | 9 | - | 9 | - |
| | 4% | 4% | - | 3% | 8% | 4% | - | 4% | - | 4% | - |
| BBC bitesize is useful/ it is beneficial for to use BBC bitesize (non-specific/ other) | 6 | 5 | 1 | 6 | - | 6 | - | 6 | - | 6 | - |
| | 3%b | 2% | 18% | 3% | - | 3% | - | 3% | - | 3% | - |
| It is informative/ I use BBC Bitesize to find out information (non-specific/ other) | 5 | 5 | - | 5 | - | 5 | - | 5 | - | 5 | - |
| | 2% | 2% | - | 3% | - | 2% | - | 2% | - | 2% | - |
| I work in education/ I use BBC Bitesize as part of my job | 5 | 4 | 1 | 3 | 2 | 5 | - | 5 | - | 5 | - |
| | 2%Bd | 2% | 20% | 2% | 8% | 2% | - | 2% | - | 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 342

Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | |
|--|--------------|---------------|-----------|--------------------|-----------|-----------------|-----------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 235 | 230 | 5** | 209 | 27** | 235 | -** | 235 | -** | 235 | -** |
| BBC Bitesize is interesting/ what it provides is interesting | 5 2% | 5 2% | - | 5 2% | - | 5 2% | - | 5 2% | - | 5 2% | - |
| I like BBC Bitesize/ I have come to like/ appreciate BBC bitesize more | 4 2% | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - |
| I was made aware of BBC Bitesize/ I heard about it, saw advertising, it was recommended etc | 3 1% | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - |
| BBC Bitesize is fun/ enjoyable | 3 1% | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - |
| Access to BBC Bitesize is convenient/ easy/ easy to use | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| I have more time to use BBC Bitesize | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| Due to the pandemic/ lockdown/ more time to use BBC Bitesize/ it is necessary/ useful to have BBC Bitesize during the pandemic | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| I have always used the BBC Bitesize/ have always regularly used the BBC Bitesize | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 342

Q18c. You said you use BBC Bitesize about the same amount now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize about the same amount now compared to March 2020

| | Total (a) | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|-----------------------|---------------|-----------|----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 235 | 230 | 5** | 209 | 27** | 235 | ** | 235 | ** | 235 | ** | |
| I am working/ studying from home so BBC Bitesize is necessary/ useful to have | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | - |
| The information provided by BBC Bitesize is good quality/ accurate etc | 1 * | 1 * | - | 1 1% | - | 1 * | - | 1 * | - | 1 * | - | - |
| I make a lot of use of the Internet/ computers/ phone/ BBC Bitesize is convenient for me due to my internet usage | 1 * | 1 * | - | 1 1% | - | 1 * | - | 1 * | - | 1 * | - | - |
| Teachers have given instructions to use BBC Bitesize | 1 * | 1 * | - | 1 * | - | 1 * | - | 1 * | - | 1 * | - | - |
| I am not working/ am furloughed so have more time to use BBC Bitesize | * * | * * | - | * * | - | * * | - | * * | - | * * | - | - |
| Other positive mention | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | - |
| Nothing/ no reason in particular | 12 5% ^b | 10 5% | 1 23% | 12 6% | - | 12 5% | - | 12 5% | - | 12 5% | - | - |
| Don't know | 8 3% | 8 3% | - | 8 4% | - | 8 3% | - | 8 3% | - | 8 3% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 343
Q18c. You said you use BBC Bitesize less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 48 | 31 | 15 | 9 | 14 | 9 | 7 | 4 | 3 | 2 | - | 23 | 18 | 27 | 11 | 5 | 11 | 25 | 7 | 6 | 10 | 32 | 16 |
| Weighted base | 48* | 31* | 15** | 9** | 13** | 10** | 7** | 4** | 3** | 2** | -** | 22** | 17** | 27** | 11** | 5** | 10** | 24** | 7** | 6** | 10** | 32* | 16** |
| NET: Negative | 36 | 21 | 13 | 8 | 9 | 5 | 6 | 3 | 3 | 2 | - | 17 | 13 | 18 | 9 | 5 | 9 | 21 | 4 | 3 | 8 | 25 | 11 |
| | 76% | 70% | 85% | 88% | 70% | 55% | 86% | 74% | 100% | 100% | - | 77% | 77% | 69% | 81% | 100% | 90% | 88% | 58% | 47% | 79% | 81% | 67% |
| I currently have no need to use BBC bitesize (non-specific/ other) | 8 | 4 | 4 | 2 | * | 2 | 1 | 1 | - | 1 | - | 2 | 1 | 4 | 2 | 1 | 2 | 3 | 2 | 1 | 1 | 6 | 2 |
| | 16% | 13% | 24% | 24% | 3% | 22% | 14% | 29% | - | 48% | - | 11% | 8% | 13% | 19% | 19% | 25% | 14% | 31% | 17% | 10% | 18% | 13% |
| I am not studying/ studying less so I have no need of BBC Bitesize | 5 | 5 | - | - | 3 | 1 | - | - | 1 | - | - | 3 | 3 | 4 | - | 1 | 1 | 2 | 1 | - | 2 | 3 | 2 |
| | 10% | 16% | - | - | 22% | 11% | - | - | 32% | - | - | 14% | 17% | 15% | - | 19% | 10% | 8% | 14% | - | 19% | 10% | 12% |
| I have never used BBC Bitesize/ have never been a frequent user of BBC Bitesize | 3 | 1 | 2 | - | 1 | - | - | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | 1 | - | - | 2 | 1 | 2 |
| | 7% | 3% | 14% | - | 7% | - | - | 26% | 34% | - | - | 4% | 6% | 4% | 10% | 20% | - | 5% | - | - | 20% | 4% | 12% |
| I like to use sources other than BBC Bitesize | 3 | - | 2 | 1 | 1 | 1 | - | - | - | - | - | 2 | 2 | 3 | - | - | 1 | 2 | 1 | - | - | 3 | - |
| | 7% | - | 14% | 12% | 8% | 11% | - | - | - | - | - | 9% | 12% | 12% | - | - | 10% | 9% | 14% | - | - | 10% | - |
| I do not like BBC Bitesize | 3 | 2 | 1 | - | - | 1 | 1 | - | 1 | - | - | - | - | 1 | 1 | - | - | 3 | - | - | - | 3 | - |
| | 6% | 7% | 7% | - | - | 10% | 14% | - | 34% | - | - | - | - | 4% | 9% | 20% | - | 13% | - | - | - | 10% | - |
| BBC Bitesize does not cater to my level of study/ the qualification I am studying for | 2 | 1 | 1 | 2 | * | - | - | - | - | - | - | 2 | 2 | 2 | - | - | 2 | 1 | - | - | 1 | 1 | 1 |
| | 5% | 3% | 9% | 23% | 3% | - | - | - | - | - | - | 11% | 14% | 9% | - | - | 24% | 6% | - | - | 9% | 5% | 6% |
| I do not have the time to use BBC Bitesize | 2 | 1 | 1 | - | - | 2 | - | - | - | - | - | - | - | 2 | - | - | - | 1 | - | 1 | - | 1 | 1 |
| | 5% | 4% | 7% | - | - | 22% | - | - | - | - | - | - | - | 8% | - | - | - | 4% | - | 17% | - | 3% | 7% |
| I have other priorities/ prefer to do other things | 2 | 2 | - | - | 1 | - | - | - | - | 1 | - | 1 | 1 | 1 | - | 1 | - | 1 | - | - | 1 | 1 | 1 |
| | 4% | 7% | - | - | 7% | - | - | - | - | 52% | - | 4% | 5% | 3% | - | 21% | - | 4% | - | - | 11% | 3% | 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 343
Q18c. You said you use BBC Bitesize less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|----------|----------|----------|----------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 48* | 31* | 15** | 9** | 13** | 10** | 7** | 4** | 3** | 2** | 1** | 22** | 17** | 27** | 11** | 5** | 10** | 24** | 7** | 6** | 10** | 32* | 16** |
| BBC Bitesize is not for me to use/ it is targeted at other demographics/ children etc | 2 4% | 2 7% | - | - | 1 8% | - | 1 14% | - | - | - | - | 1 5% | 1 6% | 1 4% | 1 9% | - | - | 1 4% | - | 1 16% | - | 1 3% | 1 6% |
| I rarely use BBC Bitesize/ I only use the BBC Bitesize when I need to use it | 2 4% | 2 6% | - | 1 11% | - | - | 1 14% | - | - | - | - | 1 4% | - | - | 1 9% | - | 1 10% | 1 4% | - | - | 1 10% | 1 3% | 1 6% |
| BBC Bitesize is boring/ the content is not interesting | 2 4% | 2 6% | - | 1 11% | - | - | 1 14% | - | - | - | - | 1 4% | - | - | 1 9% | - | 1 9% | 2 8% | - | - | - | 2 6% | - |
| BBC Bitesize is a poor source for education (non-specific/ other) | 1 2% | 1 3% | - | - | 1 7% | - | - | - | - | - | - | 1 4% | 1 5% | 1 3% | - | - | - | 1 4% | - | - | - | 1 3% | - |
| The school provides online teaching/ other learning materials so need to use BBC Bitesize | 1 2% | - | 1 6% | - | - | - | - | 1 20% | - | - | - | - | - | - | 1 8% | - | - | - | - | 1 13% | - | - | 1 5% |
| Other negative mention | 3 6% | 1 2% | 1 7% | 1 7% | 1 8% | - | 1 15% | - | - | - | - | 2 7% | 1 6% | 1 4% | 1 9% | - | 1 6% | 3 11% | - | - | - | 3 9% | - |
| NET: Neutral | 5 11% | 4 14% | 1 7% | 1 12% | 1 8% | 1 12% | 1 14% | 1 26% | - | - | - | 2 10% | 1 6% | 2 8% | 2 19% | - | 1 10% | 1 5% | 2 27% | 2 35% | - | 3 10% | 2 14% |
| Covid-19 has had no effect on my habits/ routine | 1 2% | - | 1 7% | - | - | - | - | 1 26% | - | - | - | - | - | - | 1 10% | - | - | 1 5% | - | - | - | - | 1 4% |
| My usage of BBC bitesize has not changed/ my habits have not changed/ my schedule/ routine for using BBC Bitesize has remained the same | 1 2% | 1 3% | - | 1 12% | - | - | - | - | - | - | - | 1 5% | - | - | - | - | 1 10% | - | 1 14% | - | - | 1 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 343
Q18c. You said you use BBC Bitesize less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize less now compared to March 2020

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 48* | 31* | 15** | 9** | 13** | 10** | 7** | 4** | 3** | 2** | 1** | 22** | 17** | 27** | 11** | 5** | 10** | 24** | 7** | 6** | 10** | 32* | 16** |
| Other neutral mention | 3 | 3 | - | - | 1 | 1 | 1 | - | - | - | - | 1 | 1 | 2 | 1 | - | - | - | 1 | 2 | - | 1 | 2 |
| | 7% | 11% | - | - | 8% | 12% | 14% | - | - | - | - | 5% | 6% | 8% | 9% | - | - | - | 13% | 35% | - | 3% | 14% |
| NET: Positive | 3 | 2 | 1 | - | 1 | 1 | - | 1 | - | - | - | 1 | 1 | 2 | 1 | - | - | 2 | 1 | - | - | 3 | - |
| | 7% | 7% | 8% | - | 8% | 10% | - | 29% | - | - | - | 5% | 6% | 7% | 11% | - | - | 8% | 17% | - | - | 10% | - |
| I work in education/ I use BBC Bitesize as part of my job | 1 | - | 1 | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | 1 | - |
| | 3% | - | 8% | - | - | - | - | 29% | - | - | - | - | - | - | 11% | - | - | - | 17% | - | - | 4% | - |
| BBC Bitesize is interesting/ what it provides is interesting | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | - | 1 | - |
| | 2% | 3% | - | - | - | 10% | - | - | - | - | - | - | - | 4% | - | - | - | 4% | - | - | - | 3% | - |
| Other positive mention | 1 | 1 | - | - | 1 | - | - | - | - | - | - | 1 | 1 | 1 | - | - | - | 1 | - | - | - | 1 | - |
| | 2% | 3% | - | - | 8% | - | - | - | - | - | - | 5% | 6% | 4% | - | - | - | 4% | - | - | - | 3% | - |
| Nothing/ no reason in particular | 4 | 3 | 1 | - | 2 | 1 | - | 1 | - | - | - | 2 | 2 | 3 | 1 | - | - | 1 | - | 1 | 2 | 1 | 3 |
| | 9%v | 10% | 7% | - | 14% | 12% | - | 26% | - | - | - | 9% | 11% | 11% | 10% | - | - | 4% | - | 18% | 21% | 3% | 20% |
| Don't know | 1 | - | 1 | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - | - | - | 1 | - | - | 1 | - |
| | 2% | - | 7% | - | - | 11% | - | - | - | - | - | - | - | 4% | - | - | - | - | 15% | - | - | 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 344
Q18c. You said you use BBC Bitesize less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 48 | 4 | 2 | 7 | 3 | 1 | 1 | 2 | 1 | 19 | 4 | 3 | 1 | 41 | 32 | 1 | 10 | 3 | - | 14 | 4 | 1 | 42 | 2 | 6 |
| Weighted base | 48* | 4** | 2** | 7** | 3** | 1** | 1** | 1** | 1** | 19** | 4** | 3** | ** | 42* | 32* | 1** | 10** | 3** | ** | 14** | 3** | 1** | 42* | 2** | 5** |
| NET: Negative | 36 | 4 | 1 | 5 | 1 | 1 | 1 | - | - | 15 | 4 | 2 | * | 31 | 25 | 1 | 7 | 1 | - | 9 | 3 | 1 | 31 | 2 | 5 |
| | 76% | 100% | 49% | 70% | 34% | 100% | 100% | 100% | - | 79% | 100% | 67% | 100% | 73% | 80% | 100% | 70% | 31% | - | 63% | 100% | 100% | 73% | 100% | 100% |
| I currently have no need to use BBC bitesize (non-specific/ other) | 8 | 1 | 1 | 1 | - | - | 1 | - | - | 2 | 1 | - | * | 6 | 6 | - | 2 | - | - | 2 | 1 | - | 6 | - | 1 |
| | 16% | 26% | 49% | 14% | - | - | 100% | - | - | 11% | 29% | - | 100% | 15% | 18% | - | 20% | - | - | 14% | 43% | - | 15% | - | 27% |
| I am not studying/ studying less so I have no need of BBC Bitesize | 5 | 2 | - | 1 | - | 1 | - | - | - | 1 | - | - | - | 3 | 4 | - | 1 | - | - | 1 | - | - | 5 | - | - |
| | 10% _n | 51% | - | 14% | - | 100% | - | - | - | 5% | - | - | - | 7% | 13% | - | 9% | - | - | 7% | - | - | 12% | - | - |
| I have never used BBC Bitesize/ have never been a frequent user of BBC Bitesize | 3 | 1 | - | - | - | - | - | - | - | 2 | - | - | - | 2 | 2 | - | 1 | - | - | 1 | 1 | - | 2 | - | 1 |
| | 7% | 24% | - | - | - | - | - | - | - | 11% | - | - | - | 5% | 6% | - | 11% | - | - | 8% | 29% | - | 5% | - | 18% |
| I like to use sources other than BBC Bitesize | 3 | - | - | - | - | - | - | - | - | 2 | 1 | - | - | 3 | 1 | - | - | 1 | - | 1 | - | - | 3 | - | - |
| | 7% | - | - | - | - | - | - | - | - | 11% | 25% | - | - | 7% | 3% | - | - | 31% | - | 7% | - | - | 7% | - | - |
| I do not like BBC Bitesize | 3 | - | - | - | - | - | - | - | - | 2 | 1 | - | - | 3 | 2 | - | 1 | - | - | 1 | - | 1 | 2 | 1 | 1 |
| | 6% | - | - | - | - | - | - | - | - | 11% | 23% | - | - | 7% | 6% | - | 10% | - | - | 7% | - | 100% | 5% | 50% | 19% |
| BBC Bitesize does not cater to my level of study/ the qualification I am studying for | 2 | - | - | - | - | - | - | - | - | 1 | - | 1 | * | 2 | 1 | - | 1 | - | - | 1 | * | - | 2 | - | * |
| | 5% | - | - | - | - | - | - | - | - | 5% | - | 33% | 100% | 5% | 5% | - | 9% | - | - | 6% | 12% | - | 5% | - | 7% |
| I do not have the time to use BBC Bitesize | 2 | - | - | - | - | - | - | - | - | 2 | - | - | - | 2 | 1 | - | 1 | - | - | 1 | - | - | 2 | - | - |
| | 5% | - | - | - | - | - | - | - | - | 11% | - | - | - | 5% | 3% | - | 11% | - | - | 8% | - | - | 5% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 344
Q18c. You said you use BBC Bitesize less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|----------|-----------|----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 48* | 4** | 2** | 7** | 3** | 1** | 1** | 1** | 1** | 19** | 4** | 3** | *** | 42* | 32* | 1** | 10** | 3** | ..* | 14** | 3** | 1** | 42* | 2** | 5** |
| I have other priorities/ prefer to do other things | 2 4% | - | - | - | - | - | - | - | - | 1 5% | - | 1 34% | - | 2 5% | 1 3% | 1 100% | - | - | - | 1 7% | - | - | 2 5% | - | - |
| BBC Bitesize is not for me to use/ it is targeted at other demographics/ children etc | 2 4% | 1 25% | - | - | 1 34% | - | - | - | - | - | - | - | - | 1 2% | 1 3% | - | 1 10% | - | - | 1 7% | - | - | 1 2% | 1 50% | 1 19% |
| I rarely use BBC Bitesize/ I only use the BBC Bitesize when I need to use it | 2 4% | - | - | 1 13% | - | - | - | - | - | - | 1 23% | - | - | 2 5% | 2 6% | - | - | - | - | - | - | - | 2 5% | - | - |
| BBC Bitesize is boring/ the content is not interesting | 2 4% | - | - | 1 14% | - | - | - | - | - | 1 5% | - | - | - | 2 5% | 2 6% | - | - | - | - | - | - | - | 2 5% | - | - |
| BBC Bitesize is a poor source for education (non-specific/ other) | 1 2% | - | - | - | - | - | - | - | - | 1 5% | - | - | - | 1 2% | 1 3% | - | - | - | - | - | 1 28% | - | - | - | 1 17% |
| The school provides online teaching/ other learning materials so need to use BBC Bitesize | 1 2% | - | - | - | - | - | - | 1 58% | - | - | - | - | - | - | 1 3% | - | - | - | - | - | - | - | 1 2% | - | - |
| Other negative mention | 3 6% | - | - | 1 15% | - | - | - | 1 42% | - | 1 5% | - | - | - | 2 5% | 2 5% | - | - | - | - | - | - | - | 3 6% | - | - |
| NET: Neutral | 5 11% | - | 1 51% | 1 16% | - | - | - | - | - | 2 11% | - | 1 33% | - | 5 13% | 2 6% | - | 1 11% | 2 69% | - | 3 24% | - | - | 5 13% | - | - |
| Covid-19 has had no effect on my habits/ routine | 1 2% | - | - | - | - | - | - | - | - | 1 6% | - | - | - | 1 3% | - | - | 1 11% | - | - | 1 8% | - | - | 1 3% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 344
Q18c. You said you use BBC Bitesize less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize less now compared to March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|---------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-eastern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 48* | 4** | 2** | 7** | 3** | 1** | 1** | 1** | 1** | 19** | 4** | 3** | *** | 42* | 32* | 1** | 10** | 3** | ..* | 14** | 3** | 1** | 42* | 2** | 5** |
| My usage of BBC bitesize has not changed/ my habits have not changed/ my schedule/ routine for using BBC Bitesize has remained the same | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - | 1 | - | - |
| | 2% | - | - | - | - | - | - | - | - | - | - | 33% | - | 2% | 3% | - | - | - | - | - | - | - | 2% | - | - |
| Other neutral mention | 3 | - | 1 | 1 | - | - | - | - | - | 1 | - | - | - | 3 | 1 | - | - | 2 | - | 2 | - | - | 3 | - | - |
| | 7% | - | 51% | 16% | - | - | - | - | - | 5% | - | - | - | 8% | 3% | - | - | 69% | - | 16% | - | - | 8% | - | - |
| NET: Positive | 3 | - | - | 1 | - | - | - | - | - | 1 | 1 | - | - | 3 | 2 | - | 1 | - | - | 1 | - | - | 3 | - | - |
| | 7% | - | - | 14% | - | - | - | - | - | 5% | 29% | - | - | 8% | 7% | - | 10% | - | - | 7% | - | - | 8% | - | - |
| I work in education/ I use BBC Bitesize as part of my job | 1 | - | - | - | - | - | - | - | - | - | 1 | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - |
| | 3% | - | - | - | - | - | - | - | - | - | 29% | - | - | 3% | 4% | - | - | - | - | - | - | - | 3% | - | - |
| BBC Bitesize is interesting/ what it provides is interesting | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - |
| | 2% | - | - | - | - | - | - | - | - | 5% | - | - | - | 2% | 3% | - | - | - | - | - | - | - | 2% | - | - |
| Other positive mention | 1 | - | - | 1 | - | - | - | - | - | - | - | - | - | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | - |
| | 2% | - | - | 14% | - | - | - | - | - | - | - | - | - | 2% | - | - | 10% | - | - | 7% | - | - | 2% | - | - |
| Nothing/ no reason in particular | 4 | - | - | - | 1 | - | - | - | - | 1 | 2 | - | - | 4 | 2 | - | 2 | - | - | 2 | - | - | 4 | - | - |
| | 9% | - | - | - | 30% | - | - | - | - | 100% | 11% | - | - | 10% | 7% | - | 21% | - | - | 15% | - | - | 10% | - | - |
| Don't know | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - |
| | 2% | - | - | - | 36% | - | - | - | - | - | - | - | - | 3% | 3% | - | - | - | - | - | - | - | 3% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 345
Q18c. You said you use BBC Bitesize less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|-------------|------------------------|----------------------------|----------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted base | 48 | 38 | 7 | 2 | 1 | 10 | 4 | 9 | 9 | 2 | 9 | 9 | 6 | 6 | 2 | 3 | 2 | 2 | 1 | - | 1 | 4 |
| Weighted base | 48* | 38* | 7** | 2** | 1** | 10** | 4** | 9** | 9** | 2** | 9** | 9** | 6** | 6** | 2** | 2** | 2** | 2** | 1** | -** | 1** | 4** |
| NET: Negative | 36 | 30 | 5 | 2 | - | 7 | 4 | 7 | 6 | 2 | 5 | 7 | 4 | 6 | 1 | 1 | 2 | 2 | - | - | 1 | 4 |
| | 76% | 78% | 69% | 100% | - | 69% | 100% | 77% | 65% | 100% | 53% | 79% | 65% | 100% | 35% | 60% | 100% | 100% | - | - | 100% | 100% |
| I currently have no need to use BBC bitesize (non-specific/ other) | 8 | 7 | 1 | - | - | 1 | - | 1 | 1 | - | 1 | 2 | - | 2 | - | 1 | - | 1 | - | - | - | - |
| | 16% | 18% | 16% | - | - | 11% | - | 12% | 12% | - | 11% | 24% | - | 34% | - | 60% | - | 49% | - | - | - | - |
| I am not studying/ studying less so I have no need of BBC Bitesize | 5 | 5 | - | - | - | - | - | - | - | 1 | - | - | 2 | 1 | - | 1 | - | - | - | - | - | - |
| | 10% | 13% | - | - | - | - | - | - | - | 49% | - | - | 32% | 17% | - | 43% | - | - | - | - | - | - |
| I have never used BBC Bitesize/ have never been a frequent user of BBC Bitesize | 3 | 3 | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | 1 | - | - | - | |
| | 7% | 8% | - | - | - | - | - | - | - | - | - | 10% | - | - | - | - | - | 51% | - | - | - | |
| I like to use sources other than BBC Bitesize | 3 | 3 | - | - | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | |
| | 7% | 8% | - | - | - | - | - | - | - | - | - | 11% | 17% | - | - | - | - | - | - | - | 100% | |
| I do not like BBC Bitesize | 3 | 1 | 1 | 1 | - | 2 | 1 | 2 | 2 | - | - | 1 | 1 | 1 | - | - | - | - | - | - | - | |
| | 6%b | 3% | 15% | 52% | - | 21% | 28% | 23% | 23% | - | - | 11% | 17% | 17% | - | - | - | - | - | - | - | |
| BBC Bitesize does not cater to my level of study/ the qualification I am studying for | 2 | 2 | - | - | - | - | - | - | - | - | 1 | - | - | - | - | 1 | - | - | - | - | - | |
| | 5% | 6% | - | - | - | - | - | - | - | - | 10% | - | - | - | - | 17% | 51% | - | - | - | - | |
| I do not have the time to use BBC Bitesize | 2 | 2 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | |
| | 5% | 6% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 49% | - | - | 27% | |
| I have other priorities/ prefer to do other things | 2 | 2 | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | |
| | 4% | 5% | - | - | - | - | - | - | - | - | - | 12% | - | - | - | - | - | - | - | - | 24% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 345
Q18c. You said you use BBC Bitesize less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) |
| Weighted base | 48* | 38* | 7** | 2** | 1** | 10** | 4** | 9** | 9** | 2** | 9** | 9** | 6** | 6** | 2** | 2** | 2** | 2** | 1** | 1** | 4** |
| BBC Bitesize is not for me to use/ it is targeted at other demographics/ children etc | 2 | 2 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | - | - | - |
| I rarely use BBC Bitesize/ I only use the BBC Bitesize when I need to use it | 2 | 1 | 1 | - | - | 1 | 1 | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | - | 1 |
| BBC Bitesize is boring/ the content is not interesting | 4% | 3% | 15% | - | - | 10% | 26% | 11% | 11% | - | - | - | - | 17% | - | - | - | - | - | - | 25% |
| BBC Bitesize is a poor source for education (non-specific/ other) | 1 | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| The school provides online teaching/ other learning materials so need to use BBC Bitesize | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - |
| Other negative mention | 3 | 1 | 1 | - | - | 2 | 2 | 2 | 1 | - | 1 | 1 | - | - | 1 | - | - | - | - | - | - |
| NET: Neutral | 5 | 3 | 1 | - | 1 | 2 | - | 1 | 2 | - | 2 | - | 1 | - | - | - | - | 1 | 1 | - | - |
| Covid-19 has had no effect on my habits/ routine | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | 100% | - | - |
| | 2% | 3% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 51% | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 345
Q18c. You said you use BBC Bitesize less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?
Base: All respondents who use BBC Bitesize less now compared to March 2020

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|-------------|------------------------|----------------------------|----------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|---------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to (l) | £14,001 to (m) | £21,001 to (n) | £28,001 to (o) | £34,001 to (p) | £41,001 to (q) | £48,001 to (r) | £55,001 to (s) | £62,001 to (t) | £69,001 to (u) | £76,001 to (v) | £83,001 or more (w) |
| | | | | | | | | | | | £14,000 (e) | £21,000 (f) | £28,000 (g) | £34,000 (h) | £41,000 (i) | £48,000 (j) | £55,000 (k) | £62,000 (l) | £69,000 (m) | £76,000 (n) | £83,000 (o) | |
| Weighted base | 48* | 38* | 7** | 2** | 1** | 10** | 4** | 9** | 9** | 2** | 9** | 9** | 6** | 6** | 2** | 2** | 2** | 2** | 1** | ** | 1** | 4** |
| My usage of BBC bitesize has not changed/ my habits have not changed/ my schedule/ routine for using BBC Bitesize has remained the same | 1 | - | 1 | - | - | 1 | - | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - |
| Other neutral mention | 3 | 2 | - | - | 1 | 1 | - | - | 1 | - | 2 | - | - | - | - | - | - | - | 1 | - | - | - |
| NET: Positive | 3 | 2 | 1 | - | - | 1 | - | 1 | 1 | - | 1 | 2 | - | - | - | - | - | - | - | - | - | - |
| I work in education/ I use BBC Bitesize as part of my job | 1 | 1 | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| BBC Bitesize is interesting/ what it provides is interesting | 1 | - | 1 | - | - | 1 | - | 1 | 1 | - | 1 | - | - | - | - | - | - | - | - | - | - | - |
| Other positive mention | 1 | 1 | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| Nothing/ no reason in particular | 4 | 4 | - | - | - | - | - | - | - | - | 1 | 1 | - | - | 1 | 1 | - | - | - | - | - | - |
| Don't know | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 346

Q18c. You said you use BBC Bitesize less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize less now compared to March 2020

| | BBC TV Viewer | | | BBC Radio Listener | | BBC Online User | | BBC User (including Britebox/Other platforms) | | BBC User (excluding Britebox/Other platforms) | |
|---|---------------|---------|--------|--------------------|--------|-----------------|--------|---|--------|---|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 48 | 47 | 1 | 43 | 5 | 48 | - | 48 | - | 48 | - |
| Weighted base | 48* | 47* | 1** | 43* | 5** | 48* | ** | 48* | ** | 48* | ** |
| NET: Negative | 36 | 35 | 1 | 32 | 5 | 36 | - | 36 | - | 36 | - |
| | 76% | 75% | 100% | 73% | 100% | 76% | - | 76% | - | 76% | - |
| I currently have no need to use BBC bitesize (non-specific/ other) | 8 | 7 | 1 | 7 | 1 | 8 | - | 8 | - | 8 | - |
| | 16%b | 14% | 100% | 16% | 22% | 16% | - | 16% | - | 16% | - |
| I am not studying/ studying less so I have no need of BBC Bitesize | 5 | 5 | - | 4 | 1 | 5 | - | 5 | - | 5 | - |
| | 10% | 11% | - | 9% | 20% | 10% | - | 10% | - | 10% | - |
| I have never used BBC Bitesize/ have never been a frequent user of BBC Bitesize | 3 | 3 | - | 2 | 1 | 3 | - | 3 | - | 3 | - |
| | 7% | 7% | - | 5% | 20% | 7% | - | 7% | - | 7% | - |
| I like to use sources other than BBC Bitesize | 3 | 3 | - | 3 | - | 3 | - | 3 | - | 3 | - |
| | 7% | 7% | - | 7% | - | 7% | - | 7% | - | 7% | - |
| I do not like BBC Bitesize | 3 | 3 | - | 3 | - | 3 | - | 3 | - | 3 | - |
| | 6% | 6% | - | 7% | - | 6% | - | 6% | - | 6% | - |
| BBC Bitesize does not cater to my level of study/ the qualification I am studying for | 2 | 2 | - | 1 | 1 | 2 | - | 2 | - | 2 | - |
| | 5% | 5% | - | 3% | 19% | 5% | - | 5% | - | 5% | - |
| I do not have the time to use BBC Bitesize | 2 | 2 | - | 2 | - | 2 | - | 2 | - | 2 | - |
| | 5% | 5% | - | 5% | - | 5% | - | 5% | - | 5% | - |
| I have other priorities/ prefer to do other things | 2 | 2 | - | 2 | - | 2 | - | 2 | - | 2 | - |
| | 4% | 4% | - | 5% | - | 4% | - | 4% | - | 4% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 346

Q18c. You said you use BBC Bitesize less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize less now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 48* | 47* | 1** | 43* | 5** | 48* | -** | 48* | -** | 48* | -** |
| BBC Bitesize is not for me to use/ it is targeted at other demographics/ children etc | 2 4% | 2 4% | - | 2 5% | - | 2 4% | - | 2 4% | - | 2 4% | - |
| I rarely use BBC Bitesize/ I only use the BBC Bitesize when I need to use it | 2 4% | 2 4% | - | 2 5% | - | 2 4% | - | 2 4% | - | 2 4% | - |
| BBC Bitesize is boring/ the content is not interesting | 2 4% | 2 4% | - | 2 4% | - | 2 4% | - | 2 4% | - | 2 4% | - |
| BBC Bitesize is a poor source for education (non- specific/ other) | 1 2% | 1 2% | - | 1 2% | - | 1 2% | - | 1 2% | - | 1 2% | - |
| The school provides online teaching/ other learning materials so need to use BBC Bitesize | 1 2% | 1 2% | - | - | 1 18% | 1 2% | - | 1 2% | - | 1 2% | - |
| Other negative mention | 3 6% | 3 6% | - | 3 6% | - | 3 6% | - | 3 6% | - | 3 6% | - |
| NET: Neutral | 5 11% | 5 12% | - | 5 13% | - | 5 11% | - | 5 11% | - | 5 11% | - |
| Covid-19 has had no effect on my habits/ routine | 1 2% | 1 2% | - | 1 3% | - | 1 2% | - | 1 2% | - | 1 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 346

Q18c. You said you use BBC Bitesize less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents who use BBC Bitesize less now compared to March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 48* | 47* | 1** | 43* | 5** | 48* | ** | 48* | ** | 48* | ** |
| My usage of BBC bitesize has not changed/ my habits have not changed/ my schedule/ routine for using BBC Bitesize has remained the same | 1 2% | 1 2% | - | 1 2% | - | 1 2% | - | 1 2% | - | 1 2% | - |
| Other neutral mention | 3 7% | 3 7% | - | 3 8% | - | 3 7% | - | 3 7% | - | 3 7% | - |
| NET: Positive | 3 7% | 3 7% | - | 3 8% | - | 3 7% | - | 3 7% | - | 3 7% | - |
| I work in education/ I use BBC Bitesize as part of my job | 1 3% | 1 3% | - | 1 3% | - | 1 3% | - | 1 3% | - | 1 3% | - |
| BBC Bitesize is interesting/ what it provides is interesting | 1 2% | 1 2% | - | 1 2% | - | 1 2% | - | 1 2% | - | 1 2% | - |
| Other positive mention | 1 2% | 1 2% | - | 1 2% | - | 1 2% | - | 1 2% | - | 1 2% | - |
| Nothing/ no reason in particular | 4 9% | 4 9% | - | 4 10% | - | 4 9% | - | 4 9% | - | 4 9% | - |
| Don't know | 1 2% | 1 2% | - | 1 3% | - | 1 2% | - | 1 2% | - | 1 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 347
Q19. You said you never use any BBC services, why is this?
Base: All respondents who never use any BBC services

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 101 | 46 | 55 | 12 | 18 | 28 | 22 | 9 | 6 | 5 | 1 | 30 | 19 | 47 | 31 | 12 | 12 | 19 | 28 | 20 | 34 | 47 | 54 |
| Weighted base | 100* | 44* | 56* | 12** | 17** | 29** | 21** | 11** | 4** | 5** | 1** | 29** | 18** | 47* | 31** | 11** | 12** | 18** | 29** | 22** | 31* | 48* | 53* |
| I prefer other services (e.g. Netflix, Spotify, other TV channels) | 53 53% | 22 51% | 31 55% | 7 60% | 9 54% | 15 51% | 14 66% | 4 34% | 1 33% | 2 42% | 1 100% | 16 56% | 9 52% | 24 51% | 17 55% | 5 44% | 7 60% | 8 46% | 19 65% | 12 52% | 14 46% | 28 58% | 26 49% |
| I don't want to pay the licence fee | 50 50% | 23 53% | 27 48% | 2 14% | 9 55% | 15 51% | 12 59% | 5 44% | 2 43% | 4 80% | 1 100% | 11 38% | 10 56% | 25 53% | 17 54% | 7 67% | 2 14% | 6 35% | 15 52% | 12 55% | 16 54% | 22 46% | 29 54% |
| I don't like the BBC | 46 46%v | 22 50% | 24 42% | - 21% | 4 51% | 15 50% | 10 50% | 7 68% | 4 91% | 4 80% | 1 100% | 4 13% | 4 20% | 19 40% | 18 56% | 9 86% | - 29% | 5 38% | 11 60% | 13 52% | 16 34% | 16 52% | 29 55%av |
| I don't trust the BBC | 32 32% | 14 32% | 18 31% | 1 9% | 2 14% | 12 41% | 7 36% | 2 23% | 2 48% | 4 80% | - - | 3 12% | 2 13% | 14 30% | 10 31% | 7 60% | 1 9% | 4 23% | 9 31% | 8 35% | 11 35% | 13 28% | 18 35% |
| I can't find anything I like on the BBC | 29 29% | 16 36% | 13 24% | 4 33% | 3 18% | 6 22% | 10 48% | 3 33% | - - | 2 39% | - - | 7 24% | 3 18% | 10 20% | 14 43% | 2 20% | 4 33% | 6 34% | 7 25% | 6 25% | 10 32% | 14 29% | 15 29% |
| NET: Watch elsewhere | 2 2% | 1 1% | 1 2% | - 2% | 1 6% | - - | 1 3% | - - | - - | - - | - - | 1 3% | 1 6% | 1 2% | 1 2% | - - | - - | - - | - - | - - | 2 5% | - - | 2 3% |
| I watch/ listen to BBC content on other services (e.g. YouTube) | 2 2% | 1 1% | 1 2% | - 6% | 1 6% | - - | 1 3% | - - | - - | - - | - - | 1 3% | 1 6% | 1 2% | 1 2% | - - | - - | - - | - - | - - | 2 5% | - - | 2 3% |
| I watch BBC content on Britbox | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 11 11% | 5 12% | 5 10% | 1 9% | 2 12% | 1 4% | 1 5% | 3 33% | 1 23% | 1 20% | - | 3 11% | 2 12% | 3 7% | 4 14% | 2 20% | 1 9% | 3 17% | 3 12% | 1 5% | 3 10% | 7 14% | 4 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 348
Q19. You said you never use any BBC services, why is this?
Base: All respondents who never use any BBC services

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 101 | 7 | 8 | 12 | 4 | 12 | 8 | 12 | 3 | 11 | 11 | 8 | 5 | 77 | 81 | 6 | 6 | 2 | 3 | 17 | 15 | 19 | 67 | 6 | 29 |
| Weighted base | 100* | 8** | 8** | 13** | 4** | 13** | 8** | 8** | 3** | 12** | 12** | 9** | 2** | 82* | 81* | 6** | 6** | 2** | 3** | 17** | 15** | 20** | 67* | 7** | 30** |
| I prefer other services (e.g. Netflix, Spotify, other TV channels) | 53 | 3 | 5 | 8 | 2 | 7 | 5 | 1 | 2 | 6 | 6 | 7 | 1 | 48 | 44 | 4 | 2 | - | 2 | 8 | 8 | 11 | 33 | 2 | 17 |
| | 53% | 43% | 61% | 58% | 48% | 58% | 62% | 9% | 68% | 47% | 54% | 74% | 60% | 58%a | 54% | 65% | 35% | - | 67% | 47% | 57% | 57% | 50% | 33% | 56% |
| I don't want to pay the licence fee | 50 | 3 | 4 | 3 | 2 | 7 | 5 | 5 | 2 | 9 | 2 | 7 | * | 42 | 41 | 3 | 3 | - | 2 | 8 | 9 | 13 | 30 | 5 | 17 |
| | 50% | 43% | 51% | 26% | 52% | 58% | 62% | 58% | 62% | 73% | 19% | 74% | 19% | 51% | 51% | 50% | 48% | - | 67% | 47% | 63% | 65% | 45% | 66% | 57% |
| I don't like the BBC | 46 | 6 | 3 | 3 | 1 | 7 | 3 | 5 | 3 | 5 | 7 | 2 | * | 35 | 41 | 2 | 1 | 1 | - | 4 | 8 | 11 | 28 | 4 | 15 |
| | 46% | 71% | 38% | 25% | 25% | 53% | 38% | 58% | 100% | 47% | 57% | 24% | 19% | 43% | 51%a | 32% | 18% | 51% | - | 24% | 56% | 54% | 42% | 65% | 51% |
| I don't trust the BBC | 32 | 4 | 3 | 2 | 1 | 9 | 7 | 1 | 1 | 3 | 6 | 1 | 1 | 25 | 28 | 2 | - | 1 | - | 3 | 7 | 12 | 16 | 3 | 15 |
| | 32%w | 55% | 37% | 17% | 25% | 9% | 77% | 16% | 30% | 28% | 48% | 13% | 59% | 30% | 35% | 34% | - | 49% | - | 17% | 47% | 60% | 23% | 47% | 50% |
| I can't find anything I like on the BBC | 29 | 1 | 4 | 2 | 2 | 5 | 5 | 1 | 1 | 3 | 1 | 4 | - | 27 | 25 | 1 | 2 | - | - | 3 | 4 | 8 | 17 | 1 | 9 |
| | 29% | 13% | 49% | 16% | 49% | 36% | 61% | 8% | 32% | 25% | 8% | 50% | - | 33% | 31% | 16% | 33% | - | - | 17% | 28% | 39% | 26% | 15% | 29% |
| NET: Watch elsewhere | 2 | - | - | - | - | 1 | - | 1 | - | - | - | - | - | 1 | 1 | - | 1 | - | - | 1 | - | - | 2 | - | - |
| | 2% | - | - | - | - | 8% | - | 8% | - | - | - | - | - | 1% | 1% | - | 17% | - | - | 6% | - | - | 2% | - | - |
| I watch/listen to BBC content on other services (e.g. YouTube) | 2 | - | - | - | - | 1 | - | 1 | - | - | - | - | - | 1 | 1 | - | 1 | - | - | 1 | - | - | 2 | - | - |
| | 2% | - | - | - | - | 8% | - | 8% | - | - | - | - | - | 1% | 1% | - | 17% | - | - | 6% | - | - | 2% | - | - |
| I watch BBC content on Britbox | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 11 | 1 | 1 | 2 | - | 2 | - | - | - | 1 | 3 | - | - | 10 | 10 | - | - | - | 1 | 1 | 2 | 3 | 5 | - | 4 |
| | 11% | 14% | 13% | 16% | - | 18% | - | - | - | 9% | 28% | - | - | 12% | 12% | - | - | - | 33% | 6% | 14% | 16% | 8% | - | 14% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 349
Q19. You said you never use any BBC services, why is this?
Base: All respondents who never use any BBC services

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 101 | 48 | 31 | 17 | 11 | 3 | 50 | 21 | 45 | 42 | 13 | 20 | 20 | 18 | 10 | 8 | 1 | 2 | 2 | - | - | - | 1 |
| Weighted base | 100* | 48* | 31* | 18** | 12** | 2** | 50* | 21** | 45* | 43* | 13** | 20** | 21** | 18** | 10** | 8** | 1** | 2** | 1** | ** | ** | ** | 1** |
| I prefer other services (e.g. Netflix, Spotify, other TV channels) | 53 | 25 | 18 | 12 | 4 | 1 | 27 | 8 | 24 | 24 | 8 | 11 | 10 | 8 | 5 | 7 | - | 1 | - | - | - | - | - |
| I don't want to pay the licence fee | 50 | 28 | 9 | 8 | 6 | 2 | 20 | 5 | 16 | 17 | 6 | 13 | 11 | 8 | 4 | 3 | - | - | 1 | - | - | - | - |
| I don't like the BBC | 46 | 23 | 10 | 9 | 6 | 1 | 21 | 7 | 18 | 17 | 7 | 10 | 12 | 9 | 2 | 2 | - | - | - | - | - | - | - |
| I don't trust the BBC | 32 | 18 | 10 | 7 | 3 | * | 14 | 4 | 12 | 14 | 6 | 9 | 6 | 5 | 1 | - | - | 1 | - | - | - | - | - |
| I can't find anything I like on the BBC | 29 | 12 | 10 | 9 | 2 | 1 | 16 | 4 | 15 | 14 | 3 | 6 | 5 | 6 | 1 | 2 | 1 | - | - | - | - | - | - |
| NET: Watch elsewhere | 2 | 1 | - | - | 1 | - | 1 | - | - | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - |
| I watch/ listen to BBC content on other services (e.g. YouTube) | 2 | 1 | - | - | 1 | - | 1 | - | - | 1 | 1 | - | - | 1 | - | - | - | - | - | - | - | - | - |
| I watch BBC content on Britbox | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 11 | 9 | 1 | 1 | 1 | - | 2 | 1 | 2 | 2 | 2 | 4 | - | 2 | - | 1 | - | - | - | - | - | - | 1 |
| | 11%g | 18%ag | 3% | 6% | 9% | - | 4% | 5% | 5% | 5% | 17% | 21% | - | 13% | - | 14% | - | - | - | - | - | - | 100% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 350
Q19. You said you never use any BBC services, why is this?
Base: All respondents who never use any BBC services

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 101 | - | 101 | - | 101 | - | 101 | 2 | 99 | - | 101 |
| Weighted base | 100* | ..** | 100* | ..** | 100* | ..** | 100* | 2** | 99* | ..** | 100* |
| I prefer other services (e.g. Netflix, Spotify, other TV channels) | 53 53% | - | 53 53% | - | 53 53% | - | 53 53% | - | 53 54% | - | 53 53% |
| I don't want to pay the licence fee | 50 50% | - | 50 50% | - | 50 50% | - | 50 50% | 1 39% | 50 50% | - | 50 50% |
| I don't like the BBC | 46 46% | - | 46 46% | - | 46 46% | - | 46 46% | 1 39% | 45 46% | - | 46 46% |
| I don't trust the BBC | 32 32% | - | 32 32% | - | 32 32% | - | 32 32% | 1 39% | 31 32% | - | 32 32% |
| I can't find anything I like on the BBC | 29 29% | - | 29 29% | - | 29 29% | - | 29 29% | - | 29 29% | - | 29 29% |
| NET: Watch elsewhere | 2 2% | - | 2 2% | - | 2 2% | - | 2 2% | 2 100% | - | - | 2 2% |
| I watch/ listen to BBC content on other services (e.g. YouTube) | 2 2% | - | 2 2% | - | 2 2% | - | 2 2% | 2 100% | - | - | 2 2% |
| I watch BBC content on Britbox | - | - | - | - | - | - | - | - | - | - | - |
| Other | 11 11% | - | 11 11% | - | 11 11% | - | 11 11% | - | 11 11% | - | 11 11% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 351
Q20. Before March 2020, when Covid-19 restrictions came into place, did you use any BBC services?
Base: All respondents who never use any BBC services

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|-----------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 101 | 46 | 55 | 12 | 18 | 28 | 22 | 9 | 6 | 5 | 1 | 30 | 19 | 47 | 31 | 12 | 12 | 19 | 28 | 20 | 34 | 47 | 54 |
| Weighted base | 100* | 44* | 56* | 12** | 17** | 29** | 21** | 11** | 4** | 5** | 1** | 29** | 18** | 47* | 31** | 11** | 12** | 18** | 29** | 22** | 31* | 48* | 53* |
| Yes | 9 | 3 | 6 | - | 1 | 4 | 3 | - | 1 | - | - | 1 | 1 | 5 | 3 | 1 | - | 1 | 3 | 5 | 1 | 4 | 5 |
| | 9% | 8% | 10% | - | 6% | 14% | 15% | - | 16% | - | - | 4% | 6% | 11% | 10% | 6% | - | 4% | 10% | 21% | 2% | 8% | 10% |
| No | 91 | 40 | 51 | 12 | 16 | 25 | 18 | 11 | 4 | 5 | 1 | 28 | 17 | 42 | 28 | 10 | 12 | 17 | 27 | 18 | 30 | 44 | 48 |
| | 91% | 92% | 90% | 100% | 94% | 86% | 85% | 100% | 84% | 100% | 100% | 96% | 94% | 89% | 90% | 94% | 100% | 96% | 90% | 79% | 98% | 92% | 90% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 352
Q20. Before March 2020, when Covid-19 restrictions came into place, did you use any BBC services?
Base: All respondents who never use any BBC services

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|-----------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 101 | 7 | 8 | 12 | 4 | 12 | 8 | 12 | 3 | 11 | 11 | 8 | 5 | 77 | 81 | 6 | 6 | 2 | 3 | 17 | 15 | 19 | 67 | 6 | 29 |
| Weighted base | 100* | 8** | 8** | 13** | 4** | 13** | 8** | 8** | 3** | 12** | 12** | 9** | 2** | 82* | 81* | 6** | 6** | 2** | 3** | 17** | 15** | 20** | 67* | 7** | 30** |
| Yes | 9 | - | - | 2 | 1 | 1 | - | 2 | - | - | 1 | 1 | - | 7 | 9 | - | - | - | - | - | 1 | 1 | 7 | 1 | 2 |
| | 9% | - | - | 18% | 25% | 8% | - | 26% | - | - | 10% | 13% | - | 8% | 11% | - | - | - | - | - | 5% | 4% | 11% | 18% | 6% |
| No | 91 | 8 | 8 | 11 | 3 | 12 | 8 | 6 | 3 | 12 | 11 | 8 | 2 | 76 | 72 | 6 | 6 | 2 | 3 | 17 | 14 | 19 | 59 | 6 | 28 |
| | 91% | 100% | 100% | 82% | 75% | 92% | 100% | 74% | 100% | 100% | 90% | 87% | 100% | 92% | 89% | 100% | 100% | 100% | 100% | 100% | 95% | 96% | 89% | 82% | 94% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 353
Q20. Before March 2020, when Covid-19 restrictions came into place, did you use any BBC services?
Base: All respondents who never use any BBC services

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|-----------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 101 | 48 | 31 | 17 | 11 | 3 | 50 | 21 | 45 | 42 | 13 | 20 | 20 | 18 | 10 | 8 | 1 | 2 | 2 | - | - | - | 1 |
| Weighted base | 100* | 48* | 31* | 18** | 12** | 2** | 50* | 21** | 45* | 43* | 13** | 20** | 21** | 18** | 10** | 8** | 1** | 2** | 1** | ** | ** | ** | 1** |
| Yes | 9 | 2 | 4 | 3 | 1 | - | 7 | 3 | 7 | 5 | 1 | 1 | 1 | 1 | 2 | 1 | - | - | 1 | - | - | - | - |
| | 9% | 4% | 13% | 17% | 10% | - | 14% | 15% | 16%a | 12% | 9% | 3% | 5% | 7% | 19% | 15% | - | - | 51% | - | - | - | - |
| No | 91 | 46 | 27 | 15 | 10 | 2 | 43 | 17 | 38 | 37 | 11 | 20 | 20 | 16 | 8 | 7 | 1 | 2 | 1 | - | - | - | 1 |
| | 91%i | 96% | 87% | 83% | 90% | 100% | 86% | 85% | 84% | 88% | 91% | 97% | 95% | 93% | 81% | 85% | 100% | 100% | 49% | - | - | - | 100% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 354
Q20. Before March 2020, when Covid-19 restrictions came into place, did you use any BBC services?
Base: All respondents who never use any BBC services

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|-----------------|---------------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 101 | - | 101 | - | 101 | - | 101 | 2 | 99 | - | 101 |
| Weighted base | 100* | .. | 100* | .. | 100* | .. | 100* | 2** | 99* | .. | 100* |
| Yes | 9 | - | 9 | - | 9 | - | 9 | - | 9 | - | 9 |
| | 9% | - | 9% | - | 9% | - | 9% | - | 9% | - | 9% |
| No | 91 | - | 91 | - | 91 | - | 91 | 2 | 90 | - | 91 |
| | 91% | - | 91% | - | 91% | - | 91% | 100% | 91% | - | 91% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 355
Q21. Why did you stop using the BBC?
Base: All respondents who have stopped using the BBC

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 9 | 3 | 6 | - | 1 | 4 | 3 | - | 1 | - | - | 1 | 1 | 5 | 3 | 1 | - | 1 | 3 | 4 | 1 | 4 | 5 |
| Weighted base | 9** | 3** | 6** | ** | 1** | 4** | 3** | ** | 1** | ** | ** | 1** | 1** | 5** | 3** | 1** | ** | 1** | 3** | 5** | 1** | 4** | 5** |
| Issues with the licence fee | 3 | - | 3 | - | 1 | - | 2 | - | - | - | - | 1 | 1 | 1 | 2 | - | - | - | 2 | 1 | - | 2 | 1 |
| | 38% | - | 62% | - | 100% | - | 77% | - | - | - | 100% | 100% | 20% | 77% | - | - | - | - | 75% | 26% | - | 61% | 23% |
| I moved house | 3 | - | 3 | - | 1 | - | 2 | - | - | - | 1 | 1 | 1 | 2 | - | - | - | - | 3 | - | - | 3 | - |
| | 33% | - | 53% | - | 100% | - | 61% | - | - | - | 100% | 100% | 20% | 61% | - | - | - | - | 100% | - | - | 80% | - |
| I did not watch the BBC much to begin with | 2 | - | 2 | - | - | 1 | 1 | - | - | - | - | - | - | 1 | 1 | - | - | 1 | - | 1 | - | 1 | 1 |
| | 21% | - | 35% | - | - | 17% | 39% | - | - | - | - | - | - | 14% | 39% | - | - | 100% | - | 26% | - | 20% | 23% |
| I prefer to use streaming services | 2 | - | 2 | - | - | - | 2 | - | - | - | - | - | - | 2 | - | - | - | - | 2 | - | - | 2 | - |
| | 21% | - | 34% | - | - | - | 61% | - | - | - | - | - | - | 61% | - | - | - | - | 64% | - | - | 51% | - |
| Poor coverage of Brexit | 2 | 1 | 1 | - | - | 1 | - | - | 1 | - | - | - | 1 | - | 1 | - | - | - | - | 1 | 1 | - | 2 |
| | 21% | 34% | 13% | - | - | 28% | - | - | 100% | - | - | - | 22% | - | 100% | - | - | - | - | 25% | 100% | - | 35% |
| Poor coverage of Covid 19/ pandemic | 2 | 1 | 1 | - | - | 1 | - | - | 1 | - | - | - | 1 | - | 1 | - | - | - | - | 1 | 1 | - | 2 |
| | 21% | 34% | 13% | - | - | 28% | - | - | 100% | - | - | - | 22% | - | 100% | - | - | - | - | 25% | 100% | - | 35% |
| They are biased | 2 | 1 | 1 | - | - | 1 | - | - | 1 | - | - | - | 1 | - | 1 | - | - | - | - | 1 | 1 | - | 2 |
| | 20% | 32% | 13% | - | - | 26% | - | - | 100% | - | - | - | 21% | - | 100% | - | - | - | - | 23% | 100% | - | 33% |
| Other answers | 4 | 2 | 1 | - | - | 3 | - | - | 1 | - | - | - | 3 | - | 1 | - | - | 1 | - | 2 | 1 | 1 | 3 |
| | 41% | 66% | 25% | - | - | 72% | - | - | 100% | - | - | - | 57% | - | 100% | - | - | 100% | - | 49% | 100% | 20% | 56% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 356
Q21. Why did you stop using the BBC?
Base: All respondents who have stopped using the BBC

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 9 | - | - | 2 | 1 | 1 | - | 3 | - | - | 1 | 1 | - | 6 | 9 | - | - | - | - | - | 1 | 1 | 7 | 1 | 2 |
| Weighted base | 9** | ** | ** | 2** | 1** | 1** | ** | 2** | ** | ** | 1** | 1** | ** | 7** | 9** | ** | ** | ** | ** | ** | 1** | 1** | 7** | 1** | 2** |
| Issues with the licence fee | 3 | - | - | 1 | - | 1 | - | - | - | - | - | 1 | - | 3 | 3 | - | - | - | - | - | - | - | 2 | 1 | 1 |
| | 38% | - | - | 50% | - | 100% | - | - | - | - | - | 100% | - | 50% | 38% | - | - | - | - | - | - | - | 31% | 100% | 63% |
| I moved house | 3 | - | - | - | - | 1 | - | 1 | - | - | - | 1 | - | 2 | 3 | - | - | - | - | - | - | - | 3 | - | - |
| | 33% | - | - | - | - | 100% | - | 34% | - | - | - | 100% | - | 32% | 33% | - | - | - | - | - | - | - | 41% | - | - |
| I did not watch the BBC much to begin with | 2 | - | - | 1 | - | - | - | 1 | - | - | - | - | - | 1 | 2 | - | - | - | - | - | - | - | 1 | 1 | 1 |
| | 21% | - | - | 50% | - | - | - | 34% | - | - | - | - | - | 18% | 21% | - | - | - | - | - | - | - | 10% | 100% | 63% |
| I prefer to use streaming services | 2 | - | - | - | - | - | - | 1 | - | - | - | 1 | - | 1 | 2 | - | - | - | - | - | - | - | 2 | - | - |
| | 21% | - | - | - | - | - | - | 34% | - | - | - | 100% | - | 17% | 21% | - | - | - | - | - | - | - | 28% | - | - |
| Poor coverage of Brexit | 2 | - | - | - | - | - | - | 1 | - | - | 1 | - | - | 1 | 2 | - | - | - | - | - | 1 | 1 | 1 | - | 1 |
| | 21% | - | - | - | - | - | - | 33% | - | - | 100% | - | - | 17% | 21% | - | - | - | - | - | 100% | 100% | 16% | - | 37% |
| Poor coverage of Covid 19/ pandemic | 2 | - | - | - | - | - | - | 1 | - | - | 1 | - | - | 1 | 2 | - | - | - | - | - | 1 | 1 | 1 | - | 1 |
| | 21% | - | - | - | - | - | - | 33% | - | - | 100% | - | - | 17% | 21% | - | - | - | - | - | 100% | 100% | 16% | - | 37% |
| They are biased | 2 | - | - | - | 1 | - | - | 1 | - | - | - | - | - | 1 | 2 | - | - | - | - | - | 1 | 1 | 1 | - | 1 |
| | 20% | - | - | - | 100% | - | - | 33% | - | - | - | - | - | 16% | 20% | - | - | - | - | - | 100% | 100% | 15% | - | 37% |
| Other answers | 4 | - | - | 1 | 1 | - | - | 1 | - | - | - | - | - | 2 | 4 | - | - | - | - | - | 1 | 1 | 3 | - | 1 |
| | 41% | - | - | 50% | 100% | - | - | 66% | - | - | - | - | - | 33% | 41% | - | - | - | - | - | 100% | 100% | 42% | - | 37% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 357
Q21. Why did you stop using the BBC?
Base: All respondents who have stopped using the BBC

| | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 9 | 2 | 4 | 3 | 1 | 7 | 3 | 7 | 5 | 1 | 1 | 1 | 1 | 2 | 1 | - | - | 1 | - | - | - | - |
| Weighted base | 9** | 2** | 4** | 3** | 1** | 7** | 3** | 7** | 5** | 1** | 1** | 1** | 1** | 2** | 1** | ** | ** | 1** | ** | ** | ** | ** |
| Issues with the licence fee | 3 | 1 | 1 | 1 | 1 | 2 | - | 2 | 2 | - | - | 1 | 1 | 1 | - | - | - | - | - | - | - | - |
| I moved house | 3 | 1 | 2 | 1 | - | 2 | - | 2 | 2 | - | - | 1 | 1 | 1 | - | - | - | - | - | - | - | - |
| I did not watch the BBC much to begin with | 2 | - | - | 1 | 1 | 2 | 1 | 2 | 1 | - | - | - | - | 1 | - | - | - | 1 | - | - | - | - |
| I prefer to use streaming services | 2 | - | 2 | 1 | - | 2 | - | 2 | 2 | - | - | - | 1 | 1 | - | - | - | - | - | - | - | - |
| Poor coverage of Brexit | 2 | 1 | 1 | - | - | 1 | 1 | 1 | 1 | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - |
| Poor coverage of Covid 19/ pandemic | 2 | 1 | 1 | - | - | 1 | 1 | 1 | 1 | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - |
| They are biased | 2 | 1 | 1 | 1 | - | 1 | - | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other answers | 4 | 1 | 1 | 1 | - | 3 | 2 | 3 | 1 | - | 1 | - | - | - | 1 | - | 1 | - | - | - | - | - |
| | 41% | 40% | 26% | 36% | - | 41% | 62% | 41% | 20% | - | 100% | - | - | - | 100% | - | 100% | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 358

Q21. Why did you stop using the BBC?**Base: All respondents who have stopped using the BBC**

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 9 | - | 9 | - | 9 | - | 9 | - | 9 | - | 9 |
| Weighted base | 9** | ..** | 9** | ..** | 9** | ..** | 9** | ..** | 9** | ..** | 9** |
| Issues with the licence fee | 3 38% | - | 3 38% | - | 3 38% | - | 3 38% | - | 3 38% | - | 3 38% |
| I moved house | 3 33% | - | 3 33% | - | 3 33% | - | 3 33% | - | 3 33% | - | 3 33% |
| I did not watch the BBC much to begin with | 2 21% | - | 2 21% | - | 2 21% | - | 2 21% | - | 2 21% | - | 2 21% |
| I prefer to use streaming services | 2 21% | - | 2 21% | - | 2 21% | - | 2 21% | - | 2 21% | - | 2 21% |
| Poor coverage of Brexit | 2 21% | - | 2 21% | - | 2 21% | - | 2 21% | - | 2 21% | - | 2 21% |
| Poor coverage of Covid 19/ pandemic | 2 21% | - | 2 21% | - | 2 21% | - | 2 21% | - | 2 21% | - | 2 21% |
| They are biased | 2 20% | - | 2 20% | - | 2 20% | - | 2 20% | - | 2 20% | - | 2 20% |
| Other answers | 4 41% | - | 4 41% | - | 4 41% | - | 4 41% | - | 4 41% | - | 4 41% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Table 359

Q22. The BBC is a public service broadcaster and has a duty to provide content that informs, educates and entertains licence fee payers. Thinking about your experience of the BBC across TV, radio and online over the past year since the start of the Covid-19 restrictions, how well or badly do you think the BBC does at...?

Summary

Base: All respondents who ever use any BBC services

| | | Aspects | | |
|------------------------|------|---|---|---|
| | | Providing informative programmes and content (this includes news and current affairs) | Providing educational and learning programmes and content (this includes documentaries as well as children's educational content) | Providing entertaining programmes and content |
| Unweighted base | | 2051 | 2051 | 2051 |
| Weighted base | | 2052 | 2052 | 2052 |
| NET: Well | | 1363 66% | 1243 61% | 1279 62% |
| Very well | (+2) | 576 28% | 517 25% | 464 23% |
| Quite well | (+1) | 787 38% | 726 35% | 815 40% |
| Neither well nor badly | (0) | 345 17% | 337 16% | 394 19% |
| Quite badly | (-1) | 116 6% | 55 3% | 180 9% |
| Very badly | (-2) | 108 5% | 62 3% | 99 5% |
| NET: Badly | | 224 11% | 117 6% | 279 14% |
| Don't know | | 119 6% | 355 17% | 101 5% |
| Mean | | 0.63 | 0.93 | 0.70 |
| Standard deviation | | 1.09 | 0.98 | 1.08 |
| Standard error | | 0.02 | 0.02 | 0.02 |

Ofcom BBC COVID Research
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Absolutes/col percents

Table 360

Q22. The BBC is a public service broadcaster and has a duty to provide content that informs, educates and entertains licence fee payers. Thinking about your experience of the BBC across TV, radio and online over the past year since the start of the Covid-19 restrictions, how well or badly do you think the BBC does at...?

Providing informative programmes and content (this includes news and current affairs)

Base: All respondents who ever use any BBC services

| | Gender | | | Age | | | | | | | | | | | | SEG | | | | | | | |
|----------------------------|--------------------------------|---------------|----------------|--|------------------------------|-------------------------------|--------------------------|-------------------------------|-------------------------------|---|--|---|--------------------------------------|------------------------------|--|---|--------------------------------------|----------------|---------------|---------------|--------------|----------------|---------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2051 | 1061 | 981 | 141 | 206 | 303 | 308 | 311 | 309 | 256 | 217 | 347 | 241 | 544 | 619 | 782 | 158 | 607 | 569 | 374 | 498 | 1176 | 872 |
| Weighted base | 2052 | 1028 | 1015 | 129 | 198 | 315 | 300 | 335 | 307 | 250 | 216 | 328 | 232 | 547 | 636 | 773 | 145 | 568 | 578 | 412 | 490 | 1146 | 902 |
| NET: Well | 1363 | 668 | 689 | 90 | 132 | 191 | 203 | 224 | 202 | 174 | 148 | 222 | 159 | 350 | 427 | 524 | 101 | 405 | 398 | 247 | 312 | 803 | 559 |
| | 66%fTW | 65% | 68% | 69% | 67% | 61% | 67% | 67% | 66% | 70%f | 69% | 68% | 69% <i>n</i> | 64% | 67% | 68%f | 70%f | 71% <i>ATU</i> | 69% <i>T</i> | 60% | 64% | 70% <i>AW</i> | 62% |
| Very well (+2) | 576 | 275 | 299 | 40 | 45 | 60 | 90 | 91 | 102 | 82 | 66 | 85 | 62 | 122 | 181 | 250 | 46 | 189 | 161 | 101 | 124 | 350 | 225 |
| | 28% <i>FNW</i> | 27% | 29% | 31% <i>F_n</i> | 23% | 19% | 30% <i>F_n</i> | 27% <i>f</i> | 33% <i>aeF_N</i> | 33% <i>eFN</i> | 31% <i>F_n</i> | 26% <i>f</i> | 27% <i>E_{f_n}</i> | 22% <i>f</i> | 28% <i>F_n</i> | 32% <i>AeF_N</i> | 32% <i>F_n</i> | 33% <i>ATU</i> | 28% | 25% | 25% | 31% <i>AW</i> | 25% |
| Quite well (+1) | 787 | 393 | 391 | 50 | 87 | 131 | 112 | 134 | 100 | 92 | 82 | 136 | 98 | 228 | 246 | 274 | 56 | 216 | 237 | 146 | 188 | 454 | 334 |
| | 38% <i>ip</i> | 38% | 38% | 38% | 44% <i>ip</i> | 42% <i>i</i> | 37% | 40% | 33% | 37% | 38% | 42% <i>i</i> | 42% <i>i</i> | 42% <i>ip</i> | 39% | 35% | 39% | 38% | 41% | 35% | 38% | 40% | 37% |
| Neither well nor badly (0) | 345 | 172 | 172 | 10 | 34 | 69 | 51 | 52 | 58 | 35 | 36 | 44 | 37 | 105 | 104 | 128 | 13 | 82 | 91 | 84 | 88 | 172 | 172 |
| | 17% <i>DQv</i> | 17% | 17% | 8% | 17% <i>d_{iq}</i> | 22% <i>aD_h</i> | 17% <i>d_q</i> | 16% <i>d</i> | 19% <i>DQ</i> | 14% | 17% <i>d_q</i> | 14% <i>d_q</i> | 16% <i>d_q</i> | 19% <i>DLQ</i> | 16% <i>d_q</i> | 17% <i>d_q</i> | 9% | 14% | 16% | 20% <i>ar</i> | 18% | 15% | 19% <i>av</i> |
| Quite badly (-1) | 116 | 71 | 44 | 4 | 9 | 10 | 16 | 24 | 18 | 23 | 13 | 13 | 11 | 21 | 39 | 53 | 5 | 36 | 29 | 24 | 27 | 65 | 51 |
| | 6% <i>cf_n</i> | 7% <i>ac</i> | 4% | 3% | 5% | 3% | 5% | 7% <i>f</i> | 6% | 9% <i>adFI_{Nq}</i> | 6% | 4% | 5% | 4% | 6% | 7% <i>f_n</i> | 3% | 6% | 5% | 6% | 5% | 6% | 6% |
| Very badly (-2) | 108 | 73 | 34 | 2 | 5 | 14 | 13 | 24 | 21 | 14 | 15 | 7 | 5 | 19 | 37 | 49 | 2 | 26 | 29 | 29 | 23 | 55 | 52 |
| | 5% <i>CeLM_{nq}</i> | 7% <i>AC</i> | 3% | 2% | 2% | 5% | 4% | 7% <i>deLM_{nq}</i> | 7% <i>deLM_{nq}</i> | 6% <i>lm</i> | 7% <i>deLM_{nq}</i> | 2% | 2% | 3% | 6% <i>Lm_q</i> | 6% <i>deLM_{nq}</i> | 2% | 5% | 5% | 7% | 5% | 5% | 6% |
| NET: Badly | 224 | 144 | 78 | 6 | 14 | 24 | 29 | 48 | 39 | 37 | 27 | 20 | 16 | 40 | 76 | 103 | 7 | 62 | 58 | 53 | 50 | 120 | 103 |
| | 11% <i>CdL_{mNq}</i> | 14% <i>AC</i> | 8% | 5% | 7% | 8% | 10% | 14% <i>DefLMN_q</i> | 13% <i>defLm_{nq}</i> | 15% <i>aDe_{fLMN_q}</i> | 13% <i>d_{lm_{nq}}</i> | 6% | 7% | 7% | 12% <i>dL_{m_{nq}}</i> | 13% <i>ADe_{fLMN_q}</i> | 5% | 11% | 10% | 13% | 10% | 10% | 11% |
| Don't know | 119 | 43 | 75 | 23 | 18 | 31 | 18 | 11 | 9 | 4 | 5 | 41 | 20 | 51 | 29 | 18 | 23 | 20 | 31 | 28 | 41 | 51 | 68 |
| | 6%B _{HJk} <i>kPRV</i> | 4% | 7% <i>AB</i> | 18%Ae _{F_{gHJk}<i>OP</i>} | 9% <i>aHI_{JkOP}</i> | 10% <i>AHI_{JkOP}</i> | 6% <i>jkP</i> | 3% | 3% | 2% | 2% | 13%Ae _{G_{HJK}<i>oP</i>} | 8% <i>h_{Jk}</i> <i>oP</i> | 9% <i>AHI_{JkOP}</i> | 5% <i>p</i> | 2% | 16%A _{GHI_{JkMnOP}} | 3% | 5% | 7% <i>r</i> | 8% <i>AR</i> | 4% | 8% <i>AV</i> |
| Mean | 0.83 <i>Bt_w</i> | 0.74 | 0.93 <i>AB</i> | 1.14 <i>Ae_{FgHJkImNOP}</i> | 0.88 | 0.75 | 0.89 | 0.75 | 0.82 | 0.84 | 0.82 | 0.98 <i>ae_{FhNop}</i> | 0.94 <i>ef_{hn}</i> | 0.83 <i>f</i> | 0.81 | 0.82 | 1.13 <i>Ae_{FgHJkImNOP}</i> | 0.92 <i>aT</i> | 0.86 <i>t</i> | 0.70 | 0.81 | 0.89 <i>AW</i> | 0.76 |
| Standard deviation | 1.09 | 1.16 | 1.01 | 0.90 | 0.94 | 0.99 | 1.06 | 1.16 | 1.17 | 1.16 | 1.15 | 0.93 | 0.94 | 0.97 | 1.12 | 1.16 | 0.90 | 1.08 | 1.06 | 1.15 | 1.07 | 1.07 | 1.11 |
| Standard error | 0.02 | 0.04 | 0.03 | 0.08 | 0.07 | 0.06 | 0.06 | 0.07 | 0.07 | 0.07 | 0.08 | 0.05 | 0.06 | 0.04 | 0.05 | 0.04 | 0.08 | 0.04 | 0.05 | 0.06 | 0.05 | 0.03 | 0.04 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



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Absolutes/col percents

Table 361

Q22. The BBC is a public service broadcaster and has a duty to provide content that informs, educates and entertains licence fee payers. Thinking about your experience of the BBC across TV, radio and online over the past year since the start of the Covid-19 restrictions, how well or badly do you think the BBC does at...?
Providing informative programmes and content (this includes news and current affairs)

Base: All respondents who ever use any BBC services

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2051 | 154 | 72 | 201 | 162 | 171 | 136 | 141 | 177 | 259 | 264 | 163 | 151 | 1605 | 1825 | 41 | 93 | 42 | 23 | 199 | 223 | 318 | 1495 | 171 | 512 |
| Weighted base | 2052 | 164 | 78* | 224 | 168 | 181 | 142 | 99 | 190 | 268 | 290 | 185 | 63 | 1725 | 1819 | 43* | 96* | 43* | 24** | 206 | 230 | 317 | 1494 | 169 | 513 |
| NET: Well | 1363 | 105 | 57 | 153 | 105 | 131 | 80 | 68 | 119 | 179 | 201 | 120 | 45 | 1145 | 1217 | 29 | 57 | 31 | 12 | 129 | 129 | 204 | 1020 | 103 | 317 |
| | 66%GUy | 64% | 74%g | 68%g | 62% | 72%G | 56% | 69%g | 63% | 67%g | 70%G | 65% | 72%G | 66%G | 67% | 68% | 59% | 72% | 51% | 63% | 56% | 64%u | 68%AUy | 61% | 62%u |
| Very well | (+2) | 576 | 41 | 21 | 64 | 44 | 49 | 37 | 31 | 53 | 73 | 89 | 53 | 21 | 484 | 523 | 14 | 22 | 12 | 3 | 51 | 61 | 104 | 412 | 47 |
| | 28% | 25% | 28% | 29% | 26% | 27% | 26% | 31% | 28% | 27% | 31% | 29% | 33% | 28% | 29% | 32% | 23% | 29% | 12% | 25% | 27% | 33% | 28% | 28% | 30% |
| Quite well | (+1) | 787 | 64 | 36 | 89 | 61 | 82 | 43 | 37 | 66 | 106 | 112 | 67 | 24 | 661 | 694 | 15 | 34 | 19 | 9 | 78 | 68 | 101 | 608 | 57 |
| | 38%gUVY | 39% | 46%g | 40% | 36% | 45%Gi | 30% | 38% | 35% | 39% | 39% | 36% | 39% | 38%g | 38% | 36% | 36% | 43% | 39% | 38% | 30% | 32% | 41%AUVY | 34% | 32% |
| Neither well nor badly | (0) | 345 | 32 | 12 | 42 | 31 | 25 | 25 | 16 | 36 | 43 | 40 | 36 | 8 | 289 | 300 | 5 | 25 | 7 | 5 | 42 | 56 | 59 | 239 | 30 |
| | 17% | 20% | 15% | 19% | 19% | 14% | 17% | 17% | 19% | 16% | 14% | 20% | 12% | 17% | 17% | 12% | 26%ao | 16% | 20% | 21% | 24%AvWY | 19% | 16% | 18% | 19% |
| Quite badly | (-1) | 116 | 10 | 1 | 14 | 11 | 8 | 9 | 4 | 10 | 13 | 18 | 12 | 5 | 97 | 107 | 1 | 3 | 1 | 1 | 6 | 15 | 17 | 81 | 12 |
| | 6% | 6% | 1% | 6% | 7% | 4% | 7% | 4% | 4% | 6% | 5% | 6% | 7% | 7%c | 6% | 6% | 2% | 3% | 3% | 4% | 6% | 6% | 5% | 5% | 7% |
| Very badly | (-2) | 108 | 6 | 3 | 7 | 11 | 6 | 14 | 6 | 15 | 16 | 13 | 9 | 2 | 94 | 96 | 3 | 3 | 1 | 3 | 11 | 14 | 20 | 71 | 11 |
| | 5% | 4% | 4% | 3% | 7% | 3% | 10%abDf | 6% | 8%df | 6% | 6% | 5% | 5% | 3% | 5% | 5% | 8% | 3% | 2% | 14% | 6% | 6% | 5% | 7% | 7% |
| NET: Badly | 224 | 16 | 4 | 21 | 23 | 13 | 23 | 9 | 26 | 29 | 31 | 21 | 7 | 191 | 203 | 4 | 6 | 2 | 4 | 17 | 29 | 37 | 152 | 23 | 65 |
| | 11% | 10% | 5% | 9% | 14% | 7% | 16%acfn | 9% | 14% | 11% | 11% | 10% | 11% | 11% | 11% | 10% | 7% | 5% | 18% | 8% | 12% | 12% | 10% | 14% | 13% |
| Don't know | 119 | 11 | 5 | 8 | 9 | 12 | 14 | 6 | 9 | 18 | 17 | 7 | 3 | 100 | 99 | 4 | 8 | 3 | 2 | 18 | 16 | 17 | 83 | 13 | 32 |
| | 6%o | 6% | 6% | 3% | 5% | 7% | 10%adln | 6% | 5% | 7% | 6% | 4% | 5% | 6% | 5% | 10% | 8% | 7% | 10% | 9% | 7% | 5% | 6% | 7% | 6% |
| Mean | 0.83g | 0.80 | 0.98 | 0.88 | 0.72 | 0.95g | 0.63 | 0.90 | 0.73 | 0.83 | 0.90g | 0.81 | 0.96g | 0.83g | 0.84 | 0.93 | 0.78 | 1.00 | 0.35 | 0.81 | 0.69 | 0.83 | 0.86u | 0.74 | 0.78 |
| Standard deviation | 1.09 | 1.04 | 0.95 | 1.01 | 1.15 | 0.96 | 1.27 | 1.09 | 1.19 | 1.10 | 1.08 | 1.10 | 1.05 | 1.10 | 1.10 | 1.18 | 0.99 | 0.92 | 1.27 | 1.06 | 1.15 | 1.16 | 1.06 | 1.18 | 1.17 |
| Standard error | 0.02 | 0.09 | 0.12 | 0.07 | 0.09 | 0.08 | 0.12 | 0.09 | 0.09 | 0.07 | 0.07 | 0.09 | 0.03 | 0.03 | 0.19 | 0.11 | 0.15 | 0.28 | 0.08 | 0.08 | 0.07 | 0.03 | 0.09 | 0.05 | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 362

Q22. The BBC is a public service broadcaster and has a duty to provide content that informs, educates and entertains licence fee payers. Thinking about your experience of the BBC across TV, radio and online over the past year since the start of the Covid-19 restrictions, how well or badly do you think the BBC does at...? Providing informative programmes and content (this includes news and current affairs)

Base: All respondents who ever use any BBC services

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------|--------------------------|---------------------|----------------------|-------------------|---------------------|--------------------------|------------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2051 | 1446 | 334 | 200 | 124 | 12 | 593 | 235 | 533 | 509 | 97 | 274 | 384 | 388 | 320 | 172 | 83 | 62 | 41 | 29 | 31 | 20 | 37 |
| Weighted base | 2052 | 1442 | 332 | 203 | 123 | 13** | 597 | 237 | 536 | 509 | 99* | 279 | 395 | 396 | 327 | 163 | 81* | 62* | 37* | 26** | 28** | 15** | 31* |
| NET: Well | 1363 66% | 961 67% | 220 66% | 141 70% | 83 68% | 4 34% | 398 67% | 154 65% | 356 66% | 345 68% | 63 63% | 171 61% | 254 64% | 263 66% | 219 67% | 112 68% | 58 71% | 44 72% | 30 82%aklmn | 20 76% | 26 91% | 11 76% | 25 82%aklm |
| Very well | (+2) 576 28% | 416 29% | 93 28% | 57 28% | 31 25% | 1 8% | 159 27% | 62 26% | 145 27% | 141 28% | 21 21% | 73 26% | 112 28% | 112 28% | 91 28% | 42 26% | 31 38%kl | 17 28% | 12 32% | 10 36% | 12 43% | 5 32% | 10 33% |
| Quite well | (+1) 787 38% | 544 38% | 127 38% | 84 41% | 52 42% | 3 26% | 240 40% | 92 39% | 211 39% | 204 40% | 41 42% | 98 35% | 142 36% | 151 38% | 128 39% | 70 43% | 27 33% | 27 44% | 19 51% | 10 39% | 13 48% | 7 44% | 15 49% |
| Neither well nor badly | (0) 345 17% | 249 17% | 49 15% | 30 15% | 16 13% | 2 16% | 94 16% | 45 19% | 88 19% | 72 14% | 19 19% | 50 18% | 73 18% | 78 20% | 49 15% | 28 17% | 13 16% | 6 9% | 4 9% | 3 13% | 1 4% | 2 14% | 2 7% |
| Quite badly | (-1) 116 6%gHi | 91 6%acgH i | 11 3% | 7 4% | 9 8%cgH j | 2 18% | 22 4%h | 4 2% | 19 3% | 20 4% | 5 5% | 16 6% | 25 6% | 18 5% | 27 8%an | 6 4% | 2 2% | 7 11%npqs | - - | 2 6% | * 1% | * 3% | 1 2% |
| Very badly | (-2) 108 5% | 80 6% | 11 3% | 9 4% | 8 6% | 1 9% | 27 4%i | 8 4% | 21 4% | 22 4% | 7 7% | 20 7% | 20 5% | 22 6% | 16 5% | 5 3% | 5 6% | 2 4% | 1 3% | 1 5% | - - | - - | 1 3% |
| NET: Badly | 224 11%cgH ij | 171 12%acgH j | 23 7% | 16 8% | 17 14%cdg Hij | 3 26% | 49 8%hi | 13 5% | 40 7% | 42 8% | 12 12% | 36 13%p | 45 11% | 40 10% | 43 13%p | 11 7% | 7 8% | 9 15% | 1 3% | 3 11% | * 1% | * 3% | 2 6% |
| Don't know | 119 6%B | 61 4% | 40 12%ABde gij | 15 8%b | 6 5% | 3 23% | 55 9%AB | 25 10%AB | 53 10%AB | 50 10%ABe | 5 6% | 22 8%n | 24 6% | 16 4% | 16 5% | 13 8% | 4 5% | 2 3% | 2 6% | - - | 1 4% | 1 8% | 2 5% |
| Mean | 0.83 | 0.82 | 0.96ab | 0.93 | 0.77 | 0.11 | 0.89 | 0.92 | 0.91 | 0.92 | 0.69 | 0.73 | 0.81 | 0.82 | 0.81 | 0.92 | 1.00 | 0.85 | 1.15kl | 0.96 | 1.38 | 1.14 | 1.13 |
| Standard deviation | 1.09 | 1.11 | 1.00 | 1.02 | 1.13 | 1.27 | 1.03 | 0.97 | 1.01 | 1.03 | 1.11 | 1.17 | 1.10 | 1.09 | 1.11 | 0.95 | 1.11 | 1.09 | 0.83 | 1.12 | 0.65 | 0.80 | 0.92 |
| Standard error | 0.02 | 0.03 | 0.06 | 0.08 | 0.10 | 0.42 | 0.04 | 0.07 | 0.05 | 0.05 | 0.12 | 0.07 | 0.06 | 0.06 | 0.06 | 0.08 | 0.12 | 0.14 | 0.13 | 0.21 | 0.12 | 0.18 | 0.16 |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 363

Q22. The BBC is a public service broadcaster and has a duty to provide content that informs, educates and entertains licence fee payers. Thinking about your experience of the BBC across TV, radio and online over the past year since the start of the Covid-19 restrictions, how well or badly do you think the BBC does at...?

Providing informative programmes and content (this includes news and current affairs)

Base: All respondents who ever use any BBC services

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------|--------------|---------------|-----------|--------------------|-----------|-----------------|-----------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2051 | 1983 | 68 | 1447 | 604 | 1482 | 569 | 2051 | - | 2051 | - |
| Weighted base | 2052 | 1985 | 67* | 1440 | 611 | 1468 | 584 | 2052 | -** | 2052 | -** |
| NET: Well | 1363 | 1343 | 21 | 1042 | 322 | 1083 | 280 | 1363 | - | 1363 | - |
| | | 66%CEG | 68%AC | 31% | 72%AE | 53% | 74%AG | 48% | 66% | - | 66% |
| Very well | (+2) | 576 | 567 | 9 | 461 | 115 | 478 | 98 | 576 | - | 576 |
| | | 28%CEG | 29%aC | 14% | 32%AE | 19% | 33%AG | 17% | 28% | - | 28% |
| Quite well | (+1) | 787 | 776 | 11 | 581 | 206 | 605 | 183 | 787 | - | 787 |
| | | 38%CEG | 39%AC | 17% | 40%AE | 34% | 41%AG | 31% | 38% | - | 38% |
| Neither well nor badly | (0) | 345 | 329 | 16 | 215 | 130 | 210 | 135 | 345 | - | 345 |
| | | 17%DF | 17% | 24% | 15% | 21%AD | 14% | 23%AF | 17% | - | 17% |
| Quite badly | (-1) | 116 | 110 | 6 | 83 | 33 | 73 | 43 | 116 | - | 116 |
| | | 6%f | 6% | 8% | 6% | 5% | 5% | 7%af | 6% | - | 6% |
| Very badly | (-2) | 108 | 97 | 11 | 59 | 49 | 54 | 54 | 108 | - | 108 |
| | | 5%BDF | 5% | 17%AB | 4% | 8%AD | 4% | 9%AF | 5% | - | 5% |
| NET: Badly | 224 | 207 | 17 | 142 | 82 | 127 | 97 | 224 | - | 224 | |
| | | 11%BdF | 10% | 25%AB | 10% | 13%ad | 9% | 17%AF | 11% | - | 11% |
| Don't know | 119 | 106 | 13 | 41 | 78 | 48 | 72 | 119 | - | 119 | |
| | | 6%BDF | 5% | 20%AB | 3% | 13%AD | 3% | 12%AF | 6% | - | 6% |
| Mean | G | 0.83CE | 0.85AC | 0.03 | 0.93AE | 0.57 | 0.97AG | 0.44 | 0.83 | - | 0.83 |
| Standard deviation | | 1.09 | 1.07 | 1.37 | 1.05 | 1.16 | 1.02 | 1.20 | 1.09 | - | 1.09 |
| Standard error | | 0.02 | 0.02 | 0.19 | 0.03 | 0.05 | 0.03 | 0.05 | 0.02 | - | 0.02 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

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Q22. The BBC is a public service broadcaster and has a duty to provide content that informs, educates and entertains licence fee payers. Thinking about your experience of the BBC across TV, radio and online over the past year since the start of the Covid-19 restrictions, how well or badly do you think the BBC does at...?
Providing educational and learning programmes and content (this includes documentaries as well as children's educational content)
Base: All respondents who ever use any BBC services

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|------------------------|-----------|--------------|------------|-------------------------|------------------------|-----------------|--------------|-----------|---------------|-----------|---------------|-----------------|-------------|-------------|---------------|--------------|-------------------------|-------------------------|-------------|--------|--------|----------|----------|-------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) | |
| Unweighted base | 2051 | 1061 | 981 | 141 | 206 | 303 | 308 | 311 | 309 | 256 | 217 | 347 | 241 | 544 | 619 | 782 | 158 | 607 | 569 | 374 | 498 | 1176 | 872 | |
| Weighted base | 2052 | 1028 | 1015 | 129 | 198 | 315 | 300 | 335 | 307 | 250 | 216 | 328 | 232 | 547 | 636 | 773 | 145 | 568 | 578 | 412 | 490 | 1146 | 902 | |
| NET: Well | 1243 | 612 | 626 | 94 | 115 | 174 | 187 | 205 | 191 | 157 | 119 | 210 | 144 | 318 | 392 | 468 | 105 | 384 | 360 | 243 | 255 | 744 | 498 | |
| | 61%fUW | 60% | 62% | 73%AEF ghjKL mNoP | 58% | 55% | 62% | 61% | 62% | 63% | 55% | 64%EFk n | 62%E | 58% | 62% | 61% | 73%AEF ghjKL mNoP | 68%ATU | 62%U | 59%u | 52% | 65%AW | 55% | |
| Very well | (+2) | 517 | 239 | 276 | 36 | 45 | 63 | 79 | 85 | 85 | 78 | 47 | 22% | 59 | 122 | 164 | 210 | 158 | 162 | 148 | 106 | 100 | 310 | 206 |
| | | 25%bFU w | 23% | 27%ab | 28% | 22% | 20% | 26% | 25% | 28%f | 31%aeF kN | 22% | 26%E | 22% | 26% | 27%fk | 30%fn | 29%aU | 26%u | 26% | 20% | 27%aw | 23% | |
| Quite well | (+1) | 726 | 374 | 350 | 59 | 71 | 111 | 108 | 120 | 106 | 79 | 72 | 130 | 85 | 196 | 228 | 258 | 62 | 221 | 212 | 136 | 156 | 433 | 292 |
| | | 35%w | 36% | 34% | 45%afi JknoP | 36% | 35% | 36% | 36% | 35% | 32% | 33% | 40%p | 37% | 36% | 36% | 33% | 43%ajp | 39%au | 37% | 33% | 32% | 38%aw | 32% |
| Neither well nor badly | (0) | 337 | 181 | 154 | 16 | 44 | 65 | 55 | 52 | 39 | 28 | 38 | 60 | 46 | 111 | 106 | 105 | 19 | 81 | 83 | 73 | 99 | 164 | 172 |
| | | 16%jPV | 18% | 15% | 13% | 22%adi JlmPq | 21%aiJ P | 18%ej | 15% | 13% | 11% | 18%jp | 18%dj pq | 20%Up | 20%Adl JPq | 17%j | 14% | 13% | 14% | 14% | 18% | 20%ars | 14% | 19%AV |
| Quite badly | (-1) | 55 | 36 | 19 | - | 4 | 9 | 10 | 12 | 6 | 9 | 4 | 4 | 4 | 14 | 23 | 19 | - | 14 | 14 | 9 | 18 | 28 | 27 |
| | | 3%cq | 3%ac | 2% | - | 2% | 3%dq | 3%edq | 4%edq | 2% | 4%edq | 2% | 1% | 2% | 2% | 4%dlq | 2% | - | 2% | 2% | 2% | 4% | 2% | 3% |
| Very badly | (-2) | 62 | 45 | 17 | - | 2 | 14 | 7 | 17 | 9 | 5 | 6 | 2 | 2 | 17 | 24 | 21 | - | 11 | 20 | 20 | 10 | 31 | 30 |
| | | 3%CdLm q | 4%AC | 2% | - | 1% | 5%deLm nQ | 2% | 5%adeL mQ | 3%dlq | 2% | 3%dlq | 1% | 1% | 3%deLM q | 4%DLmq | 3%lq | - | 2% | 3% | 5%aru | 2% | 3% | 3% |
| NET: Badly | | 117 | 80 | 36 | - | 7 | 24 | 17 | 29 | 15 | 14 | 10 | 7 | 7 | 30 | 47 | 40 | - | 25 | 33 | 29 | 28 | 59 | 57 |
| | | 6%CDLm Q | 8%AC | 4% | - | 3%dq | 8%DLmn Q | 6%DIQ | 9%aDeL MpQ | 5%DIQ | 6%DIQ | 5%dQ | 2% | 3%q | 6%DLMQ mQ | 7%aDeL mQ | 5%DIQ | - | 4% | 6% | 7% | 6% | 5% | 6% |
| Don't know | | 355 | 154 | 199 | 18 | 32 | 53 | 42 | 49 | 61 | 51 | 48 | 51 | 34 | 87 | 91 | 160 | 20 | 78 | 102 | 67 | 108 | 180 | 175 |
| | | 17%BoR v | 15% | 20%aB | 14% | 16% | 17% | 14% | 15% | 20%o | 20%o | 22%agh lmnOq | 15% | 15% | 16% | 14% | 21%Agh lmnO | 14% | 14% | 18% | 16% | 22%ARt | 16% | 19%av |
| Mean | | 0.93BF uW | 0.83 | 1.04AB | 1.17AE FgHKLm NO | 0.91 | 0.76 | 0.93 | 0.85 | 1.02Fn | 1.08aF hNo | 0.90 | 1.02eF N | 0.99EF N | 0.86f | 0.89 | 1.01aF In | 1.19AE FGHKLm NOp | 1.04At U | 0.96 | 0.87 | 0.83 | 1.00AW | 0.85 |
| Standard deviation | | 0.98 | 1.04 | 0.90 | 0.67 | 0.87 | 1.03 | 0.96 | 1.08 | 0.97 | 0.98 | 0.97 | 0.80 | 0.86 | 0.97 | 1.02 | 0.97 | 0.69 | 0.90 | 0.98 | 1.07 | 0.95 | 0.94 | 1.01 |
| Standard error | | 0.02 | 0.03 | 0.03 | 0.06 | 0.07 | 0.07 | 0.06 | 0.07 | 0.06 | 0.07 | 0.07 | 0.05 | 0.06 | 0.05 | 0.04 | 0.04 | 0.06 | 0.04 | 0.05 | 0.06 | 0.05 | 0.03 | 0.04 |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
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Absolutes/col percents

Table 365
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Providing educational and learning programmes and content (this includes documentaries as well as children's educational content)
Base: All respondents who ever use any BBC services

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | | |
|------------------------|-------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|---------------------|---------------------|------------|----------------|----------------|------------------------|---------------------|-------------|------------|-----------------|-----------|-------------------|--------------------------------|----------------------|------------------------|-------------|--------------------|-------------------|-------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) | |
| Unweighted base | 2051 | 154 | 72 | 201 | 162 | 171 | 136 | 141 | 177 | 259 | 264 | 163 | 151 | 1605 | 1825 | 41 | 93 | 42 | 23 | 199 | 223 | 318 | 1495 | 171 | 512 | |
| Weighted base | 2052 | 164 | 78* | 224 | 168 | 181 | 142 | 99 | 190 | 268 | 290 | 185 | 63 | 1725 | 1819 | 43* | 96* | 43* | 24** | 206 | 230 | 317 | 1494 | 169 | 513 | |
| NET: Well | 1243 | 100 | 50 | 143 | 91 | 105 | 69 | 62 | 114 | 164 | 189 | 116 | 39 | 1042 | 1103 | 24 | 54 | 30 | 15 | 122 | 124 | 185 | 930 | 86 | 284 | |
| | 61%GuX Y | 61%g | 64%g | 64%G | 54% | 58% | 49% | 62%g | 60%g | 61%g | 65%eG | 63%g | 60%G | 61% | 56% | 56% | 69% | 63% | 59% | 54% | 58% | 62%auX Y | 51% | 55% | | |
| Very well | (+2) | 517 25% | 42 26% | 19 24% | 58 26% | 38 23% | 43 24% | 29 20% | 30 30% | 47 23% | 61 27% | 78 30% | 56 27% | 17 25% | 429 26% | 470 28% | 12 28% | 16 17% | 14 31% | 3 12% | 44 22% | 60 26% | 78 25% | 371 25% | 38 22% | 136 26% |
| Quite well | (+1) | 726 35%uY | 57 35% | 31 40% | 85 38% | 53 32% | 62 34% | 40 28% | 32 32% | 67 35% | 103 39%g | 112 39%g | 60 33% | 23 36% | 614 36% | 633 35% | 12 28% | 38 39% | 16 38% | 12 51% | 78 38% | 64 28% | 107 34%Y | 560 37%AUx Y | 48 29% | 149 29% |
| Neither well nor badly | (0) | 337 16% | 36 22%ikm | 10 12% | 38 17% | 34 20% | 31 17% | 28 20% | 15 15% | 25 13% | 44 16% | 38 13% | 30 16% | 8 13% | 278 16% | 290 16% | 7 16% | 22 23% | 7 16% | 5 23% | 42 20% | 45 20% | 50 16% | 242 16% | 28 16% | 88 17% |
| Quite badly | (-1) | 55 3%j | 5 3% | - | 6 2% | 9 6%acJl N | 5 3% | 3 2% | 3 3%j | 7 3%j | 2 1% | 8 3% | 2 1% | 5 7%ACdg JkLN | 42 3% | 49 3% | 1 3% | 4 4% | - | - | 5 2% | 10 4% | 9 3% | 39 3% | 4 3% | 16 3% |
| Very badly | (-2) | 62 3% | 2 1% | 2 3% | 5 2% | 3 2% | 6 3% | 4 3% | 2 2% | 10 5%bm | 14 5%abm | 8 3% | 5 2% | * 1% | 57 3% | 51 3% | 4 10%AO r | 4 4% | - | 1 5% | 10 5% | 6 3% | 6 2% | 46 3% | 4 2% | 13 2% |
| NET: Badly | | 117 6% | 7 4% | 2 3% | 11 5% | 13 8% | 11 6% | 7 5% | 6 6% | 16 9% | 16 6% | 16 5% | 7 4% | 5 8% | 99 6% | 100 6% | 5 13%or | 8 9% | - | 1 5% | 15 7% | 16 7% | 15 5% | 84 6% | 8 5% | 28 6% |
| Don't know | | 355 17%W | 21 13% | 16 21% | 32 14% | 30 18% | 34 19% | 38 26%ABD jkN | 17 17% | 35 18% | 44 16% | 46 16% | 32 17% | 10 17% | 306 18% | 325 18% | 6 15% | 12 12% | 6 14% | 2 10% | 27 13% | 45 19% | 68 21%aw | 238 16% | 47 28%AuW y | 112 22%AW y |
| Mean | 0.93qt | 0.93 | 1.04 | 0.96 | 0.82 | 0.89 | 0.83 | 1.02 | 0.87 | 0.87 | 1.00 | 1.05 | 0.97 | 0.93 | 0.95aq t | 0.71 | 0.67 | 1.18QT | 0.73 | 0.79 | 0.88 | 0.97 | 0.93 | 0.92 | 0.95 | |
| Standard deviation | 0.98 | 0.91 | 0.89 | 0.93 | 0.99 | 1.00 | 1.00 | 0.98 | 1.09 | 1.03 | 0.95 | 0.94 | 0.95 | 0.99 | 0.97 | 1.30 | 1.01 | 0.74 | 0.91 | 1.03 | 1.03 | 0.93 | 0.97 | 0.98 | 1.00 | |
| Standard error | 0.02 | 0.08 | 0.12 | 0.07 | 0.09 | 0.08 | 0.10 | 0.09 | 0.09 | 0.07 | 0.06 | 0.08 | 0.08 | 0.03 | 0.22 | 0.11 | 0.12 | 0.20 | 0.08 | 0.08 | 0.06 | 0.03 | 0.09 | 0.05 | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

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Absolutes/col percents

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Base: All respondents who ever use any BBC services

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2051 | 1446 | 334 | 200 | 124 | 12 | 593 | 235 | 533 | 509 | 97 | 274 | 384 | 388 | 320 | 172 | 83 | 62 | 41 | 29 | 31 | 20 | 37 |
| Weighted base | 2052 | 1442 | 332 | 203 | 123 | 13** | 597 | 237 | 536 | 509 | 99* | 279 | 395 | 396 | 327 | 163 | 81* | 62* | 37* | 26** | 28** | 15** | 31* |
| NET: Well | 1243 | 854 | 226 | 135 | 74 | 5 | 384 | 144 | 347 | 336 | 53 | 157 | 223 | 241 | 206 | 96 | 57 | 42 | 29 | 18 | 21 | 10 | 21 |
| | 61% | 59% | 68%ABg | 66% | 61% | 42% | 64%ab | 61% | 65%ab | 66%ABg | 54% | 56% | 57% | 61% | 63% | 58% | 71%klm | 69% | 77%aklm | 67% | 73% | 65% | 68% |
| Very well | (+2) | 517 | 361 | 87 | 58 | 33 | 1 | 156 | 59 | 139 | 137 | 14 | 56 | 101 | 104 | 86 | 36 | 33 | 16 | 13 | 8 | 11 | 5 |
| | 25%kl | 25% | 26% | 29% | 27% | 8% | 26% | 25% | 26% | 27% | 14% | 20% | 25%k | 26%k | 26%k | 22% | 41%AKLM | 27% | 35%KI | 31% | 38% | 33% | 30%k |
| Quite well | (+1) | 726 | 493 | 139 | 77 | 41 | 4 | 228 | 85 | 208 | 200 | 39 | 100 | 123 | 137 | 121 | 60 | 24 | 26 | 16 | 10 | 10 | 5 |
| | 35% | 34% | 42%ABg | 38% | 33% | 33% | 38% | 36% | 39% | 39%ab | 39% | 36% | 31% | 34% | 37% | 37% | 30% | 42% | 43% | 36% | 35% | 33% | 12 |
| Neither well nor badly | (0) | 337 | 230 | 54 | 35 | 24 | 3 | 103 | 48 | 95 | 83 | 22 | 45 | 66 | 76 | 49 | 30 | 8 | 5 | 5 | 5 | 3 | 6 |
| | 16%q | 16% | 16% | 17% | 20% | 26% | 17% | 20% | 18% | 16% | 23%q | 16% | 17% | 19%q | 15% | 18%q | 8% | 13% | 12% | 20% | 17% | 17% | 19% |
| Quite badly | (-1) | 55 | 40 | 7 | 5 | 2 | 1 | 14 | 7 | 14 | 12 | 2 | 12 | 9 | 7 | 9 | 7 | 2 | 2 | * | * | * | - |
| | 3% | 3% | 2% | 2% | 2% | 9% | 2% | 3% | 3% | 2% | 2% | 4% | 2% | 2% | 3% | 4% | 3% | 3% | 2% | 1% | 1% | 3% | - |
| Very badly | (-2) | 62 | 46 | 6 | 7 | 4 | - | 16 | 5 | 14 | 12 | 5 | 7 | 13 | 13 | 1 | 2 | 2 | - | - | - | - | 1 |
| | 3% | 3% | 2% | 3% | 3% | - | 3% | 2% | 3% | 2% | 2% | 5%p | 3% | 3% | 3% | 4% | 1% | 3% | 4% | - | - | - | 3% |
| NET: Badly | 117 | 86 | 13 | 12 | 7 | 1 | 30 | 12 | 28 | 24 | 7 | 19 | 22 | 21 | 22 | 8 | 5 | 4 | 1 | * | * | * | 1 |
| | 6% | 6% | 4% | 6% | 5% | 9% | 5% | 5% | 5% | 5% | 7% | 7% | 6% | 5% | 7% | 5% | 6% | 7% | 2% | 1% | 1% | 3% | 3% |
| Don't know | 355 | 272 | 39 | 22 | 17 | 3 | 80 | 34 | 66 | 66 | 16 | 58 | 84 | 59 | 49 | 30 | 12 | 7 | 3 | 3 | 2 | 2 | 3 |
| | 17%CdG | 19%ACD | 12% | 11% | 14% | 23% | 13%i | 14% | 12% | 13% | 17% | 21%n | 21%ano | 15% | 15% | 18% | 15% | 11% | 9% | 12% | 9% | 15% | 9% |
| Mean | 0.93k | 0.93 | 1.00 | 0.96 | 0.92 | 0.54 | 0.95 | 0.92 | 0.95 | 0.99 | 0.67 | 0.84 | 0.93k | 0.92k | 0.93k | 0.92 | 1.21aKL | 0.95 | 1.21KI | 1.10 | 1.21 | 1.13 | 1.01 |
| Standard deviation | 0.98 | 0.99 | 0.88 | 0.98 | 1.00 | 0.89 | 0.94 | 0.94 | 0.94 | 0.92 | 0.99 | 0.98 | 1.01 | 0.99 | 1.02 | 0.88 | 1.00 | 0.99 | 0.75 | 0.81 | 0.81 | 0.87 | 0.95 |
| Standard error | 0.02 | 0.03 | 0.05 | 0.07 | 0.10 | 0.30 | 0.04 | 0.07 | 0.04 | 0.04 | 0.11 | 0.07 | 0.06 | 0.05 | 0.06 | 0.07 | 0.12 | 0.13 | 0.12 | 0.16 | 0.15 | 0.21 | 0.16 |

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| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|------------------------|--------------|---------------|-----------|--------------------|-----------|-----------------|-----------|--|-----------|--|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2051 | 1983 | 68 | 1447 | 604 | 1482 | 569 | 2051 | - | 2051 | - |
| Weighted base | 2052 | 1985 | 67* | 1440 | 611 | 1468 | 584 | 2052 | ** | 2052 | ** |
| NET: Well | 1243 | 1224 | 20 | 963 | 280 | 1006 | 237 | 1243 | - | 1243 | - |
| | | 61%CEG | 62%AC | 30% | 67%AE | 46% | 69%AG | 41% | 61% | - | 61% |
| Very well | (+2) | 517 | 513 | 4 | 421 | 96 | 434 | 83 | 517 | - | 517 |
| | | 25%CEG | 26%AC | 6% | 29%AE | 16% | 30%AG | 14% | 25% | - | 25% |
| Quite well | (+1) | 726 | 710 | 16 | 542 | 184 | 572 | 154 | 726 | - | 726 |
| | | 35%CEG | 36%AC | 24% | 38%AE | 30% | 39%AG | 26% | 35% | - | 35% |
| Neither well nor badly | (0) | 337 | 320 | 17 | 208 | 128 | 207 | 129 | 337 | - | 337 |
| | | 16%bDF | 16% | 25%ab | 14% | 21%AD | 14% | 22%AF | 16% | - | 16% |
| Quite badly | (-1) | 55 | 50 | 5 | 38 | 17 | 37 | 18 | 55 | - | 55 |
| | | 3%b | 3% | 7%ab | 3% | 3% | 3% | 3% | 3% | - | 3% |
| Very badly | (-2) | 62 | 58 | 4 | 33 | 29 | 31 | 30 | 62 | - | 62 |
| | | 3%DF | 3% | 6% | 2% | 5%AD | 2% | 5%AF | 3% | - | 3% |
| NET: Badly | 117 | 108 | 9 | 71 | 46 | 68 | 48 | 117 | - | 117 | |
| | | 6%BdF | 5% | 14%AB | 5% | 8%ad | 5% | 8%AF | 6% | - | 6% |
| Don't know | 355 | 334 | 21 | 198 | 157 | 186 | 169 | 355 | - | 355 | |
| | | 17%BdF | 17% | 31%AB | 14% | 26%AD | 13% | 29%AF | 17% | - | 17% |
| Mean | | 0.93CE | 0.95AC | 0.23 | 1.03AE | 0.66 | 1.05AG | 0.58 | 0.93 | - | 0.93 |
| | | G | | | | | | | | | |
| Standard deviation | 0.98 | 0.97 | 1.06 | 0.93 | 1.05 | 0.91 | 1.08 | 0.98 | - | 0.98 | - |
| Standard error | 0.02 | 0.02 | 0.16 | 0.03 | 0.05 | 0.03 | 0.05 | 0.02 | - | 0.02 | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 368

Q22. The BBC is a public service broadcaster and has a duty to provide content that informs, educates and entertains licence fee payers. Thinking about your experience of the BBC across TV, radio and online over the past year since the start of the Covid-19 restrictions, how well or badly do you think the BBC does at...?

Providing entertaining programmes and content

Base: All respondents who ever use any BBC services

| | Total (a) | Gender | | | Age | | | | | | | | | | | | SEG | | | | | | | |
|------------------------|--------------|--------------|---------------|--------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|----------------|--------------|--------------|--------------|--------------|-----------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2051 | 1061 | 981 | | 141 | 206 | 303 | 308 | 311 | 309 | 256 | 217 | 347 | 241 | 544 | 619 | 782 | 158 | 607 | 569 | 374 | 498 | 1176 | 872 |
| Weighted base | 2052 | 1028 | 1015 | | 129 | 198 | 315 | 300 | 335 | 307 | 250 | 216 | 328 | 232 | 547 | 636 | 773 | 145 | 568 | 578 | 412 | 490 | 1146 | 902 |
| NET: Well | 1279 | 615 | 658 | | 92 | 131 | 190 | 184 | 210 | 193 | 159 | 120 | 223 | 159 | 349 | 394 | 472 | 104 | 393 | 373 | 240 | 272 | 766 | 512 |
| | | 62%bkU | 60% | 65%ab | 71%afKp | 66%k | 60% | 61% | 63% | 63% | 64% | 55% | 68%afKp | 69%afKnp | 64%k | 62% | 61% | 72%AfghKnop | 69%ATU | 64%U | 58% | 55% | 67%AW | 57% |
| Very well | (+2) | 464 | 221 | 241 | 34 | 44 | 60 | 74 | 81 | 74 | 64 | 33 | 78 | 56 | 116 | 155 | 171 | 38 | 145 | 128 | 95 | 94 | 273 | 190 |
| | | 23%Ku | 22% | 24% | 26%k | 22% | 19% | 25%K | 24%k | 24%k | 26%K | 15% | 24%k | 24%k | 21% | 24%K | 22%K | 26%K | 25%u | 22% | 23% | 19% | 24% | 21% |
| Quite well | (+1) | 815 | 393 | 417 | 58 | 87 | 130 | 109 | 130 | 119 | 95 | 87 | 145 | 103 | 233 | 239 | 301 | 66 | 249 | 245 | 145 | 177 | 493 | 322 |
| | | 40%W | 38% | 41% | 45% | 44% | 41% | 36% | 39% | 39% | 38% | 40% | 44%g | 44% | 43% | 38% | 39% | 46% | 44%Tu | 42%tu | 35% | 36% | 43%AW | 36% |
| Neither well nor badly | (0) | 394 | 212 | 180 | 16 | 34 | 70 | 63 | 55 | 54 | 52 | 50 | 50 | 38 | 107 | 118 | 156 | 18 | 96 | 106 | 88 | 104 | 202 | 192 |
| | | 19%dlqv | 21% | 18% | 12% | 17% | 22%dlq | 21%dq | 16% | 18% | 21%dq | 23%dlq | 15% | 16% | 20%dlq | 19% | 20%dq | 12% | 17% | 18% | 21% | 21% | 18% | 21%av |
| Quite badly | (-1) | 180 | 102 | 78 | 7 | 9 | 16 | 24 | 34 | 33 | 26 | 31 | 16 | 11 | 27 | 58 | 90 | 7 | 43 | 44 | 35 | 57 | 88 | 91 |
| | | 9%efLmNv | 10% | 8% | 5% | 5% | 5% | 8% | 10%efLmNq | 11%efLmNq | 10%efLmNq | 15%ADEFGLMNqQ | 5% | 5% | 5% | 9%flmN | 12%AdEF LMNQ | 5% | 8% | 8% | 8% | 12%ars | 8% | 10% |
| Very badly | (-2) | 99 | 56 | 43 | 1 | 6 | 13 | 16 | 26 | 18 | 10 | 9 | 7 | 6 | 19 | 42 | 37 | 1 | 21 | 24 | 27 | 25 | 45 | 52 |
| | | 5%dlqv | 5% | 4% | 1% | 3% | 4%q | 5%dlq | 8%aDeLmNq | 6%dlQ | 4% | 4%q | 2%q | 3% | 3% | 7%aDLm nQ | 5%dlq | 1% | 4% | 4% | 7%r | 5% | 4% | 6% |
| NET: Badly | | 279 | 158 | 121 | 7 | 16 | 28 | 40 | 60 | 51 | 36 | 41 | 23 | 18 | 46 | 99 | 128 | 7 | 64 | 69 | 62 | 82 | 133 | 144 |
| | | 14%cDeILMNQV | 15%ac | 12% | 8% | 8% | 9% | 13%dlm nQ | 18%aDEFLMNQ | 17%DEF LMNQ | 14%deLmnQ | 19%aDEF LMNQ | 7% | 8% | 8% | 16%DEF LMNQ | 16%ADEFLMNQ | 5% | 11% | 12% | 15% | 17%ars | 12% | 16%AV |
| Don't know | | 101 | 43 | 56 | 14 | 17 | 27 | 14 | 10 | 9 | 3 | 5 | 31 | 17 | 44 | 25 | 17 | 15 | 15 | 31 | 22 | 33 | 45 | 55 |
| | | 5%JPRv | 4% | 6% | 11%AgHIJKOP | 9%aAHJKOP | 9%AHJKOP | 5%jp | 3% | 3% | 1% | 3% | 10%AgHIJKmOP | 7%hIJKoP | 8%AHJKOP | 4% | 2% | 10%AgHIJKOP | 3% | 5%r | 5%r | 7%aR | 4% | 6%av |
| Mean | | 0.70BKpUW | 0.63 | 0.77AB | 1.02AFGHJKnOP | 0.85hKp | 0.72k | 0.71k | 0.63 | 0.66 | 0.72k | 0.49 | 0.91AfghIJKnOP | 0.89AHKoP | 0.80ahKP | 0.67k | 0.63k | 1.03AFGHJKI NOP | 0.82AU | 0.75U | 0.63 | 0.57 | 0.78AW | 0.60 |
| Standard deviation | | 1.08 | 1.11 | 1.05 | 0.86 | 0.97 | 0.99 | 1.11 | 1.19 | 1.14 | 1.08 | 1.06 | 0.93 | 0.95 | 0.98 | 1.15 | 1.10 | 0.84 | 1.03 | 1.04 | 1.15 | 1.11 | 1.04 | 1.13 |
| Standard error | | 0.02 | 0.03 | 0.03 | 0.08 | 0.07 | 0.06 | 0.06 | 0.07 | 0.07 | 0.07 | 0.07 | 0.05 | 0.06 | 0.04 | 0.05 | 0.04 | 0.07 | 0.04 | 0.04 | 0.06 | 0.05 | 0.03 | 0.04 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 369
Q22. The BBC is a public service broadcaster and has a duty to provide content that informs, educates and entertains licence fee payers. Thinking about your experience of the BBC across TV, radio and online over the past year since the start of the Covid-19 restrictions, how well or badly do you think the BBC does at...?
Providing entertaining programmes and content
Base: All respondents who ever use any BBC services

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|------------------------|-----------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|------------|----------------|----------------|------------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|-----------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2051 | 154 | 72 | 201 | 162 | 171 | 136 | 141 | 177 | 259 | 264 | 163 | 151 | 1605 | 1825 | 41 | 93 | 42 | 23 | 199 | 223 | 318 | 1495 | 171 | 512 |
| Weighted base | 2052 | 164 | 78* | 224 | 168 | 181 | 142 | 99 | 190 | 268 | 290 | 185 | 63 | 1725 | 1819 | 43* | 96* | 43* | 24** | 206 | 230 | 317 | 1494 | 169 | 513 |
| NET: Well | 1279 | 106 | 50 | 147 | 97 | 115 | 78 | 61 | 108 | 171 | 186 | 119 | 41 | 1070 | 1142 | 27 | 51 | 32 | 13 | 122 | 122 | 172 | 965 | 96 | 287 |
| | 62%qUVY | 65% | 65% | 66%g | 58% | 63% | 55% | 62% | 57% | 64% | 64% | 65% | 62% | 63%q | 63% | 53% | 74%qt | 54% | 59% | 53% | 54% | 65%AUVY | 57% | 56% | |
| Very well | (+2) | 464 | 32 | 16 | 64 | 31 | 46 | 32 | 28 | 36 | 59 | 46 | 17 | 388 | 419 | 11 | 16 | 11 | 5 | 44 | 51 | 64 | 337 | 35 | 117 |
| | 23% | 19% | 21% | 29%abeikn | 18% | 25% | 23% | 28% | 19% | 22% | 20% | 25% | 27% | 22% | 23% | 25% | 17% | 22% | 21% | 22% | 20% | 23% | 21% | 23% | |
| Quite well | (+1) | 815 | 75 | 34 | 83 | 66 | 69 | 46 | 34 | 71 | 112 | 73 | 24 | 683 | 723 | 16 | 34 | 21 | 8 | 79 | 71 | 108 | 628 | 62 | 170 |
| | 40%UVY | 45%gh | 44% | 37% | 39% | 38% | 32% | 34% | 37% | 42% | 45%gh | 39% | 38% | 40% | 38% | 36% | 48% | 32% | 38% | 31% | 34% | 42%ALVY | 36% | 33% | |
| Neither well nor badly | (0) | 394 | 28 | 13 | 45 | 38 | 32 | 15 | 47 | 49 | 52 | 35 | 9 | 342 | 339 | 7 | 27 | 7 | 9 | 50 | 55 | 78 | 275 | 28 | 111 |
| | 19% | 17% | 17% | 20% | 23% | 18% | 22% | 15% | 24%hnm | 18% | 18% | 19% | 14% | 20% | 19% | 17% | 28%ao | 16% | 37% | 25%ao | 24% | 25%awx | 18% | 17% | 22%ix |
| Quite badly | (-1) | 180 | 16 | 8 | 16 | 17 | 15 | 10 | 11 | 15 | 16 | 31 | 7 | 145 | 167 | 1 | 6 | 1 | - | 8 | 22 | 35 | 122 | 21 | 54 |
| | 9%t | 10% | 11% | 7% | 10% | 8% | 7% | 12% | 8% | 6% | 11% | 9% | 12%j | 8% | 9%t | 2% | 6% | 3% | - | 4% | 10% | 11% | 8% | 12% | 11% |
| Very badly | (-2) | 99 | 7 | 1 | 8 | 8 | 11 | 9 | 7 | 11 | 14 | 10 | 3 | 81 | 89 | 5 | 2 | - | 1 | 9 | 15 | 13 | 66 | 12 | 30 |
| | 5% | 4% | 1% | 4% | 4% | 6% | 6% | 7% | 6% | 5% | 4% | 5% | 5% | 5% | 5% | 13%aoqr | 2% | - | 5% | 4% | 6% | 4% | 4% | 7% | 6%v |
| NET: Badly | 279 | 23 | 10 | 24 | 24 | 26 | 19 | 18 | 26 | 31 | 41 | 27 | 11 | 226 | 256 | 6 | 8 | 1 | 1 | 17 | 37 | 49 | 188 | 33 | 84 |
| | 14%rtw | 14% | 12% | 11% | 14% | 14% | 13% | 18%d | 13% | 11% | 14% | 17% | 13% | 14%rt | 15% | 15% | 9% | 3% | 5% | 8% | 16% | 15% | 13% | 20%aw | 16%aw |
| Don't know | 101 | 6 | 4 | 8 | 9 | 8 | 15 | 5 | 11 | 18 | 10 | 5 | 3 | 87 | 82 | 2 | 10 | 3 | 1 | 16 | 17 | 19 | 67 | 11 | 30 |
| | 5%o | 4% | 6% | 3% | 5% | 5% | 10%AbdKLN | 5% | 6% | 7% | 3% | 2% | 4% | 5% | 4% | 5% | 10%ao | 7% | 4% | 8%ao | 7% | 6% | 4% | 7% | 6% |
| Mean | 0.70vy | 0.68 | 0.76 | 0.83ei | 0.60 | 0.72 | 0.65 | 0.67 | 0.60 | 0.74 | 0.69 | 0.71 | 0.73 | 0.70 | 0.70 | 0.65 | 0.65 | 1.05aqt | 0.69 | 0.74 | 0.57 | 0.58 | 0.73auvxy | 0.55 | 0.60 |
| Standard deviation | 1.08 | 1.05 | 0.98 | 1.05 | 1.06 | 1.14 | 1.14 | 1.22 | 1.08 | 1.07 | 1.03 | 1.12 | 1.16 | 1.08 | 1.09 | 1.28 | 0.96 | 0.77 | 1.01 | 1.01 | 1.16 | 1.08 | 1.06 | 1.20 | 1.15 |
| Standard error | 0.02 | 0.09 | 0.12 | 0.08 | 0.09 | 0.09 | 0.10 | 0.11 | 0.08 | 0.07 | 0.06 | 0.09 | 0.10 | 0.03 | 0.03 | 0.21 | 0.11 | 0.12 | 0.21 | 0.07 | 0.08 | 0.06 | 0.03 | 0.09 | 0.05 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

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Absolutes/col percents

Table 370
Q22. The BBC is a public service broadcaster and has a duty to provide content that informs, educates and entertains licence fee payers. Thinking about your experience of the BBC across TV, radio and online over the past year since the start of the Covid-19 restrictions, how well or badly do you think the BBC does at...?
Providing entertaining programmes and content
Base: All respondents who ever use any BBC services

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|----------------------------|--------------------------|---------------------|------------------|-------------------|--------------------|--------------------------|------------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2051 | 1446 | 334 | 200 | 124 | 12 | 593 | 235 | 533 | 509 | 97 | 274 | 384 | 388 | 320 | 172 | 83 | 62 | 41 | 29 | 31 | 20 | 37 |
| Weighted base | 2052 | 1442 | 332 | 203 | 123 | 13** | 597 | 237 | 536 | 509 | 99* | 279 | 395 | 396 | 327 | 163 | 81* | 62* | 37* | 26** | 28** | 15** | 31* |
| NET: Well | 1279 62% | 887 62% | 214 65% | 135 66% | 76 62% | 5 42% | 386 65% | 151 64% | 346 64% | 333 65% | 58 59% | 161 58% | 237 60% | 234 59% | 209 64% | 109 67% | 55 68% | 42 69% | 30 80%akLm no | 20 75% | 23 83% | 12 76% | 23 75% |
| Very well (+2) | 464 23% | 321 22% | 73 22% | 53 26% | 23 19% | 2 17% | 141 24% | 54 23% | 125 23% | 121 24% | 17 17% | 55 20% | 87 22% | 93 23% | 72 22% | 28 17% | 23 28% | 15 25% | 14 37%aklm oP | 9 33% | 11 41% | 5 31% | 10 34%kp |
| Quite well (+1) | 815 40% | 566 39% | 141 42% | 82 40% | 53 43% | 3 26% | 246 41% | 97 41% | 221 41% | 212 42% | 41 42% | 106 38% | 150 38% | 141 36% | 137 42% | 81 49%AlmN | 33 40% | 27 45% | 16 43% | 11 42% | 12 42% | 7 45% | 13 41% |
| Neither well nor badly (0) | 394 19% | 288 20% | 58 17% | 33 16% | 19 16% | 1 8% | 105 18% | 48 20% | 98 18% | 83 16% | 18 18% | 54 19% | 91 23%apw | 85 21%w | 61 19% | 24 15% | 16 19% | 8 11% | 4 11% | 5 19% | 3 9% | 2 14% | 2 7% |
| Quite badly (-1) | 180 9%kciq | 135 9%ci | 20 6% | 13 7% | 13 11% | 3 26% | 41 7% | 13 5% | 34 6% | 36 7% | 7 7% | 31 11%q | 32 8%q | 38 10%q | 32 10%q | 19 12%q | 1 2% | 4 7% | 1 3% | - | 1 4% | 1 7% | 3 10%q |
| Very badly (-2) | 99 5%p | 75 5% | 11 3% | 11 5% | 7 6% | - | 24 4% | 6 3% | 20 4% | 21 4% | 7 7%p | 19 7%p | 19 5% | 26 6%p | 11 3% | 2 1% | 3 4% | 5 8%p | - | 2 6% | - | - | 2 6% |
| NET: Badly | 279 14%CgH lq | 211 15%acgH i | 30 9% | 24 12% | 20 16%cgH ij | 3 26% | 65 11% | 19 8% | 54 10% | 56 11% | 14 14% | 49 18%aQs | 50 13% | 63 16%qs | 43 13% | 21 13% | 4 5% | 9 15% | 1 3% | 2 3% | 1 6% | 2 10% | 5 16% |
| Don't know | 101 5%B | 57 4% | 29 9%ABgi | 11 6% | 7 6% | 3 23% | 41 7%aB | 19 8%aB | 38 7%aB | 37 7%AB | 8 8%n | 14 5% | 17 4% | 14 4% | 14 4% | 10 6% | 6 7% | 2 3% | 2 6% | - | 1 4% | - | 1 2% |
| Mean | 0.70bl | 0.67 | 0.81ab | 0.79 | 0.62 | 0.43 | 0.79ab | 0.83b | 0.79ab | 0.80abe | 0.61 | 0.56 | 0.68 | 0.62 | 0.73 | 0.74 | 0.94klm | 0.73 | 1.21AKL MNOPr | 0.96 | 1.24 | 0.94 | 0.90 |
| Standard deviation | 1.08 | 1.10 | 0.99 | 1.10 | 1.10 | 1.23 | 1.04 | 0.97 | 1.02 | 1.04 | 1.12 | 1.15 | 1.07 | 1.15 | 1.03 | 0.95 | 0.98 | 1.18 | 0.78 | 1.04 | 0.80 | 1.03 | 1.17 |
| Standard error | 0.02 | 0.03 | 0.06 | 0.08 | 0.10 | 0.41 | 0.04 | 0.07 | 0.05 | 0.05 | 0.12 | 0.07 | 0.06 | 0.06 | 0.06 | 0.07 | 0.11 | 0.15 | 0.12 | 0.19 | 0.15 | 0.23 | 0.20 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 371

Q22. The BBC is a public service broadcaster and has a duty to provide content that informs, educates and entertains licence fee payers. Thinking about your experience of the BBC across TV, radio and online over the past year since the start of the Covid-19 restrictions, how well or badly do you think the BBC does at...?

Providing entertaining programmes and content

Base: All respondents who ever use any BBC services

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------------------|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2051 | 1983 | 68 | 1447 | 604 | 1482 | 569 | 2051 | - | 2051 | - |
| Weighted base | 2052 | 1985 | 67* | 1440 | 611 | 1468 | 584 | 2052 | ** | 2052 | ** |
| NET: Well | 1279 | 1258 | 20 | 990 | 289 | 1012 | 267 | 1279 | - | 1279 | - |
| | | 62%CEG | 63%AC | 31% | 69%AE | 47% | 69%AG | 46% | 62% | - | 62% |
| Very well | (+2) | 464 | 460 | 4 | 363 | 100 | 384 | 80 | 464 | - | 464 |
| | | 23%CEG | 23%AC | 6% | 25%AE | 16% | 26%AG | 14% | 23% | - | 23% |
| Quite well | (+1) | 815 | 799 | 16 | 627 | 188 | 628 | 187 | 815 | - | 815 |
| | | 40%CEG | 40%AC | 25% | 44%AE | 31% | 43%AG | 32% | 40% | - | 40% |
| Neither well nor badly | (0) | 394 | 379 | 14 | 251 | 142 | 245 | 149 | 394 | - | 394 |
| | | 19%DF | 19% | 22% | 17% | 23%AD | 17% | 25%AF | 19% | - | 19% |
| Quite badly | (-1) | 180 | 172 | 8 | 115 | 65 | 119 | 60 | 180 | - | 180 |
| | | 9% | 9% | 12% | 8% | 11% | 8% | 10% | 9% | - | 9% |
| Very badly | (-2) | 99 | 91 | 8 | 49 | 50 | 47 | 52 | 99 | - | 99 |
| | | 5%bDF | 5% | 11%ab | 3% | 8%AD | 3% | 9%AF | 5% | - | 5% |
| NET: Badly | 279 | 263 | 16 | 164 | 115 | 166 | 113 | 279 | - | 279 | |
| | | 14%bDF | 13% | 24%ab | 11% | 19%AD | 11% | 19%AF | 14% | - | 14% |
| Don't know | 101 | 84 | 16 | 35 | 66 | 45 | 56 | 101 | - | 101 | |
| | | 5%BDF | 4% | 24%AB | 2% | 11%AD | 3% | 10%AF | 5% | - | 5% |
| Mean | G | 0.70CE | 0.72AC | 0.02 | 0.81AE | 0.41 | 0.83AG | 0.34 | 0.70 | - | 0.70 |
| Standard deviation | | 1.08 | 1.07 | 1.20 | 1.02 | 1.18 | 1.02 | 1.16 | 1.08 | - | 1.08 |
| Standard error | | 0.02 | 0.02 | 0.17 | 0.03 | 0.05 | 0.03 | 0.05 | 0.02 | - | 0.02 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 372

Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?

Summary

Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | Aspects | | |
|--|---|---|--|
| | Providing informative programmes and content (this includes news and current affairs) | Providing educational and learning programmes and content (this includes documentaries as well as children's educational content) | Providing entertaining programmes and content |
| Unweighted base | 1931 | 1697 | 1950 |
| Weighted base | 1932 | 1697 | 1951 |
| My opinion of the BBC has got better | 275 14% | 388 23% | 199 10% |
| My opinion of the BBC has stayed the same | 1323 68% | 1154 68% | 1431 73% |
| My opinion of the BBC has got worse | 334 17% | 155 9% | 321 16% |
| NET: Changed | 609 32% | 543 32% | 520 27% |

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 373
Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?
Providing informative programmes and content (this includes news and current affairs)
Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | Gender | | | Age | | | | | | | | | | | | | | SEG | | | | | |
|---|--------------------|-------------------|------------|-----------------------------|----------------------------|--------------------|-------------------------|----------------------------|------------------------------|----------------------------|---------------------------|-----------------------------|-----------------------------|-------------------|---------------------------|------------------------------|-----------------------------|-------------------|--------|--------------------|--------|-------------------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1931 | 1015 | 908 | 117 | 188 | 274 | 289 | 300 | 299 | 252 | 212 | 305 | 222 | 496 | 589 | 763 | 134 | 586 | 539 | 348 | 455 | 1125 | 803 |
| Weighted base | 1932 | 984 | 940 | 106 | 180 | 284 | 283 | 324 | 298 | 245 | 212 | 286 | 212 | 496 | 607 | 755 | 122 | 548 | 547 | 384 | 450 | 1095 | 834 |
| My opinion of the BBC has got better | 275 | 141 | 133 | 26 | 37 | 36 | 35 | 37 | 30 | 38 | 37 | 63 | 45 | 81 | 72 | 105 | 31 | 99 | 77 | 51 | 48 | 177 | 99 |
| W | 14% ^{iou} | 14% | 14% | 24% ^{AFG} HInOP | 21% ^{afg} HIOp | 13% | 12% | 11% | 10% | 16% ^{io} | 17% ^{io} | 22% ^{AFG} HInOP | 21% ^{AFG} HInOP | 16% ^{fo} | 12% | 14% ^{io} | 25% ^{AFG} HInOP | 18% ^{AU} | 14% | 13% | 11% | 16% ^{AW} | 12% |
| My opinion of the BBC has stayed the same | 1323 | 634 | 684 | 75 | 126 | 207 | 205 | 218 | 204 | 155 | 133 | 201 | 147 | 355 | 423 | 492 | 83 | 356 | 377 | 256 | 332 | 734 | 588 |
| 68% ^{Bpr} | 64% | 73% ^{AB} | 70% | 70% | 73% ^{jkp} | 72% ^{jkp} | 67% | 68% | 63% | 63% | 70% | 69% | 72% ^{jkp} | 70% | 65% | 68% | 65% | 69% | 67% | 74% ^{ARt} | 67% | 70% | 70% |
| My opinion of the BBC has got worse | 334 | 209 | 123 | 6 | 17 | 40 | 43 | 69 | 65 | 52 | 42 | 23 | 19 | 60 | 112 | 159 | 8 | 93 | 92 | 77 | 70 | 185 | 147 |
| LMNQ | 17% ^{CDE} | 21% ^{AC} | 13% | 6% | 9% | 14% ^{dLq} | 15% ^{dLm} q | 21% ^{DEF} LMNQ | 22% ^{aDE} fgLMNQ | 21% ^{DEF} LMNQ | 20% ^{DELM} NQ | 8% | 9% | 12% ^{dL} | 18% ^{DEL} MNQ | 21% ^{ADEF} gLMNQ | 7% | 17% | 17% | 20% | 16% | 17% | 18% |
| NET: Changed | 609 | 351 | 256 | 32 | 54 | 76 | 78 | 106 | 95 | 90 | 79 | 85 | 65 | 141 | 184 | 264 | 39 | 192 | 170 | 128 | 118 | 362 | 246 |
| | 32% ^{CU} | 36% ^{AC} | 27% | 30% | 30% | 27% | 28% | 33% | 32% | 37% ^{fgn} | 37% ^{fgn} | 30% | 31% | 28% | 30% | 35% ^{afg} n | 32% | 35% ^{aU} | 31% | 33% ^u | 26% | 33% | 30% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 374
Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?
Providing informative programmes and content (this includes news and current affairs)
Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1931 | 144 | 68 | 194 | 153 | 159 | 122 | 133 | 168 | 242 | 248 | 157 | 143 | 1511 | 1725 | 37 | 85 | 39 | 21 | 182 | 206 | 301 | 1413 | 158 | 478 |
| Weighted base | 1932 | 154 | 73* | 216 | 159 | 169 | 128 | 94 | 181 | 250 | 272 | 178 | 59 | 1625 | 1720 | 38* | 88* | 40* | 21** | 188 | 214 | 301 | 1411 | 157 | 481 |
| My opinion of the BBC has got better | 275 | 19 | 10 | 31 | 19 | 29 | 15 | 13 | 18 | 48 | 36 | 27 | 8 | 235 | 231 | 10 | 21 | 7 | 3 | 41 | 24 | 53 | 198 | 23 | 69 |
| | 14%O | 13% | 14% | 15% | 12% | 17% | 12% | 14% | 10% | 19%ain | 13% | 15% | 13% | 14% | 13% | 27%ao | 24%aO | 18% | 15% | 22%AO | 11% | 18%uy | 14% | 15% | 14% |
| My opinion of the BBC has stayed the same | 1323 | 106 | 54 | 150 | 113 | 121 | 85 | 66 | 123 | 151 | 196 | 112 | 44 | 1106 | 1185 | 24 | 54 | 30 | 15 | 122 | 152 | 191 | 976 | 102 | 322 |
| | 68%Lv | 69% | 74%j | 69% | 71%j | 72%j | 67% | 71% | 68% | 60% | 72%J | 63% | 75%Jl | 68%J | 69% | 63% | 61% | 74% | 69% | 65% | 71%v | 63% | 69% | 65% | 67%v |
| My opinion of the BBC has got worse | 334 | 28 | 8 | 35 | 26 | 18 | 28 | 14 | 40 | 51 | 40 | 39 | 7 | 284 | 304 | 4 | 14 | 3 | 3 | 25 | 38 | 57 | 236 | 31 | 89 |
| | 17%f | 18% | 12% | 16% | 11% | 22%fm | 15% | 22%Fm | 20%fm | 15% | 22%fm | 12% | 17%f | 18% | 11% | 16% | 8% | 16% | 13% | 18% | 19% | 17% | 20% | 19% | |
| NET: Changed | 609 | 48 | 19 | 66 | 45 | 48 | 42 | 28 | 58 | 99 | 76 | 66 | 15 | 519 | 534 | 14 | 35 | 10 | 7 | 66 | 62 | 110 | 435 | 55 | 158 |
| | 32% | 31% | 26% | 31% | 29% | 28% | 33% | 29% | 32% | 40%Ace | 28% | 37%m | 25% | 32% | 31% | 37% | 39% | 26% | 31% | 35% | 29% | 37%auy | 31% | 35% | 33% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 375
Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?
Providing informative programmes and content (this includes news and current affairs)
Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1931 | 1385 | 294 | 183 | 117 | 9 | 537 | 210 | 479 | 458 | 91 | 251 | 362 | 372 | 304 | 158 | 79 | 60 | 39 | 29 | 30 | 19 | 35 |
| Weighted base | 1932 | 1381 | 292 | 188 | 117 | 10** | 542 | 212 | 483 | 460 | 93* | 257 | 371 | 381 | 310 | 151 | 77* | 59* | 35* | 26** | 27** | 14** | 29* |
| My opinion of the BBC has got better | 275 | 187 | 51 | 28 | 14 | 3 | 86 | 34 | 76 | 75 | 6 | 39 | 54 | 48 | 48 | 18 | 14 | 6 | 7 | 2 | 6 | 4 | 7 |
| | 14%k | 14% | 17% | 15% | 12% | 32% | 16% | 16% | 16% | 16% | 7% | 15%k | 14% | 13% | 15%k | 12% | 19%k | 10% | 19%k | 6% | 24% | 32% | 25%Kn |
| My opinion of the BBC has stayed the same | 1323 | 938 | 207 | 136 | 78 | 2 | 383 | 156 | 349 | 321 | 72 | 168 | 242 | 266 | 206 | 112 | 54 | 45 | 27 | 19 | 19 | 9 | 18 |
| | 68% | 68% | 71% | 73% | 67% | 22% | 71% | 74% | 72%kaj | 70% | 78%lmo | 65% | 65% | 70% | 66% | 74% | 70% | 76% | 76% | 72% | 70% | 66% | 63% |
| My opinion of the BBC has got worse | 334 | 256 | 34 | 24 | 24 | 4 | 73 | 22 | 58 | 63 | 14 | 50 | 75 | 66 | 57 | 20 | 9 | 8 | 2 | 6 | 2 | * | 3 |
| | 17%CGH | 19%aCG | 12% | 13% | 21%cdg | 46% | 13%l | 10% | 12% | 14%i | 16% | 20%k | 20%k | 17% | 18%k | 14% | 11% | 14% | 5% | 22% | 6% | 3% | 11% |
| NET: Changed | 609 | 443 | 85 | 51 | 39 | 7 | 159 | 56 | 134 | 138 | 21 | 89 | 129 | 115 | 104 | 39 | 23 | 15 | 8 | 7 | 8 | 5 | 11 |
| | 32%i | 32% | 29% | 27% | 33% | 78% | 29%i | 26% | 28% | 30%i | 22% | 35%k | 35%k | 30% | 34%k | 26% | 30% | 24% | 24% | 28% | 30% | 34% | 37% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 376

**Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?
 Providing informative programmes and content (this includes news and current affairs)**

Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-------------|-----------------------|------------|--------------------|--------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1931 | 1877 | 54 | 1406 | 525 | 1434 | 497 | 1931 | - | 1931 | - |
| Weighted base | 1932 | 1879 | 53* | 1399 | 533 | 1420 | 512 | 1932 | -** | 1932 | -** |
| My opinion of the BBC has got better | 275 14%EG | 272 15% | 3 6% | 222 16%AE | 53 10% | 240 17%AG | 35 7% | 275 14% | - | 275 14% | - |
| My opinion of the BBC has stayed the same | 1323 68% | 1293 69% | 30 57% | 943 67% | 381 71% | 955 67% | 368 72% | 1323 68% | - | 1323 68% | - |
| My opinion of the BBC has got worse | 334 17%BF | 313 17% | 20 38%AB | 234 17% | 99 19% | 225 16% | 109 21%AF | 334 17% | - | 334 17% | - |
| NET: Changed | 609 32% | 586 31% | 23 43% | 456 33% | 153 29% | 465 33% | 144 28% | 609 32% | - | 609 32% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 377
Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?
Providing educational and learning programmes and content (this includes documentaries as well as children's educational content)
Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|--------------------|--------------|--------------|---------------------|-------------|--------------------|-------------|------------------------|------------|-------------|---------------------|-------------|-------------|------------------|---------------------|-------------|------------------------------|-------------|-------------|--------------|--------------------|-------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1697 | 901 | 789 | 121 | 173 | 251 | 265 | 264 | 248 | 206 | 169 | 294 | 206 | 457 | 529 | 623 | 136 | 525 | 468 | 313 | 388 | 993 | 701 |
| Weighted base | 1697 | 874 | 816 | 111 | 166 | 262 | 259 | 286 | 246 | 199 | 168 | 277 | 197 | 460 | 545 | 613 | 125 | 490 | 476 | 345 | 382 | 966 | 727 |
| My opinion of the BBC has got better | 388 23%bu | 179 21% | 207 25%ab | 35 32%agi Kop | 39 23% | 64 24% | 52 20% | 64 22% | 49 20% | 54 27%kp | 30 18% | 74 27%k | 55 28%Ek | 119 26%k | 116 21% | 133 22% | 43 35%Aef GhiKLn OP | 122 25%u | 117 25%u | 81 23% | 69 18% | 238 25%a | 150 21% |
| My opinion of the BBC has stayed the same | 1154 68% | 592 68% | 557 68% | 73 66%q | 117 71%m | 169 64% | 182 70% | 184 64% | 177 72% | 128 64% | 124 74%ffj nq | 190 69%q | 133 67% | 301 66% | 365 67% | 429 70%j | 78 63% | 330 67% | 315 66% | 221 64% | 286 75%ArS T | 645 67% | 507 70% |
| My opinion of the BBC has got worse | 155 9%CDL mQ | 103 12%AC | 52 6% | 3 2% | 10 6% | 30 11%DLmn Q | 24 9%dlq | 38 13%aDei LMmpQ | 19 8%d | 18 9%dq | 13 8%cd | 12 4% | 10 5% | 39 9%dLM q | 63 12%aDeL MQ | 50 8%dlq | 3 3% | 39 8% | 44 9% | 44 13%aru | 27 7% | 83 9% | 71 10% |
| NET: Changed | 543 32%U | 282 32% | 259 32% | 38 34% | 49 29% | 94 36%k | 77 30% | 103 36%k | 69 28% | 71 36%kp | 44 26% | 87 31% | 65 33%e | 158 34%k | 179 33% | 184 30% | 46 37%dkl | 160 33%u | 161 34%U | 124 36%U | 96 25% | 321 33% | 220 30% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 378
Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?
Providing educational and learning programmes and content (this includes documentaries as well as children's educational content)
Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|---------------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|--------------------------|----------------|----------------|------------------------|------------------|---------------------------|-----------|-----------|------------------------|-------------------|--------------------------------|----------------------|-------------------------|------------|------------------------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1697 | 134 | 57 | 173 | 133 | 139 | 100 | 117 | 144 | 217 | 222 | 135 | 126 | 1320 | 1501 | 35 | 81 | 36 | 21 | 173 | 179 | 249 | 1259 | 125 | 399 |
| Weighted base | 1697 | 143 | 61* | 192 | 138 | 148 | 105* | 82 | 155 | 224 | 243 | 153 | 52 | 1419 | 1494 | 36* | 84* | 37* | 21** | 179 | 185 | 249 | 1256 | 122 | 401 |
| My opinion of the BBC has got better | 388 23% _o | 29 20% | 13 20% | 37 19% | 28 20% | 38 26% | 23 22% | 21 26% | 32 20% | 51 23% | 66 27% | 40 26% | 12 23% | 326 23% | 329 22% | 11 29% | 26 30% | 14 37% _o | 5 24% | 55 31% _{ao} | 44 24% | 68 27% | 281 22% | 25 20% | 98 25% |
| My opinion of the BBC has stayed the same | 1154 68% _{tv} | 102 72% | 46 74% | 140 73% | 93 68% | 96 65% | 70 67% | 54 66% | 108 69% | 143 64% | 163 67% | 102 67% | 36 70% | 961 68% | 1029 69% _{at} | 21 59% | 49 58% | 21 58% | 15 71% | 108 60% | 124 67% | 155 62% | 862 69% | 87 71% _v | 264 66% |
| My opinion of the BBC has got worse | 155 9% | 11 8% | 3 5% | 15 8% | 16 12% | 13 9% | 12 11% | 7 9% | 16 10% | 30 14% _{aKn} | 15 6% | 11 7% | 4 7% | 133 9% | 135 9% | 4 11% | 9 11% | 2 6% | 1 5% | 17 9% | 17 9% | 26 11% | 113 9% | 10 8% | 39 10% |
| NET: Changed | 543 32% _o | 41 28% | 16 26% | 52 27% | 44 32% | 51 35% | 34 33% | 28 34% | 48 31% | 81 36% | 80 33% | 51 33% | 16 30% | 458 32% | 465 31% | 15 41% | 35 41% | 16 42% | 6 29% | 72 40% _{ao} | 61 33% | 94 38% _{ax} | 394 31% | 35 29% | 137 34% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 379

Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?
Providing educational and learning programmes and content (this includes documentaries as well as children's educational content)
Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1697 | 1173 | 295 | 178 | 107 | 9 | 515 | 202 | 467 | 443 | 81 | 216 | 303 | 327 | 272 | 140 | 72 | 55 | 38 | 26 | 28 | 18 | 34 |
| Weighted base | 1697 | 1170 | 293 | 181 | 105 | 10** | 517 | 203 | 470 | 443 | 82* | 220 | 311 | 337 | 277 | 133 | 69* | 55* | 34* | 23** | 26** | 13** | 28* |
| My opinion of the BBC has got better | 388 | 251 | 80 | 48 | 21 | 3 | 134 | 55 | 126 | 112 | 12 | 46 | 67 | 76 | 70 | 22 | 25 | 16 | 9 | 7 | 10 | 4 | 7 |
| | 23%b | 21% | 27%b | 27% | 20% | 32% | 26% | 27% | 27%ab | 25% | 14% | 21% | 21% | 22% | 25%k | 17% | 36%aKlm nP | 28% | 28% | 30% | 39% | 34% | 26% |
| My opinion of the BBC has stayed the same | 1154 | 815 | 188 | 115 | 71 | 4 | 334 | 129 | 301 | 289 | 62 | 157 | 209 | 231 | 182 | 97 | 40 | 34 | 23 | 14 | 15 | 8 | 17 |
| | 68%i | 70%agi | 64% | 64% | 68% | 45% | 65% | 64% | 64% | 65% | 76%q | 71%q | 67% | 69% | 66% | 73%q | 58% | 62% | 69% | 59% | 57% | 66% | 60% |
| My opinion of the BBC has got worse | 155 | 104 | 25 | 18 | 13 | 2 | 49 | 19 | 43 | 42 | 8 | 18 | 36 | 31 | 25 | 13 | 4 | 5 | 1 | 3 | 1 | - | 4 |
| | 9% | 9% | 9% | 10% | 12% | 23% | 9% | 9% | 9% | 9% | 10% | 8% | 11% | 9% | 9% | 10% | 6% | 9% | 3% | 11% | 4% | - | 13% |
| NET: Changed | 543 | 355 | 105 | 66 | 34 | 5 | 183 | 74 | 169 | 154 | 20 | 63 | 103 | 106 | 95 | 36 | 29 | 21 | 11 | 9 | 11 | 4 | 11 |
| | 32%b | 30% | 36% | 36% | 32% | 55% | 35%b | 36% | 36%ab | 35% | 24% | 29% | 33% | 31% | 34% | 27% | 42%klp | 38% | 31% | 41% | 43% | 34% | 40% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 380

**Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?
 Providing educational and learning programmes and content (this includes documentaries as well as children's educational content)**
Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---|---------------|--------------|--------------------|--------------|-----------------|--------------|--|-------------|--|-------------|----|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1697 | 1651 | 46 | 1251 | 446 | 1294 | 403 | 1697 | - | 1697 | - |
| Weighted base | 1697 | 1651 | 46* | 1242 | 455 | 1282 | 415 | 1697 | ** | 1697 | ** |
| My opinion of the BBC has got better | 388 23%EG | 385 23%ac | 4 8% | 315 25%AE | 73 16% | 342 27%AG | 46 11% | 388 23% | - | 388 23% | - |
| My opinion of the BBC has stayed the same | 1154 68%df | 1121 68% | 32 70% | 824 66% | 329 72%ad | 840 66% | 313 75%AF | 1154 68% | - | 1154 68% | - |
| My opinion of the BBC has got worse | 155 9%BdF | 145 9% | 10 22%AB | 103 8% | 52 11%ed | 99 8% | 56 13%AF | 155 9% | - | 155 9% | - |
| NET: Changed | 543 32%eG | 529 32% | 14 30% | 418 34%ae | 125 28% | 442 34%AG | 102 25% | 543 32% | - | 543 32% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 381
Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?
Providing entertaining programmes and content
Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | Total (a) | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | |
|---|--|--------------------------|--------------------------|--|----------------------------------|-------------------------------|---------------------------------|----------------------------------|----------------------------------|------------------------------------|-------------------------------------|-----------------------------------|----------------------------------|----------------------------------|-----------------------------------|-------------------------------------|-------------------------------|--------------------------|-------------------------|-------------------------|------------------------|-------------|--------------------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1950 | 1016 | 926 | 126 | 189 | 277 | 293 | 301 | 300 | 253 | 211 | 315 | 224 | 501 | 594 | 764 | 142 | 591 | 539 | 353 | 464 | 1130 | 817 |
| Weighted base | 1951 | 984 | 959 | 115 | 181 | 288 | 286 | 325 | 299 | 247 | 211 | 296 | 215 | 502 | 611 | 756 | 130 | 553 | 548 | 390 | 457 | 1101 | 847 |
| My opinion of the BBC has got better | 199 10% ⁱ KP u | 108 11% | 89 9% | 25 22% ^{Afg} HUKnO P | 28 15% ^{aHl} JKoP | 37 13% ^{hIk} P | 34 12% ^{iKP} | 23 7% | 21 7% | 21 8% | 11 5% | 53 18% ^{AqH} JKnOP | 34 16% ^{AHl} JKOP | 71 14% ^{AHlj} KoP | 57 9% | 52 7% | 29 22% ^{AfG} P | 69 13% ^{aaU} | 55 10% | 39 10% | 34 8% | 125 11% | 74 9% |
| My opinion of the BBC has stayed the same | 1431 73% ^B | 690 70% | 735 77% ^{AB} | 85 73% | 140 77% ^k | 219 76% | 209 73% | 237 73% | 227 76% ^p | 170 69% | 144 68% | 225 76% | 166 77% ^{jk} | 385 77% ^{jkp} | 446 73% | 541 72% | 94 73% | 398 72% | 419 77% ^t | 275 71% | 338 74% | 818 74% | 613 72% |
| My opinion of the BBC has got worse | 321 16% ^{CDE} FLMNQs V | 186 19% ^{AC} | 135 14% | 6 5% | 13 7% | 32 11% ^l | 43 15% ^{DeL} MnQ | 65 20% ^{DEF} LMNQ | 51 17% ^{DEF} LMNQ | 56 23% ^{ADE} FgLMNQ | 27% ^{ADEF} GILMNOp Q | 19 6% | 14 7% | 46 9% ^l | 108 18% ^{DEF} LMNQ | 163 22% ^{ADEF} gLMNQ | 7 5% | 86 15% | 73 13% | 75 19% ^s | 85 19% ^s | 158 14% | 161 19% ^{aV} |
| NET: Changed | 520 27% ^C | 294 30% ^{AC} | 224 23% | 31 27% | 41 23% | 68 24% | 77 27% | 88 27% | 72 24% | 76 31% ^{mn} | 67 32% ^{emn} | 71 24% | 49 23% | 117 23% | 165 27% | 214 28% ⁱⁿ | 35 27% | 155 28% | 128 23% | 115 29% ^s | 120 26% | 283 26% | 234 28% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 382
Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?
Providing entertaining programmes and content
Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|---|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|-------------------|-----------|-----------|------------|-----------|---------------------|---------------------------------|----------------------|-------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condition (u) | Physic al condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1950 | 148 | 68 | 194 | 153 | 163 | 122 | 134 | 167 | 242 | 255 | 159 | 145 | 1523 | 1743 | 39 | 83 | 39 | 22 | 183 | 207 | 300 | 1428 | 159 | 482 |
| Weighted base | 1951 | 158 | 73* | 216 | 159 | 173 | 128 | 95 | 180 | 250 | 280 | 180 | 60 | 1638 | 1737 | 40* | 86* | 40* | 23** | 190 | 213 | 298 | 1428 | 158 | 483 |
| My opinion of the BBC has got better | 199 | 18 | 8 | 18 | 16 | 23 | 4 | 9 | 10 | 37 | 31 | 19 | 5 | 166 | 157 | 7 | 19 | 9 | 4 | 39 | 24 | 29 | 141 | 17 | 50 |
| | 10%GIO | 12%g | 11%g | 8% | 10%g | 13%Gi | 3% | 9%g | 5% | 15%adG | 11%g | 10%g | 9%g | 10%Gi | 9% | 18% | 22%AO | 23%aO | 16% | 20%AO | 11% | 10% | 10% | 11% | 10% |
| My opinion of the BBC has stayed the same | 1431 | 112 | 54 | 176 | 113 | 124 | 101 | 68 | 132 | 166 | 211 | 129 | 46 | 1205 | 1281 | 29 | 56 | 29 | 18 | 132 | 153 | 203 | 1074 | 101 | 331 |
| | 73%JvX | 71% | 74% | 82%Abe | 71% | 72% | 79%j | 72% | 73% | 66% | 75%j | 72% | 76%j | 74%J | 74% | 72% | 65% | 72% | 79% | 69% | 72% | 68% | 75%AvX | 64% | 69% |
| My opinion of the BBC has got worse | 321 | 27 | 11 | 21 | 30 | 26 | 22 | 18 | 38 | 48 | 38 | 32 | 9 | 267 | 299 | 4 | 12 | 2 | 1 | 19 | 37 | 67 | 213 | 39 | 102 |
| | 16%DtW | 17%k | 15% | 10% | 19%k | 15% | 17% | 19%k | 21%Dk | 19%D | 13% | 18%k | 15% | 16%D | 17%at | 10% | 14% | 6% | 5% | 10% | 17% | 22%AW | 15% | 25%AuW | 21%AW |
| NET: Changed | 520 | 46 | 19 | 40 | 46 | 49 | 27 | 27 | 48 | 85 | 69 | 51 | 14 | 433 | 456 | 11 | 31 | 11 | 5 | 58 | 61 | 95 | 354 | 57 | 152 |
| | 27%DW | 29%k | 26% | 16% | 29%k | 28%k | 21% | 28%k | 27% | 34%ADg | 25% | 28%k | 24% | 26%D | 26% | 28% | 35% | 28% | 21% | 31% | 28% | 32%aw | 25% | 36%AW | 31%AW |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 383
Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?
Providing entertaining programmes and content
Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1950 | 1389 | 305 | 188 | 116 | 9 | 552 | 216 | 495 | 472 | 89 | 260 | 368 | 373 | 306 | 161 | 78 | 60 | 39 | 29 | 30 | 20 | 36 |
| Weighted base | 1951 | 1386 | 302 | 192 | 115 | 10** | 556 | 218 | 498 | 472 | 90* | 265 | 378 | 382 | 312 | 154 | 75* | 59* | 35* | 26** | 27** | 15** | 30* |
| My opinion of the BBC has got better | 199 | 113 | 44 | 29 | 14 | 3 | 83 | 31 | 74 | 71 | 6 | 24 | 37 | 30 | 36 | 9 | 14 | 5 | 6 | 2 | 7 | 4 | 7 |
| | 10%B | 8% | 15%AB | 15%aB | 12% | 32% | 15%AB | 14%aB | 15%AB | 15%AB | 7% | 9% | 10% | 8% | 12%p | 6% | 19%aklmN | 8% | 17%p | 6% | 24% | 25% | 24%aKLmNoPr |
| My opinion of the BBC has stayed the same | 1431 | 1027 | 220 | 131 | 78 | 4 | 400 | 165 | 361 | 336 | 70 | 196 | 271 | 288 | 223 | 117 | 53 | 45 | 26 | 21 | 19 | 10 | 20 |
| | 73% | 74% | 73% | 68% | 68% | 45% | 72% | 76% | 72% | 71% | 78% | 74% | 72% | 75% | 71% | 76% | 70% | 76% | 75% | 79% | 72% | 68% | 66% |
| My opinion of the BBC has got worse | 321 | 246 | 37 | 32 | 23 | 2 | 73 | 21 | 64 | 66 | 14 | 45 | 70 | 64 | 53 | 27 | 9 | 10 | 3 | 4 | 1 | 1 | 3 |
| | 16%cgH | 18%acg | 12% | 17%h | 20%cgh | 23% | 13% | 10% | 13% | 14% | 16% | 17% | 19% | 17% | 18% | 11% | 16% | 16% | 8% | 15% | 4% | 7% | 10% |
| | i | Hi | | | j | | | | | | | | | | | | | | | | | | |
| NET: Changed | 520 | 359 | 82 | 61 | 37 | 5 | 156 | 53 | 138 | 136 | 20 | 69 | 107 | 94 | 89 | 36 | 23 | 14 | 9 | 6 | 8 | 5 | 10 |
| | 27% | 26% | 27% | 32% | 32% | 55% | 28% | 24% | 28% | 29% | 22% | 26% | 28% | 25% | 29% | 24% | 30% | 24% | 25% | 21% | 28% | 32% | 34% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 384
Q23. How, if at all, has your opinion of the BBC changed since March 2020, just before Covid-19 restrictions came into place?
Providing entertaining programmes and content
Base: All respondents who ever use any BBC services excluding those who said don't know at Q22

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---|---------------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|----|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1950 | 1899 | 51 | 1412 | 538 | 1436 | 514 | 1950 | - | 1950 | - |
| Weighted base | 1951 | 1900 | 51* | 1405 | 546 | 1423 | 528 | 1951 | ** | 1951 | ** |
| My opinion of the BBC has got better | 199 | 199 | - | 168 | 31 | 175 | 23 | 199 | - | 199 | - |
| | 10%cEG | 10%ac | - | 12%AE | 6% | 12%AG | 4% | 10% | - | 10% | - |
| My opinion of the BBC has stayed the same | 1431 | 1396 | 35 | 1027 | 404 | 1047 | 384 | 1431 | - | 1431 | - |
| | 73% | 73% | 69% | 73% | 74% | 74% | 73% | 73% | - | 73% | - |
| My opinion of the BBC has got worse | 321 | 305 | 16 | 210 | 111 | 201 | 120 | 321 | - | 321 | - |
| | 16%BDF | 16% | 31%AB | 15% | 20%AD | 14% | 23%AF | 16% | - | 16% | - |
| NET: Changed | 520 | 504 | 16 | 378 | 142 | 376 | 144 | 520 | - | 520 | - |
| | 27% | 27% | 31% | 27% | 26% | 26% | 27% | 27% | - | 27% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 385

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 277 | 146 | 130 | 29 | 38 | 35 | 38 | 34 | 29 | 38 | 36 | 67 | 47 | 82 | 72 | 103 | 35 | 105 | 77 | 47 | 48 | 182 | 95 |
| Weighted base | 275 | 141 | 133 | 26** | 37* | 36* | 35* | 37* | 30** | 38* | 37* | 63* | 45* | 81* | 72* | 105 | 31* | 99 | 77* | 51* | 48* | 177 | 99* |
| NET: Positive | 245 | 122 | 122 | 24 | 32 | 33 | 28 | 34 | 27 | 35 | 32 | 56 | 40 | 73 | 62 | 95 | 29 | 83 | 71 | 46 | 45 | 154 | 91 |
| | 89%r | 86% | 92% | 92% | 86% | 91% | 79% | 93% | 93% | 92% | 87% | 89% | 89% | 90% | 86% | 90% | 94% | 83% | 92% | 91% | 94% | 87% | 91% |
| They have responded well to Covid-19/ worked hard/ stepped up/ risen to the challenge/ provided an important service when it was most needed | 92 | 46 | 46 | 5 | 10 | 10 | 9 | 6 | 17 | 19 | 16 | 15 | 11 | 20 | 16 | 51 | 8 | 25 | 34 | 18 | 14 | 59 | 33 |
| | 33%hor | 32% | 35% | 21% | 26% | 26% | 27% | 17% | 58% | 48%aHl | 43%ho | 24% | 24% | 25% | 22% | 49%Aef | 26% | 25% | 44%ar | 36% | 30% | 33% | 33% |
| | | | | | | | | | | mnO | | | | | | gHLMNO | | | | | | | |
| | | | | | | | | | | | | | | | | q | | | | | | | |
| They are informative/ a good/ interesting source of information | 65 | 27 | 38 | 5 | 6 | 4 | 5 | 10 | 12 | 11 | 11 | 11 | 10 | 14 | 15 | 34 | 7 | 16 | 20 | 14 | 15 | 36 | 29 |
| | 23%r | 19% | 29% | 21% | 16% | 12% | 16% | 26% | 40% | 28% | 30% | 18% | 22%e | 17% | 21% | 32%afn | 24% | 16% | 26% | 27% | 31%r | 20% | 29% |
| News broadcasting is good/ good quality/ well presented/ trustworthy source of news/ I like the news programmes | 58 | 25 | 33 | 8 | 10 | 5 | 9 | 9 | 8 | 7 | 3 | 17 | 15 | 20 | 17 | 18 | 9 | 17 | 16 | 10 | 15 | 33 | 25 |
| | 21% | 18% | 25% | 30% | 26% | 15% | 25% | 24% | 27% | 18% | 9% | 28%k | 32%kp | 25% | 24% | 17% | 31%k | 17% | 21% | 20% | 30% | 19% | 25% |
| They keep me updated/ abreast of events/ provide information quickly/ when I need/ want it | 46 | 15 | 30 | 5 | 7 | 5 | 5 | 2 | 5 | 9 | 9 | 12 | 9 | 14 | 7 | 23 | 6 | 17 | 13 | 10 | 6 | 30 | 16 |
| | 17%Bh | 10% | 23%aB | 18% | 19% | 13% | 15% | 4% | 16% | 25%ho | 23%h | 19% | 21%h | 17% | 9% | 22%ho | 18% | 17% | 17% | 20% | 12% | 17% | 16% |
| They have increased their output/ created more content/ new programmes | 23 | 9 | 14 | 3 | 4 | - | 2 | 4 | 2 | 4 | 4 | 7 | 6 | 6 | 6 | 11 | 3 | 8 | 5 | 4 | 6 | 13 | 10 |
| | 8% | 7% | 10% | 11% | 10% | - | 5% | 11% | 7% | 11%f | 11%f | 11%f | 13%fn | 7% | 8% | 10% | 9% | 8% | 7% | 9% | 12% | 7% | 10% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 385

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-------------|-----------|-------------|-----------|-----------|-----------|-----------|--------------|-----------|------------|---------|-----------|-----------|-----------|------------|-------------|------------|-----------|----------|----------|----------|----------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 275 | 141 | 133 | 26** | 37* | 36* | 35* | 37* | 30** | 38* | 37* | 63* | 45* | 81* | 72* | 105 | 31* | 99 | 77* | 51* | 48* | 177 | 99* |
| They are comprehensive in their reporting/ provide depth/ breadth/ detailed analysis/ a wide range of views | 22 8% | 16 11% | 6 5% | 2 7% | 1 3% | 2 6% | 2 6% | 3 9% | 3 9% | 6 16% | 3 7% | 3 5% | 3 7%e | 5 6% | 5 8% | 12 11% | 2 6% | 7 7% | 8 10% | 3 7% | 4 8% | 4 8% | 7 7% |
| Educational programmes/ content/ has made a positive contribution to children's education/ Bitesize etc. | 22 8%brv | 6 4% | 16 12%ab | 2 6% | - | 3 7% | 2 6% | 5 14%elmn | 2 8% | 4 12%em | 3 8% | 2 3% | - | 3 3% | 7 10%em | 10 10%em | 2 5% | 5 5% | 4 6% | 6 13% | 5 11% | 10 6% | 12 12% |
| They are trustworthy/ honest/ I feel I can trust the BBC/ the information they provide | 21 8% | 15 10% | 7 5% | 1 2% | 3 8% | 3 9% | 3 9% | 4 10% | 1 3% | 4 10% | 3 8% | 4 6% | 3 7% | 6 8% | 7 9% | 8 7% | 1 2% | 10 10% | 5 6% | 4 7% | 3 7% | 14 8% | 7 7% |
| They provide a variety of programmes/ range of content/ something for everyone | 19 7% | 8 6% | 11 8% | 3 13% | 2 5% | 2 6% | 3 9% | 5 13% | - | 3 8% | 1 2% | 5 8% | 3 6% | 5 6% | 8 11% | 4 4% | 3 11% | 7 7% | 9 9% | 4 7% | 2 4% | 13 8% | 6 6% |
| It is better than other services/ broadcasters/ prefer to get my content from the BBC | 16 6% | 9 6% | 7 5% | 1 6% | 2 5% | 2 6% | 2 6% | 2 4% | 3 11% | 2 5% | 1 3% | 3 5% | 2 4% | 4 5% | 4 5% | 7 6% | 1 5% | 4 4% | 3 4% | 4 8% | 4 9% | 7 4% | 8 8% |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content | 14 5%o | 8 5% | 7 5% | 3 12% | 1 4% | 2 5% | * 1% | - | 4 14% | 2 6% | 1 3% | 4 7%mo | 1 3% | 3 4% | * 1% | 8 7%o | 3 11%ho | 4 4% | 4 6% | 5 9% | 1 2% | 9 5% | 6 6% |
| They are consistent/ reliable/ maintain their standards | 14 5% | 7 5% | 7 5% | 1 4% | 2 5% | 1 3% | * 1% | 4 10% | 4 14% | - | 2 6% | 3 5% | 2 4% | 3 4% | 4 5% | 6 6% | 1 3% | 7 8% | 2 3% | 2 5% | 2 4% | 10 6% | 4 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 385

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|------------|-----------|-----------|--------------|-----------|-----------|---------------|------------|------------|------------|------------|-----------|-----------|---------|------------|----------|----------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 275 | 141 | 133 | 26** | 37* | 36* | 35* | 37* | 30** | 38* | 37* | 63* | 45* | 81* | 72* | 105 | 31* | 99 | 77* | 51* | 48* | 177 | 99* |
| The BBC have improved/ got better/ standards have risen | 13 5% | 8 6% | 5 4% | 3 11% | 1 3% | 2 6% | * 1% | 2 6% | 1 4% | 3 8% | - - | 4 6% | 2 5% | 4 5% | 3 4% | 4 4% | 3 9% | 4 4% | 2 3% | 5 10% | 2 5% | 6 3% | 7 7% |
| They provide content/ programmes that are relevant to me/ my area/ content that meet my needs | 13 5%r | 6 4% | 6 5% | 1 4% | - - | 3 9% | 1 2% | 2 6% | 2 5% | 2 5% | 2 6% | 1 1% | 1 2% | 4 5% | 3 4% | 6 5% | 1 3% | 1 1% | 8 10%aR | 3 6% | 1 2% | 9 5% | 4 4% |
| They provide a useful/ helpful service | 13 5% | 7 5% | 6 4% | 1 6% | 4 11%p | 1 3% | 1 3% | 2 6% | 1 4% | * 1% | 1 3% | 5 9% | 5 11%ap | 6 7% | 3 5% | 3 3% | 2 8% | 5 5% | 3 3% | 4 8% | 1 2% | 8 4% | 5 5% |
| Entertaining programmes/ content/ have kept people entertained/ good drama, comedy etc. | 11 4% | 3 2% | 8 6% | 1 4% | - - | 2 4% | 2 5% | 1 3% | 2 7% | 1 3% | 2 6% | 1 2% | 1 2% | 3 3% | 3 4% | 5 5% | 1 3% | 3 3% | 3 4% | - - | 4 8%t | 7 4% | 4 4% |
| They have supported the government well/ broadcast political updates/ helped the government communicate important messages | 11 4% | 5 4% | 6 4% | - - | - - | - - | * 1% | 4 11%almN | - - | 2 6%n | 4 11%aeLmN | - - | - - | - - | 4 6%gln | 6 6%ln | - - | 4 4% | 5 6% | * 1% | 1 2% | 9 5% | 2 2% |
| International coverage/ content/ information from around the world | 10 4% | 5 4% | 5 3% | - - | - - | - - | 1 3% | 3 8%ln | 1 3% | 3 7%ln | 2 6%n | - - | - - | - - | 4 6%n | 6 5%n | - - | 2 2% | 3 4% | 2 3% | 3 6% | 5 3% | 4 4% |
| They are unbiased/ impartial/ balanced/ do not have an agenda | 9 3% | 4 2% | 6 4% | - - | - - | - - | * 1% | 2 7%ln | 3 10% | 2 6%n | 1 3% | - - | - - | - - | 3 4% | 6 6%ln | - - | 3 3% | 4 5% | - - | 2 5% | 7 4% | 2 2% |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 7 3% | 4 3% | 3 2% | 1 4% | 3 8%aop | 2 6%o | - - | - - | - - | - - | 1 3% | 4 7%aop | 3 7%op | 5 6%aop | - - | 1 1% | 1 3% | 2 2% | 3 4% | - - | 2 4% | 5 3% | 2 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



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Absolutes/col percents

Table 385

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-------------------|--------------------|------------|-----------|-----------|-----------|------------------|-----------|-----------|----------------------------|---------------------------|-----------|-----------|-----------|-----------|---------------------------|-----------|-----------|----------|----------|----------|-----------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 275 | 141 | 133 | 26** | 37* | 36* | 35* | 37* | 30** | 38* | 37* | 63* | 45* | 81* | 72* | 105 | 31* | 99 | 77* | 51* | 48* | 177 | 99* |
| Factual programmes/ content/ good documentaries etc. | 5 2% | 3 2% | 2 2% | - | - | - | - | 3% | - | 2 5%n | 2 6%n | - | - | - | 1 2% | 4 4% | - | 3 3% | - | 2 2% | 1 2% | 3 2% | 2 2% |
| They present information clearly/ make things easy to understand/ explain things well | 5 2% | 3 2% | 2 2% | 2 7% | - | - | - | - | 2 7% | - | 1 3% | 2 3% | - | - | - | 3 3% | 2 6%no | 3 3% | - | 1 2% | 1 2% | 3 2% | 2 2% |
| Other positive | 25 9% c | 18 13% a | 6 5% | 2 7% | 3 8% | 4 11% | 1 3% | 5 14% | 2 7% | 3 9% | 4 11% | 5 8% | 3 6% | 7 9% | 6 9% | 9 9% | 3 9% | 10 10% | 6 7% | 4 8% | 6 12% | 15 9% | 9 10% |
| NET: Neutral | 38 14% | 21 15% | 17 12% | 4 15% | 3 9% | 3 9% | 7 21% | 3 7% | 4 14% | 7 17% | 6 17% | 7 11% | 4 9% | 8 9% | 10 14% | 17 16% | 4 13% | 18 18% | 8 10% | 6 12% | 6 12% | 26 15% | 12 12% |
| I have paid more attention to the BBC/ had more time use their services | 29 11% | 15 11% | 15 11% | 3 11% | 3 9% | 2 6% | 6 18% | 2 5% | 3 11% | 6 14% | 4 12% | 6 10% | 4 9% | 6 8% | 8 11% | 13 13% | 3 10% | 14 14% | 7 9% | 5 9% | 4 8% | 21 12% | 9 9% |
| It's how I feel | 3 1% | 2 1% | 1 1% | 1 4% | - | - | - | - | - | - | 2 5% a n | 1 2% | - | - | - | 2 2% | 1 3% | 3 3% | - | - | - | 3 2% | - |
| Other neutral | 6 2% | 5 4% | 1 1% | - | - | 1 3% | 1 3% | 1 3% | 1 3% | 1 3% | 1 3% | - | - | 1 1% | 2 3% | 3 3% | - | 2 2% | 1 1% | 1 2% | 2 4% | 3 2% | 3 3% |
| NET: Negative | 6 2% | 2 1% | 4 3% | - | - | - | 1 3% | - | - | 3 8% a ln | 2 6% n | - | - | - | 1 1% | 5 5% a n | - | 4 4% | 2 3% | - | - | 6 4% | - |
| They conduct interviews poorly | 1 * | - | 1 1% | - | - | - | - | - | - | 1 3% | - | - | - | - | - | 1 1% | - | 1 1% | - | - | - | 1 1% | - |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 1 * | 1 1% | - | - | - | - | - | - | - | - | 1 3% | - | - | - | - | 1 1% | - | - | 1 1% | - | - | 1 1% | - |
| I do not use BBC services/ I do not use BBC services much | 1 * | - | 1 1% | - | - | - | 1 3% a | - | - | - | - | - | - | - | 1 1% | - | - | 1 1% | - | - | - | 1 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 385

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got better since March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | |
|---|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 275 | 141 | 133 | 26** | 37* | 36* | 35* | 37* | 30** | 38* | 37* | 63* | 45* | 81* | 72* | 105 | 31* | 99 | 77* | 51* | 48* | 177 | 99* |
| Too much government influence/ BBC agenda set by government | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - | - | - | - | 1 | - | 1 | - | - | - | 1 | - |
| | * | 1% | - | - | - | - | - | - | - | 3% | - | - | - | - | - | 1% | - | 1% | - | - | - | 1% | - |
| Other negative | 3 | 1 | 2 | - | - | - | - | - | - | 2 | 1 | - | - | - | - | 3 | - | 2 | 1 | - | - | 3 | - |
| | 1% | 1% | 2% | - | - | - | - | - | - | 6%an | 3% | - | - | - | - | 3% | - | 2% | 1% | - | - | 2% | - |
| Nothing/ no particular reason | 2 | 2 | - | - | 2 | - | - | - | - | - | - | 2 | 2 | 2 | - | - | - | 1 | - | - | 1 | 1 | 1 |
| | 1% | 1% | - | - | 5%Ap | - | - | - | - | - | - | 3%a | 4%ap | 2% | - | - | - | 1% | - | - | 2% | 1% | 1% |
| Don't know | 4 | 2 | 2 | - | 1 | 1 | 1 | - | - | 1 | - | 1 | 1 | 2 | 1 | 1 | - | 3 | 1 | - | - | 4 | - |
| | 2% | 2% | 2% | - | 3% | 3% | 3% | - | - | 3% | - | 2% | 2% | 3% | 1% | 1% | - | 3% | 1% | - | - | 2% | - |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 386

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got better since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-em Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 277 | 18 | 10 | 29 | 19 | 28 | 14 | 19 | 17 | 47 | 33 | 24 | 19 | 221 | 234 | 10 | 20 | 7 | 3 | 40 | 24 | 53 | 201 | 24 | 69 |
| Weighted base | 275 | 19** | 10** | 31** | 19** | 29** | 15** | 13** | 18** | 48* | 36* | 27** | 8** | 235 | 231 | 10** | 21** | 7** | 3** | 41* | 24** | 53* | 198 | 23** | 69* |
| NET: Positive | 245 | 19 | 10 | 24 | 16 | 28 | 13 | 13 | 16 | 41 | 33 | 24 | 8 | 206 | 207 | 8 | 18 | 6 | 3 | 35 | 20 | 49 | 177 | 19 | 62 |
| | 89% | 100% | 100% | 75% | 85% | 97% | 86% | 95% | 88% | 85% | 91% | 88% | 95% | 88% | 90% | 80% | 86% | 83% | 100% | 85% | 87% | 92% | 89% | 82% | 89% |
| They have responded well to Covid-19/ worked hard/ stepped up/ risen to the challenge/ provided an important service when it was most needed | 92 | 8 | 3 | 9 | 5 | 14 | 9 | 6 | 8 | 12 | 10 | 6 | 3 | 75 | 82 | 2 | 4 | 1 | 1 | 8 | 8 | 25 | 61 | 10 | 28 |
| | 33% | 39% | 29% | 28% | 26% | 49% | 57% | 48% | 42% | 24% | 28% | 21% | 42% | 32% | 36% | 20% | 21% | 13% | 35% | 20% | 33% | 46% ^{aw} | 31% | 45% | 41% |
| They are informative/ a good/ interesting source of information | 65 | 5 | 2 | 7 | 5 | 7 | 6 | 3 | 5 | 10 | 9 | 4 | * | 56 | 55 | - | 3 | 3 | 1 | 7 | 4 | 15 | 44 | 4 | 19 |
| | 23% | 27% | 20% | 21% | 26% | 26% | 43% | 22% | 30% | 21% | 25% | 13% | 5% | 24% | 24% | - | 16% | 41% | 31% | 18% | 18% | 28% | 22% | 16% | 27% |
| News broadcasting is good/ good quality/ well presented/ trustworthy source of news/ I like the news programmes | 58 | 5 | 5 | 6 | 2 | 6 | 4 | 3 | 1 | 9 | 7 | 7 | 3 | 48 | 50 | - | 4 | 3 | 1 | 8 | 7 | 11 | 42 | 7 | 15 |
| | 21% | 23% | 49% | 18% | 10% | 21% | 28% | 22% | 6% | 19% | 20% | 26% | 43% | 20% | 22% | - | 20% | 41% | 35% | 20% | 31% | 21% | 21% | 30% | 22% |
| They keep me updated/ abreast of events/ provide information quickly/ when I need/ want it | 46 | 2 | 2 | 3 | - | 8 | 2 | 3 | 4 | 8 | 4 | 6 | 3 | 39 | 39 | 2 | 3 | 1 | - | 6 | 5 | 9 | 34 | 4 | 12 |
| | 17% | 11% | 20% | 11% | - | 28% | 14% | 20% | 24% | 17% | 12% | 21% | 32% | 16% | 17% | 20% | 16% | 14% | - | 15% | 22% | 18% | 17% | 16% | 17% |
| They have increased their output/ created more content/ new programmes | 23 | 1 | 1 | - | 2 | 3 | 2 | 2 | 1 | 4 | 4 | 2 | - | 20 | 21 | 1 | 1 | - | - | 2 | 2 | 4 | 17 | 2 | 5 |
| | 8% | 6% | 11% | - | 11% | 11% | 14% | 16% | 5% | 9% | 12% | 8% | - | 9% | 9% | 9% | 5% | - | - | 5% | 9% | 8% | 9% | 8% | 7% |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 386

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got better since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 275 | 19** | 10** | 31** | 19** | 29** | 15** | 13** | 18** | 48* | 36* | 27** | 8** | 235 | 231 | 10** | 21** | 7** | 3** | 41* | 24** | 53* | 198 | 23** | 69* |
| They are comprehensive in their reporting/ provide depth/ breadth/ detailed analysis/ a wide range of views | 22 | 1 | 4 | 2 | - | 1 | 1 | 2 | 1 | 7 | 1 | - | 1 | 18 | 16 | - | 3 | 1 | 1 | 5 | 1 | 4 | 17 | 1 | 5 |
| | 8% | 6% | 39% | 7% | - | 4% | 7% | 16% | 5% | 15% | 3% | - | 15% | 8% | 7% | - | 15% | 14% | 35% | 13% | 3% | 8% | 9% | 4% | 7% |
| Educational programmes/ content/ has made a positive contribution to children's education/ Bitesize etc. | 22 | 3 | - | 1 | 1 | 2 | 2 | 1 | - | 3 | 3 | 3 | 1 | 17 | 17 | 2 | 1 | - | 1 | 5 | 4 | 5 | 13 | - | 7 |
| | 8% | 17% | - | 4% | 5% | 8% | 14% | 5% | - | 7% | 10% | 12% | 11% | 7% | 7% | 22% | 5% | - | 34% | 11% | 16% | 8% | 7% | - | 10% |
| They are trustworthy/ honest/ I feel I can trust the BBC/ the information they provide | 21 | 3 | 1 | 1 | 2 | 1 | - | 1 | 2 | 3 | 4 | 2 | * | 17 | 15 | - | 5 | 1 | - | 6 | - | 7 | 12 | 2 | 8 |
| | 8% | 18% | 10% | 3% | 10% | 3% | - | 5% | 11% | 6% | 12% | 8% | 5% | 7% | 7% | - | 25% | 14% | - | 15% | - | 12% | 6% | 10% | 11% |
| They provide a variety of programmes/ range of content/ something for everyone | 19 | 1 | - | 1 | 2 | 1 | - | 1 | 1 | 1 | 7 | 3 | - | 17 | 17 | 1 | 1 | - | - | 2 | 2 | 3 | 14 | - | 4 |
| | 7% | 5% | - | 4% | 12% | 4% | - | 10% | 6% | 2% | 18% | 13% | - | 7% | 7% | 11% | 5% | - | - | 5% | 10% | 6% | 7% | - | 6% |
| It is better than other services/ broadcasters/ prefer to get my content from the BBC | 16 | - | - | 4 | 3 | 4 | 1 | - | - | 1 | 1 | - | 1 | 15 | 14 | - | 2 | - | - | 2 | 2 | 2 | 12 | 1 | 4 |
| | 6% | - | - | 14% | 15% | 15% | 7% | - | - | 2% | 3% | - | 11% | 6% | 6% | - | 9% | - | - | 5% | 7% | 4% | 6% | 5% | 6% |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content | 14 | 2 | - | 2 | 2 | - | 1 | 1 | - | 3 | 1 | 1 | 1 | 11 | 12 | 1 | 1 | - | - | 2 | 1 | 1 | 12 | - | 2 |
| | 5% | 11% | - | 7% | 10% | - | 7% | 5% | - | 7% | 3% | 4% | 10% | 4% | 5% | 9% | 5% | - | - | 5% | 5% | 2% | 6% | - | 3% |

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| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|----------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|------------------|-----------|------------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em-Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental con-dition (u) | Physic-al con-dition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 275 | 19** | 10** | 31** | 19** | 29** | 15** | 13** | 18** | 48* | 36* | 27** | 8** | 235 | 231 | 10** | 21** | 7** | 3** | 41* | 24** | 53* | 198 | 23** | 69* |
| They are consistent/ reliable/ maintain their standards | 14 | 1 | - | - | 2 | 1 | 1 | - | 3 | 2 | 3 | - | * | 13 | 12 | - | 1 | - | 1 | 2 | - | 3 | 11 | 1 | 3 |
| | 5% | 6% | - | - | 11% | 3% | 8% | - | 17% | 4% | 9% | - | 5% | 5% | 5% | - | 5% | - | 31% | 5% | - | 6% | 5% | 4% | 5% |
| The BBC have improved/ got better/ standards have risen | 13 | - | 1 | 2 | - | 1 | - | 1 | - | 4 | 2 | 1 | * | 12 | 10 | 1 | 1 | - | 3 | 3 | - | - | 13 | - | - |
| | 5% | - | 11% | 7% | - | 3% | - | 5% | - | 9% | 6% | 4% | 6% | 5% | 4% | 10% | 5% | 14% | 7% | 7% | - | - | 7% ^{ay} | - | - |
| They provide content/ programmes that are relevant to me/ my area/ content that meet my needs | 13 | - | 1 | - | 1 | - | 3 | 1 | 2 | 1 | 2 | - | * | 11 | 12 | - | 1 | - | - | 1 | 1 | 3 | 9 | 2 | 4 |
| | 5% | - | 10% | - | 6% | - | 23% | 11% | 12% | 2% | 6% | - | 5% | 5% | 5% | - | 4% | - | - | 2% | 3% | 6% | 4% | 10% | 6% |
| They provide a useful/ helpful service | 13 | - | - | 2 | 2 | 2 | - | - | - | 2 | 1 | 2 | 1 | 12 | 9 | - | 2 | 1 | - | 3 | - | - | 12 | - | - |
| | 5% | - | - | 7% | 12% | 7% | - | - | - | 4% | 3% | 8% | 11% | 5% | 4% | - | 10% | 13% | - | 8% | - | - | 6% ^y | - | - |
| Entertaining programmes/ content/ have kept people entertained/ good drama, comedy etc. | 11 | - | - | 2 | - | 1 | 1 | 1 | 1 | 1 | 1 | 2 | * | 10 | 7 | 1 | 1 | 1 | - | 3 | 3 | 4 | 5 | 2 | 6 |
| | 4% ^w | - | - | 7% | - | 4% | 7% | 5% | 6% | 2% | 3% | 8% | 5% | 4% | 3% | 11% | 5% | 14% | - | 8% | 12% | 7% | 2% | 7% | 9% ^{aw} |
| They have supported the government well/ broadcast political updates/ helped the government communicate important messages | 11 | 1 | 2 | 1 | - | 1 | - | - | 1 | 1 | 1 | 1 | 1 | 9 | 11 | - | - | - | - | * | 3 | 7 | 7 | 1 | 4 |
| | 4% | 5% | 20% | 4% | - | 4% | - | - | 5% | 2% | 3% | 5% | 11% | 4% | 5% | - | - | - | - | - | 2% | 6% | 4% | 5% | 5% |
| International coverage/ content/ information from around the world | 10 | 1 | 1 | 1 | 1 | - | - | 1 | 2 | 1 | 1 | - | * | 8 | 10 | - | - | - | - | - | - | 3 | 7 | 1 | 3 |
| | 4% | 6% | 9% | 4% | 5% | - | - | 6% | 12% | 2% | 3% | - | 6% | 3% | 4% | - | - | - | - | - | - | 5% | 4% | 6% | 4% |

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| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|---|-----------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|------------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental con-dition (u) | Physic-al con-dition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 275 | 19** | 10** | 31** | 19** | 29** | 15** | 13** | 18** | 48* | 36* | 27** | 8** | 235 | 231 | 10** | 21** | 7** | 3** | 41* | 24** | 53* | 198 | 23** | 69* |
| They are unbiased/ impartial/ balanced/ do not have an agenda | 9 | 2 | - | - | - | - | - | 1 | 1 | 1 | 1 | 2 | 1 | 6 | 9 | - | - | - | - | - | - | - | 9 | - | - |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 7 | - | - | 1 | 2 | - | - | - | 1 | 2 | 1 | - | 7 | 5 | - | 1 | - | - | 1 | 1 | 1 | 4 | - | 1 | |
| Factual programmes/ content/ good documentaries etc. | 5 | - | - | - | 1 | - | 1 | - | - | - | - | 3 | 5 | 4 | 1 | - | - | - | 1 | 1 | 3 | 2 | - | 3 | |
| They present information clearly/ make things easy to understand/ explain things well | 5 | 2 | - | - | - | - | - | 1 | 1 | - | 1 | - | 3 | 5 | - | - | - | - | - | - | - | 5 | - | - | |
| Other positive | 25 | 2 | 1 | 4 | 1 | 3 | - | 1 | 1 | 4 | 2 | 5 | * | 21 | 19 | 2 | 1 | 2 | - | 5 | 1 | 7 | 18 | 3 | 7 |
| NET: Neutral | 38 | 1 | 1 | 9 | 2 | 1 | 2 | 2 | 1 | 7 | 9 | 1 | 34 | 31 | 3 | 3 | 1 | - | 7 | 4 | 8 | 24 | 6 | 11 | |
| I have paid more attention to the BBC/ had more time use their services | 29 | 1 | 1 | 7 | 1 | 1 | 1 | 2 | 1 | 4 | 8 | 1 | 26 | 26 | 2 | 2 | - | - | 4 | 3 | 6 | 19 | 3 | 8 | |
| It's how I feel | 3 | - | - | 1 | - | - | - | - | 1 | 1 | - | - | 3 | 3 | - | - | - | - | - | - | 1 | 2 | 1 | 1 | |
| Other neutral | 6 | - | - | 2 | 1 | - | 1 | - | 2 | - | - | - | 6 | 3 | 1 | 1 | 1 | - | 3 | 1 | 2 | 3 | 2 | 3 | |
| NET: Negative | 6 | 1 | - | - | - | 1 | - | 2 | 1 | - | 1 | - | 5 | 5 | - | 1 | - | - | 1 | - | 2 | 4 | - | 2 | |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got better since March 2020

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|------------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 275 | 19** | 10** | 31** | 19** | 29** | 15** | 13** | 18** | 48* | 36* | 27** | 8** | 235 | 231 | 10** | 21** | 7** | 3** | 41* | 24** | 53* | 198 | 23** | 69* |
| They conduct interviews poorly | 1* | - | - | - | - | - | - | - | - | - | - | 1 | - | 1* | 1* | - | - | - | - | - | - | 1 | - | - | 1 |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 1* | - | - | - | - | - | - | 1 | - | - | - | - | - | 1* | 1* | - | - | - | - | - | - | - | 1 | - | - |
| I do not use BBC services/ I do not use BBC services much | 1* | - | - | - | - | - | - | - | 1 | 2% | - | - | - | 1* | - | - | 1 | - | - | 1 | 2%o | - | 1 | - | - |
| Too much government influence/ BBC agenda set by government | 1* | - | - | - | - | 1 | - | - | - | - | - | - | - | 1* | 1* | - | - | - | - | - | - | 1 | - | - | - |
| Other negative | 3 | 1 | - | - | - | 1 | - | 1 | - | - | - | - | - | 2 | 3 | - | - | - | - | - | - | 1 | 2 | - | 1 |
| Nothing/ no particular reason | 2 | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 2 | 2 | - | - | - | - | - | - | - | 2 | - | - |
| Don't know | 4 | - | - | 1 | - | - | - | - | 1 | - | 2 | - | 4 | 4 | - | - | - | - | - | - | - | 4 | - | - | - |
| | 2% | - | - | 4% | - | - | - | - | 2% | - | 8% | - | 2% | 2% | - | - | - | - | - | - | - | 2% | - | - | - |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 387

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

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| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 277 | 187 | 53 | 30 | 14 | 3 | 87 | 35 | 78 | 77 | 6 | 37 | 52 | 48 | 46 | 20 | 15 | 6 | 7 | 2 | 7 | 6 | 11 |
| Weighted base | 275 | 187 | 51* | 28** | 14** | 3** | 86* | 34* | 76* | 75* | 6** | 39* | 54* | 48* | 48* | 18** | 14** | 6** | 7** | 2** | 6** | 4** | 7** |
| NET: Positive | 245 | 168 | 42 | 24 | 14 | 3 | 74 | 30 | 64 | 64 | 6 | 35 | 46 | 40 | 43 | 18 | 13 | 6 | 7 | 1 | 4 | 4 | 7 |
| | 89% | 90% | 82% | 87% | 97% | 100% | 86% | 86% | 84% | 85% | 100% | 89% | 86% | 83% | 89% | 96% | 93% | 100% | 100% | 74% | 69% | 100% | 100% |
| They have responded well to Covid-19/ worked hard/ stepped up/ risen to the challenge/ provided an important service when it was most needed | 92 | 79 | 9 | 1 | 1 | - | 13 | 9 | 12 | 10 | 4 | 14 | 21 | 13 | 15 | 4 | 6 | 2 | 2 | 1 | 3 | * | 2 |
| | 33%CGI | 42%ACG | 17% | 5% | 5% | - | 15% | 27%gij | 16% | 13% | 66% | 37% | 40% | 26% | 31% | 21% | 40% | 33% | 38% | 74% | 39% | 10% | 25% |
| They are informative/ a good/ interesting source of information | 65 | 50 | 7 | 3 | 2 | 1 | 13 | 5 | 11 | 11 | 3 | 14 | 15 | 8 | 8 | 3 | 2 | 2 | - | 1 | 1 | 1 | 1 |
| | 23%gij | 27%gij | 14% | 10% | 14% | 35% | 16% | 14% | 15% | 15% | 50% | 35% | 29% | 17% | 17% | 18% | 14% | 31% | - | 74% | 15% | 22% | 15% |
| News broadcasting is good/ good quality/ well presented/ trustworthy source of news/ I like the news programmes | 58 | 39 | 10 | 7 | 3 | - | 19 | 8 | 16 | 16 | - | 12 | 10 | 8 | 7 | 8 | 3 | 1 | 2 | - | 1 | 2 | 1 |
| | 21% | 21% | 19% | 26% | 22% | - | 22% | 22% | 21% | 21% | - | 31% | 18% | 17% | 16% | 46% | 22% | 18% | 26% | - | 15% | 52% | 20% |
| They keep me updated/ abreast of events/ provide information quickly/ when I need/ want it | 46 | 36 | 6 | 3 | 2 | - | 10 | 5 | 9 | 9 | 2 | 1 | 9 | 10 | 8 | 5 | 4 | 2 | 1 | - | 1 | - | 1 |
| | 17%l | 19% | 11% | 10% | 16% | - | 12% | 14% | 12% | 12% | 34% | 3% | 17%l | 22%l | 17%l | 28% | 30% | 33% | 11% | - | 10% | - | 14% |
| They have increased their output/ created more content/ new programmes | 23 | 18 | 3 | 1 | 1 | - | 5 | 1 | 4 | 4 | - | 3 | 5 | 6 | 2 | 2 | - | - | 2 | - | - | - | 3 |
| | 8% | 10% | 6% | 4% | 7% | - | 6% | 3% | 6% | 6% | - | 9% | 10% | 12% | 5% | 12% | - | - | 28% | - | - | - | 35% |

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Ofcom BBC COVID Research
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Table 387

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got better since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|-------------------|------------------|------------------|-------------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
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| Weighted base | 275 | 187 | 51* | 28** | 14** | 3** | 86* | 34* | 76* | 75* | 6** | 39* | 54* | 48* | 48* | 18** | 14** | 6** | 7** | 2** | 6** | 4** | 7** |
| They are comprehensive in their reporting/ provide depth/ breadth/ detailed analysis/ a wide range of views | 22 | 18 | 3 | 1 | 1 | - | 4 | 1 | 3 | 4 | 1 | 2 | 1 | 5 | 4 | 3 | 1 | 2 | 1 | - | - | 1 | - |
| | 8% | 10% | 6% | 4% | 8% | - | 5% | 3% | 4% | 6% | 16% | 6% | 2% | 9% | 9% | 18% | 7% | 36% | 17% | - | - | 16% | - |
| Educational programmes/ content/ has made a positive contribution to children's education/ Bitesize etc. | 22 | 14 | 5 | 3 | - | 1 | 6 | 1 | 6 | 6 | - | 3 | 6 | 2 | 3 | 3 | - | - | 1 | 1 | - | - | 1 |
| | 8% | 8% | 10%h | 12% | - | 33% | 7% | 2% | 8%h | 8% | - | 9% | 10% | 4% | 6% | 14% | - | - | 17% | 74% | - | - | 9% |
| They are trustworthy/ honest/ I feel I can trust the BBC/ the information they provide | 21 | 16 | 2 | 2 | 1 | - | 5 | 3 | 5 | 4 | 1 | 3 | - | 4 | 6 | 2 | 1 | - | 2 | - | - | - | 1 |
| | 8% ^m | 9% | 4% | 8% | 7% | - | 6% | 8% | 7% | 5% | 17% | 9% ^m | - | 7% | 13% ^m | 12% | 9% | - | 32% | - | - | - | 8% |
| They provide a variety of programmes/ range of content/ something for everyone | 19 | 9 | 4 | 5 | 5 | - | 10 | 3 | 8 | 10 | - | 2 | - | 1 | 6 | 1 | 2 | - | - | - | - | 1 | 1 |
| | 7% ^b | 5% | 9% | 16% | 32% | - | 12% ^{ab} | 10% | 10% | 14% ^{ab} | - | 5% | - | 2% | 13% ^M | 6% | 16% | - | - | - | - | 16% | 9% |
| It is better than other services/ broadcasters/ prefer to get my content from the BBC | 16 | 12 | 1 | 1 | 1 | - | 4 | * | 2 | 4 | - | 4 | 3 | 2 | 4 | - | - | - | - | - | - | - | * |
| | 6% | 6% | 3% | 5% | 7% | - | 4% | 1% | 3% | 5% | - | 11% | 6% | 4% | 9% | - | - | - | - | - | - | - | 5% |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content | 14 | 10 | 5 | 1 | - | - | 5 | 4 | 5 | 5 | - | 3 | 4 | 3 | - | 1 | 2 | - | - | - | 1 | * | - |
| | 5% | 5% | 9% | 5% | - | - | 5% | 12% ^g | 6% | 6% | - | 8% | 7% | 7% | - | 4% | 14% | - | - | - | 15% | 9% | - |

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Prepared by Yonder

.YONDER

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|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
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| Weighted base | 275 | 187 | 51* | 28** | 14** | 3** | 86* | 34* | 76* | 75* | 6** | 39* | 54* | 48* | 48* | 18** | 14** | 6** | 7** | 2** | 6** | 4** | 7** |
| They are consistent/reliable/ maintain their standards | 14 | 11 | 1 | 2 | 2 | - | 3 | - | 2 | 3 | 1 | 1 | 3 | 2 | 3 | - | - | - | - | - | - | 2 | * |
| The BBC have improved/ got better/ standards have risen | 13 | 10 | 3 | - | - | - | 3 | 3 | 3 | 3 | - | 1 | 2 | 4 | 3 | 2 | - | - | - | - | - | - | 1 |
| They provide content/ programmes that are relevant to me/ my area/ content that meet my needs | 13 | 9 | 3 | 1 | 1 | - | 4 | 1 | 3 | 4 | - | 1 | 5 | 2 | 2 | 3 | - | - | - | - | - | - | - |
| They provide a useful/ helpful service | 13 | 8 | 3 | * | 1 | 1 | 4 | 1 | 3 | 4 | - | 1 | 2 | 3 | 2 | 1 | 1 | - | - | - | 1 | 1 | - |
| Entertaining programmes/ content/ have kept people entertained/ good drama, comedy etc. | 11 | 9 | - | - | 1 | - | 2 | 1 | 1 | 1 | - | 2 | 4 | 2 | 1 | * | - | - | - | - | - | 1 | - |
| They have supported the government well/ broadcast political updates/ helped the government communicate important messages | 11 | 8 | - | 1 | 1 | - | 2 | - | 1 | 2 | - | - | 4 | 3 | 3 | - | - | - | - | - | - | - | * |
| International coverage/ content/ information from around the world | 10 | 9 | - | - | 1 | - | 1 | - | - | 1 | 1 | 1 | 3 | 2 | 1 | * | - | 1 | - | - | - | - | - |
| They are unbiased/ impartial/ balanced/ do not have an agenda | 9 | 9 | * | * | - | - | * | - | * | 1 | 1 | 2 | 2 | 2 | 1 | - | - | - | 1 | - | - | * | - |
| | 3%g | 5% | 1% | 1% | - | - | * | - | 1% | 1% | 16% | 6% | 4% | 3% | 2% | - | - | - | 19% | - | - | 9% | - |

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| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 7 | 3 | 2 | - | - | 1 | 3 | 2 | 3 | 2 | - | - | 2 | 1 | 1 | 1 | - | - | - | - | - | - | - |
| Factual programmes/ content/ good documentaries etc. | 5 | 5 | - | - | - | - | - | - | - | - | - | 1 | 1 | 1 | 2 | - | - | - | - | - | - | - | - |
| They present information clearly/ make things easy to understand/ explain things well | 5 | 3 | 2 | 1 | - | - | 2 | - | 2 | 2 | 1 | 1 | - | - | 1 | - | - | 1 | - | - | - | - | 1 |
| Other positive | 25 | 18 | 2 | 1 | 1 | - | 7 | 3 | 5 | 3 | 2 | 5 | 3 | 4 | 2 | 1 | 1 | 2 | 1 | - | 1 | 2 | - |
| NET: Neutral | 38 | 25 | 9 | 6 | 1 | - | 13 | 4 | 12 | 12 | - | 7 | 8 | 8 | 5 | 1 | 3 | - | - | * | 2 | 1 | - |
| I have paid more attention to the BBC/ had more time use their services | 29 | 18 | 7 | 6 | 1 | - | 11 | 3 | 10 | 10 | - | 3 | 7 | 5 | 5 | 1 | 3 | - | - | * | 1 | 1 | - |
| It's how I feel | 3 | 2 | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | 1 | 1 | - | - | - | - | - | - | 1 | - | - |
| Other neutral | 6 | 5 | 1 | - | - | - | 1 | - | 1 | 1 | - | 3 | - | 2 | 1 | - | - | - | - | - | - | - | - |
| NET: Negative | 6 | 5 | 1 | - | - | - | 1 | 1 | 1 | 1 | - | 2 | 1 | 3 | - | - | - | - | - | - | - | - | - |
| They conduct interviews poorly | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - |

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|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
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| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 1 | 1 | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - |
| I do not use BBC services/ I do not use BBC services much | 1 | - | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| Too much government influence/ BBC agenda set by government | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| Other negative | 3 | 3 | - | - | - | - | - | - | - | - | - | 1 | - | 2 | - | - | - | - | - | - | - | - | - |
| Nothing/ no particular reason | 2 | 2 | - | - | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - |
| Don't know | 4 | 3 | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | - | 3 | 1 | - | - | - | - | - | - | - | - |
| | 2% | 2% | 2% | - | - | - | 1% | 3% | 1% | 1% | - | - | - | 7%A | 2% | - | - | - | - | - | - | - | - |

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| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 277 | 274 | 3 | 225 | 52 | 244 | 33 | 277 | - | 277 | - |
| Weighted base | 275 | 272 | 3** | 222 | 53* | 240 | 35* | 275 | ** | 275 | ** |
| NET: Positive | 245 89% | 243 89% | 2 67% | 195 88% | 50 94% | 213 89% | 32 91% | 245 89% | - | 245 89% | - |
| They have responded well to Covid-19/ worked hard/ stepped up/ risen to the challenge/ provided an important service when it was most needed | 92 33% | 91 33% | 1 34% | 69 31% | 22 42% | 77 32% | 15 43% | 92 33% | - | 92 33% | - |
| They are informative/ a good/ interesting source of information | 65 23% | 65 24% | - | 49 22% | 15 28% | 56 23% | 8 24% | 65 23% | - | 65 23% | - |
| News broadcasting is good/ good quality/ well presented/ trustworthy source of news/ I like the news programmes | 58 21% | 57 21% | 1 33% | 46 21% | 12 23% | 50 21% | 8 22% | 58 21% | - | 58 21% | - |
| They keep me updated/ abreast of events/ provide information quickly/ when I need/ want it | 46 17% | 46 17% | - | 34 15% | 12 23% | 37 15% | 9 25% | 46 17% | - | 46 17% | - |
| They have increased their output/ created more content/ new programmes | 23 8% | 23 9% | - | 20 9% | 3 6% | 18 7% | 6 16% | 23 8% | - | 23 8% | - |

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| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 275 | 272 | 3** | 222 | 53* | 240 | 35* | 275 | -** | 275 | -** |
| They are comprehensive in their reporting/ provide depth/ breadth/ detailed analysis/ a wide range of views | 22 8% | 22 8% | - | 20 9% | 3 5% | 19 8% | 3 9% | 22 8% | - | 22 8% | - |
| Educational programmes/ content/ has made a positive contribution to children's education/ Bitesize etc. | 22 8% | 22 8% | - | 19 9% | 2 4% | 18 8% | 3 9% | 22 8% | - | 22 8% | - |
| They are trustworthy/ honest/ I feel I can trust the BBC/ the information they provide | 21 8% | 20 7% | 1 33% | 18 8% | 3 6% | 19 8% | 2 6% | 21 8% | - | 21 8% | - |
| They provide a variety of programmes/ range of content/ something for everyone | 19 7% | 19 7% | - | 15 7% | 3 7% | 16 7% | 3 9% | 19 7% | - | 19 7% | - |
| It is better than other services/ broadcasters/ prefer to get my content from the BBC | 16 6%b | 15 5% | 1 33% | 12 6% | 3 6% | 15 6% | 1 3% | 16 6% | - | 16 6% | - |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content | 14 5% | 14 5% | - | 12 5% | 2 4% | 11 5% | 3 9% | 14 5% | - | 14 5% | - |

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 388

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got better since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|-----------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 275 | 272 | 3** | 222 | 53* | 240 | 35* | 275 | -** | 275 | -** |
| They are consistent/ reliable/ maintain their standards | 14 5% | 14 5% | - | 12 5% | 2 4% | 14 6% | - | 14 5% | - | 14 5% | - |
| The BBC have improved/ got better/ standards have risen | 13 5% | 13 5% | - | 13 6% | * 1% | 11 4% | 2 6% | 13 5% | - | 13 5% | - |
| They provide content/ programmes that are relevant to me/ my area/ content that meet my needs | 13 5% | 13 5% | - | 9 4% | 4 7% | 12 5% | 1 3% | 13 5% | - | 13 5% | - |
| They provide a useful/ helpful service | 13 5% | 13 5% | - | 11 5% | 1 2% | 12 5% | 1 3% | 13 5% | - | 13 5% | - |
| Entertaining programmes/ content/ have kept people entertained/ good drama, comedy etc. | 11 4% | 11 4% | - | 10 4% | 1 2% | 9 4% | 2 6% | 11 4% | - | 11 4% | - |
| They have supported the government well/ broadcast political updates/ helped the government communicate important messages | 11 4% | 11 4% | - | 7 3% | 3 7% | 9 4% | 2 6% | 11 4% | - | 11 4% | - |
| International coverage/ content/ information from around the world | 10 4% ^f | 10 4% | - | 8 3% | 2 4% | 7 3% | 3 9% | 10 4% | - | 10 4% | - |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got better since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|----------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 275 | 272 | 3** | 222 | 53* | 240 | 35* | 275 | -** | 275 | -** |
| They are unbiased/ impartial/ balanced/ do not have an agenda | 9 3% | 9 3% | - | 7 3% | 2 4% | 9 4% | 1 2% | 9 3% | - | 9 3% | - |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 7 3% | 7 3% | - | 6 3% | 1 2% | 7 3% | - | 7 3% | - | 7 3% | - |
| Factual programmes/ content/ good documentaries etc. | 5 2% ^f | 5 2% | - | 5 2% | - | 3 1% | 2 6% | 5 2% | - | 5 2% | - |
| They present information clearly/ make things easy to understand/ explain things well | 5 2% | 5 2% | - | 4 2% | 1 2% | 4 2% | 1 3% | 5 2% | - | 5 2% | - |
| Other positive | 25 9% | 24 9% | 1 34% | 23 10% | 2 4% | 24 10% | 1 3% | 25 9% | - | 25 9% | - |
| NET: Neutral | 38 14% | 37 13% | 1 33% | 33 15% | 4 8% | 32 13% | 5 15% | 38 14% | - | 38 14% | - |
| I have paid more attention to the BBC/ had more time use their services | 29 11% | 29 11% | - | 26 12% | 3 6% | 25 10% | 4 12% | 29 11% | - | 29 11% | - |
| It's how I feel | 3 1% | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - |
| Other neutral | 6 2% ^B | 5 2% | 1 33% | 2 2% | 2 2% | 2 2% | 6 6% | 2 2% | - | 6 2% | - |
| NET: Negative | 6 2% ^B | 5 2% | 1 33% | 4 2% | 2 4% | 6 3% | - | 6 2% | - | 6 2% | - |

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| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|----------------------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 275 | 272 | 3** | 222 | 53* | 240 | 35* | 275 | -** | 275 | -** |
| They conduct interviews poorly | 1 * | 1 * | - | 1 1% | - | 1 * | - | 1 * | - | 1 * | - |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 1 * | 1 * | - | - | 1 2% ^d | 1 * | - | 1 * | - | 1 * | - |
| I do not use BBC services/ I do not use BBC services much | 1 * | 1 * | - | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| Too much government influence/ BBC agenda set by government | 1 * | - | 1 33% | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| Other negative | 3 1%B | 2 1% | 1 33% | 2 1% | 1 2% | 3 1% | - | 3 1% | - | 3 1% | - |
| Nothing/ no particular reason | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| Don't know | 4 2% | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 326 | 208 | 117 | 7 | 18 | 37 | 42 | 63 | 65 | 52 | 42 | 25 | 21 | 58 | 105 | 159 | 9 | 97 | 89 | 69 | 70 | 186 | 139 |
| Weighted base | 334 | 209 | 123 | 6** | 17** | 40* | 43* | 69* | 65* | 52* | 42* | 23** | 19** | 60* | 112 | 159 | 8** | 93* | 92* | 77* | 70* | 185 | 147 |
| NET: Negative | 321 | 200 | 120 | 5 | 16 | 36 | 40 | 69 | 63 | 51 | 42 | 21 | 18 | 55 | 109 | 156 | 7 | 91 | 89 | 74 | 66 | 180 | 140 |
| 96%fn | 96% | 96% | 97% | 84% | 94% | 89% | 93% | 100%fgn | 97% | 98% | 100%kf | 91% | 95% | 91% | 97% | 98%fn | 88% | 98% | 97% | 96% | 94% | 97% | 95% |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 154 | 100 | 54 | 2 | 9 | 14 | 18 | 30 | 33 | 26 | 22 | 11 | 10 | 24 | 47 | 81 | 3 | 50 | 42 | 36 | 26 | 92 | 62 |
| 46% | 48% | 44% | 26% | 57% | 35% | 41% | 43% | 51% | 50% | 53% | 49% | 52% | 41% | 42% | 51% | 32% | 54%u | 45% | 47% | 37% | 50% | 42% | |
| News broadcasting is poor/ poor quality/ poorly presented/ untrustworthy source of news | 55 | 41 | 14 | 1 | 2 | 1 | 4 | 12 | 16 | 11 | 7 | 3 | 3 | 4 | 16 | 34 | 2 | 15 | 17 | 7 | 15 | 32 | 22 |
| 16%fn | 20% | 11% | 17% | 12% | 3% | 9% | 18%f | 24%Fn | 22%fn | 17%f | 13% | 15% | 7% | 15% | 22%aFn | 26% | 16% | 19% | 9% | 22%t | 18% | 15% | |
| Too much government influence/ BBC agenda set by government | 39 | 23 | 15 | 1 | 1 | 7 | 5 | 7 | 11 | 4 | 2 | 2 | 2 | 9 | 12 | 18 | 1 | 11 | 12 | 6 | 10 | 24 | 15 |
| 12% | 11% | 12% | 11% | 6% | 18% | 12% | 10% | 17% | 8% | 5% | 7% | 9% | 15% | 11% | 11% | 8% | 12% | 13% | 8% | 14% | 13% | 10% | |
| They do not present the full picture/ range of opinions/ they withhold information/ only report certain things | 36 | 20 | 16 | - | 2 | 6 | 1 | 10 | 5 | 10 | 2 | 2 | 2 | 8 | 11 | 17 | - | 16 | 8 | 7 | 5 | 24 | 12 |
| 11% | 9% | 13% | - | 12% | 14% | 2% | 15%g | 8% | 19%gkp | 5% | 9% | 11% | 13% | 10%g | 11% | - | 18%a | 8% | 9% | 8% | 13% | 8% | |
| Their reporting is excessively negative/ they spread fear/ do not focus on anything positive | 32 | 19 | 13 | * | 3 | 2 | 3 | 3 | 9 | 5 | 5 | 3 | 3 | 5 | 7 | 20 | * | 7 | 12 | 8 | 6 | 18 | 14 |
| 10% | 9% | 11% | 6% | 16% | 5% | 7% | 5% | 14% | 10% | 13% | 14% | 14% | 8% | 6% | 13% | 5% | 7% | 13% | 10% | 8% | 10% | 9% | |
| Standards have fallen/ they are not what they were | 28 | 19 | 8 | - | 2 | 1 | 3 | 9 | 10 | 1 | 2 | 2 | 2 | 3 | 12 | 13 | - | 7 | 9 | 3 | 9 | 16 | 12 |
| 8% | 9% | 7% | - | 13% | 3% | 7% | 13%j | 15%ajp | 2% | 5% | 9% | 11% | 5% | 11% | 8%j | - | 8% | 9% | 4% | 13% | 8% | 8% | |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------------------|----------|------------|-----------|-----------|-----------------------|-----------------------|------------------------|-----------|-----------|----------|-----------|-----------|------------------------|-------------------------|----------|-----------|----------|---------|----------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 334 | 209 | 123 | 6** | 17** | 40* | 43* | 69* | 65* | 52* | 42* | 23** | 19** | 60* | 112 | 159 | 8** | 93* | 92* | 77* | 70* | 185 | 147 |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 24 7% | 19 9% | 5 4% | - | - | 2 6% | 5 12% | 5 8% | 3 5% | 4 8% | 4 10% | - | - | 2 4% | 11 9% | 11 7% | - | 8 9% | 5 6% | 7 10% | 3 4% | 14 7% | 11 7% |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 24 7% | 16 8% | 8 6% | 1 15% | - | 3 8% | 1 3% | 9 13% | 4 6% | 4 8% | 1 3% | 1 4% | - | 3 5% | 10 9% | 9 6% | 1 12% | 5 5% | 7 7% | 8 10% | 4 6% | 12 6% | 12 8% |
| Poor programmes/ content/ not enough content that I like/ poor quality content | 23 7% | 14 7% | 10 8% | - | - | 1 3% | 6 14% ⁿ | 7 10% | 5 8% | 2 4% | 2 4% | - | - | 1 2% | 13 12% ^{an} | 9 6% | - | 6 7% | 8 8% | 3 4% | 6 9% | 14 7% | 10 6% |
| They are not sufficiently critical of the government/ government policy/ do not hold them to account | 22 7% ^P | 12 6% | 9 7% | - | 3 19% | 4 10% ^j | 3 7% | 7 10% ^{jp} | 3 5% | - | 1 3% | 3 14% | 3 16% | 7 12% ^{jp} | 10 9% ^{jp} | 5 3% | - | 9 10% | 4 5% | 3 5% | 5 8% | 13 7% | 9 6% |
| They spread misinformation/ do not tell the truth/ lie/ exaggerate/ distort the true picture | 22 7% | 10 5% | 12 10% | 1 16% | 3 16% | 5 11% | 4 9% | 4 5% | 3 5% | 2 4% | 1 2% | 4 16% | 3 14% | 7 12% ^p | 8 7% | 6 4% | 1 12% | 6 6% | 7 7% | 5 7% | 4 6% | 13 7% | 9 6% |

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| | Gender | | | Age | | | | | | | | | | | | | | SEG | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
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| Weighted base | 334 | 209 | 123 | 6** | 17** | 40* | 43* | 69* | 65* | 52* | 42* | 23** | 19** | 60* | 112 | 159 | 8** | 93* | 92* | 77* | 70* | 185 | 147 |
| They have responded poorly to Covid-19/ have been unable to adapt/ respond/ have not risen to the challenge/ services have suffered due to the pandemic | 20 | 11 | 9 | * | 1 | 2 | 4 | 6 | 2 | 1 | 3 | 1 | 1 | 3 | 10 | 7 | * | 2 | 7 | 8 | 3 | 9 | 11 |
| | 6% | 5% | 8% | 6% | 6% | 5% | 10% | 9% | 3% | 2% | 8% | 6% | 5% | 5% | 9% | 4% | 5% | 3% | 7% | 10%r | 5% | 5% | 8% |
| There is a lack of depth to their reporting/ do not ask important questions/ make efforts to find the truth/ facts | 20 | 15 | 6 | - | - | 2 | 1 | 10 | 2 | 1 | 4 | - | - | 2 | 11 | 8 | - | 8 | 5 | 5 | 2 | 13 | 7 |
| | 6% | 7% | 4% | - | - | 5% | 2% | 14%Ajn | 3% | 3% | 9% | - | - | 3% | 10%g | 5% | - | 9% | 5% | 6% | 3% | 7% | 5% |
| They are excessively woke/ politically correct | 19 | 12 | 7 | - | - | - | 2 | 7 | 4 | 2 | 4 | - | - | - | 9 | 10 | - | 7 | 3 | 1 | 6 | 11 | 7 |
| | 6% | 6% | 6% | - | - | - | 5% | 10%n | 6% | 3% | 10%n | - | - | - | 8%n | 6% | - | 8% | 4% | 1% | 9% | 6% | 5% |
| Their reporting is excessively sensationalised/ designed to get attention/ views/ clicks | 18 | 13 | 5 | - | 1 | 2 | - | 5 | 6 | 3 | - | 1 | 1 | 3 | 5 | 10 | 1 | 2 | 3 | 8 | 4 | 5 | 12 |
| | 5%v | 6% | 4% | - | 6% | 6% | - | 7% | 10%gk | 6% | - | 4% | 5% | 6% | 4% | 6% | 13% | 2% | 4% | 10%r | 6% | 3% | 8%v |
| Repeated programmes/ content/ too many repeats | 17 | 7 | 10 | - | 1 | 1 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | 2 | 6 | 9 | - | 4 | 8 | 2 | 2 | 12 | 4 |
| | 5%b | 3% | 8%b | - | 4% | 3% | 8% | 5% | 4% | 6% | 7% | 3% | 3% | 3% | 6% | 5% | - | 4% | 9% | 3% | 4% | 7% | 3% |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ their coverage has been disproportionate/ unnecessary | 16 | 9 | 7 | 1 | 1 | 1 | - | 1 | 3 | 3 | 6 | 2 | 2 | 3 | 1 | 12 | 2 | 6 | 4 | 2 | 4 | 10 | 6 |
| | 5%o | 4% | 6% | 18% | 6% | 3% | - | 2% | 5% | 6% | 14%AghO | 9% | 11% | 5% | 1% | 8%ao | 26% | 7% | 5% | 2% | 6% | 6% | 4% |

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|--|-----------|----------|------------|-----------|-----------|--------------|--------------|-----------|--------------|-----------|---------------------|-----------|-----------|-----------|-------------|-------------|-----------|-----------|-----------|---------|-------------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 334 | 209 | 123 | 6** | 17** | 40* | 43* | 69* | 65* | 52* | 42* | 23** | 19** | 60* | 112 | 159 | 8** | 93* | 92* | 77* | 70* | 185 | 147 |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 15 4% | 10 5% | 5 4% | - | 1 6% | - | 4 9% | 5 7% | 2 3% | 2 4% | 1 2% | 1 5% | 1 6% | 1 2% | 9 8% | 5 3% | - | 4 4% | 8 8% | 1 2% | 2 3% | 12 6% | 3 2% |
| They are untrustworthy/ corrupt | 15 4%o | 10 5% | 4 4% | - | - | 5 13%aHkO | 1 2% | - | 7 10%ahkO | 2 3% | - | - | - | 5 9%ho | 1 1% | 8 5% | - | 4 4% | 4 4% | 5 6% | 2 3% | 8 4% | 7 5% |
| Lack of excitement in their programming/ boring/ bland/ dull content/ does not keep me entertained/ engaged | 15 4%r | 10 5% | 5 4% | - | - | 1 3% | 5 12%ajnP | 5 7% | 2 3% | - | 2 4% | - | - | 1 2% | 10 9%ajp | 4 2% | - | 1 1% | 8 9%ar | 2 2% | 3 5% | 9 5% | 5 3% |
| They are not sufficiently supportive of the government/ government policy/ excessive criticism of the government | 14 4% | 7 4% | 7 6% | - | - | 2 6% | - | 2 3% | 2 3% | 1 2% | 6 15%Aghi jOp | - | - | 2 4% | 2 2% | 10 6% | - | 4 4% | 5 5% | 2 3% | 3 4% | 9 5% | 5 4% |
| I dislike their presenters/ staff/ journalists/ the actions/ comments of their presenters/ staff/ journalists | 12 4% | 9 4% | 3 3% | - | - | - | 3 7%n | 1 2% | * 1% | 3 5% | 5 12%Athi Np | - | - | - | 4 4% | 8 5%i | - | 4 4% | 4 5% | 3 4% | 1 1% | 8 4% | 4 3% |
| There is too much opinion and not enough facts in their reporting | 12 4% | 5 3% | 7 5% | - | - | 1 3% | - | 3 5% | 1 2% | 2 5% | 4 10%ag | - | - | 1 2% | 3 3% | 8 5% | - | 4 4% | 1 1% | 1 1% | 6 9%east | 5 3% | 7 5% |
| They conduct interviews poorly | 12 4% | 8 4% | 4 3% | - | - | 1 3% | - | 1 2% | 1 2% | 4 7%o | 5 12%Aghi nO | - | - | 1 2% | 1 1% | 10 6%aio | - | 8 8%as | 1 1% | 1 2% | 2 3% | 9 5% | 3 2% |

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Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------------------|----------|------------|-----------|-----------|-----------|----------------------|-----------|-----------|-----------|-----------------------------------|-----------|-----------|-----------|-----------|---------|-----------|----------------------|----------------------|----------------------|---------|----------------------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 334 | 209 | 123 | 6** | 17** | 40* | 43* | 69* | 65* | 52* | 42* | 23** | 19** | 60* | 112 | 159 | 8** | 93* | 92* | 77* | 70* | 185 | 147 |
| I dislike the BBC/ feel it is a poor Broadcaster | 11 3% | 8 4% | 2 2% | - | - | 1 3% | 3 7% | 3 5% | 2 3% | - | 1 3% | - | - | 1 2% | 6 6% | 3 2% | - | 4 4% _s | - | 4 6% _s | 2 3% | 4 2% | 6 4% |
| They are excessively diverse/ too concerned with diversity/ minority groups/ lack of representation of traditional/ majority groups/ views/ values | 10 3% _w | 8 4% | 2 1% | - | - | - | 3 7% _n | 1 2% | 3 5% | 1 3% | 1 3% | - | - | - | 4 4% | 6 4% | - | 3 4% | 5 6% _u | 1 2% | - | 9 5% _w | 1 1% |
| They are not sufficiently patriotic/ do not support Britain/ British people/ their values | 9 3% | 5 2% | 5 4% | - | - | 2 6% | 1 3% | - | * 1% | 2 5% | 3 8% _h _o | - | - | 2 4% | 1 1% | 6 4% | - | 3 3% | 1 1% | 2 3% | 3 5% | 4 2% | 5 4% |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 9 3% | 6 3% | 3 3% | - | - | - | 2 5% | 4 6% | 2 3% | - | 1 2% | - | - | - | 6 5% | 3 2% | - | 3 3% | 1 1% | 1 2% | 4 5% | 4 2% | 5 3% |
| There is a lack of diversity in their reporting/ too focussed on certain groups/ regions/ they ignore minority groups/ regions | 7 2% | 5 2% | 3 2% | - | - | 1 3% | - | 2 2% | 2 4% | * 1% | 2 4% | - | - | 1 2% | 2 1% | 5 3% | - | 2 3% | 4 4% | - | 1 1% | 6 3% | 1 1% |
| Lack of international content/ reporting/ poor reporting of events elsewhere in the world | 7 2% | 4 2% | 3 2% | - | - | - | - | 2 3% | 1 2% | 2 3% | 2 5% | - | - | - | 2 2% | 5 3% | - | 3 4% | 1 2% | 1 1% | 1 2% | 5 3% | 2 2% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 389

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 334 | 209 | 123 | 6** | 17** | 40* | 43* | 69* | 65* | 52* | 42* | 23** | 19** | 60* | 112 | 159 | 8** | 93* | 92* | 77* | 70* | 185 | 147 |
| Financial mismanagement/ waste money/ too much money spent on salaries | 7 | 2 | 4 | - | - | 2 | 1 | 1 | 1 | - | 1 | - | - | 2 | 2 | 2 | - | - | 3 | 4 | - | 3 | 4 |
| | 2% | 1% | 3% | - | - | 6% | 3% | 2% | 1% | - | 3% | - | - | 4% | 2% | 1% | - | - | 3% | 5%r | - | 2% | 2% |
| I do not use BBC services/ I do not use BBC services much | 7 | 4 | 2 | - | - | 1 | 2 | - | - | 1 | 2 | - | - | 1 | 2 | 3 | - | 2 | - | 3 | 1 | 2 | 4 |
| | 2% | 2% | 2% | - | - | 3% | 5% | - | - | 2% | 5% | - | - | 2% | 2% | 2% | - | 2% | - | 4% | 1% | 1% | 3% |
| Other negative | 34 | 20 | 13 | 1 | - | 6 | 5 | 6 | 6 | 5 | 5 | 1 | - | 6 | 11 | 17 | 1 | 10 | 8 | 6 | 10 | 18 | 17 |
| | 10% | 10% | 10% | 15% | - | 14% | 12% | 8% | 10% | 10% | 12% | 4% | - | 9% | 10% | 10% | 12% | 10% | 9% | 8% | 14% | 10% | 11% |
| NET: Neutral | 13 | 11 | 2 | - | 2 | 3 | 1 | 2 | 4 | 1 | - | 2 | 2 | 5 | 3 | 5 | - | 2 | 5 | 2 | 4 | 7 | 6 |
| | 4% | 5% | 2% | - | 10% | 8% | 2% | 4% | 6% | 2% | - | 7% | 9% | 8% | 3% | 3% | - | 2% | 5% | 3% | 6% | 4% | 4% |
| All media organisations/ broadcasters are the same | 7 | 5 | 1 | - | 1 | 1 | - | 2 | 1 | 1 | - | 1 | 1 | 2 | 2 | 2 | - | 1 | 3 | 1 | 1 | 4 | 2 |
| | 2% | 3% | 1% | - | 6% | 3% | - | 4% | 2% | 2% | - | 5% | 5% | 3% | 2% | 1% | - | 1% | 4% | 2% | 2% | 2% | 2% |
| I have paid more attention to the BBC/ had more time use their services | 3 | 2 | 1 | - | 1 | - | 1 | - | 1 | - | - | 1 | 1 | 1 | 1 | 1 | - | 1 | 1 | - | 1 | 2 | 1 |
| | 1% | 1% | 1% | - | 4% | - | 2% | - | 1% | - | - | 3% | 3% | 1% | 1% | 1% | - | 1% | 1% | - | 1% | 1% | 1% |
| It's how I feel | 2 | 2 | - | - | - | - | - | - | 2 | - | - | - | - | - | - | 2 | - | - | - | - | 2 | - | 2 |
| | 1% | 1% | - | - | - | - | - | - | 3%a | - | - | - | - | - | - | 1% | - | - | - | - | 3%a | - | 1% |
| Other neutral | 2 | 2 | - | - | - | 2 | - | - | - | - | - | - | - | 2 | - | - | - | - | 1 | 1 | - | 1 | 1 |
| | 1% | 1% | - | - | - | 5%AoP | - | - | - | - | - | - | - | 4%ap | - | - | - | - | 1% | 1% | - | 1% | 1% |
| NET: Positive | 6 | - | 6 | 1 | - | - | 2 | - | - | 2 | 1 | 1 | - | - | 2 | 3 | 1 | 1 | 2 | 2 | 1 | 3 | 3 |
| | 2% | - | 5%AB | 16% | - | - | 5% | - | - | 4% | 2% | 4% | - | - | 2% | 2% | 12% | 1% | 2% | 3% | 1% | 2% | 2% |
| News broadcasting is good/ good quality/ well presented/ trustworthy source of news/ I like the news programmes | 2 | - | 2 | - | - | - | 1 | - | - | 1 | - | - | - | - | 1 | 1 | - | - | 2 | - | - | 2 | - |
| | 1% | - | 2% | - | - | - | 3% | - | - | 2% | - | - | - | - | 1% | 1% | - | - | 2% | - | - | 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
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Absolutes/col percents

Table 389

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|---------|---------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 334 | 209 | 123 | 6** | 17** | 40* | 43* | 69* | 65* | 52* | 42* | 23** | 19** | 60* | 112 | 159 | 8** | 93* | 92* | 77* | 70* | 185 | 147 |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 2 1% | - | 2 2% | 1 16% | - | - | 3%p | - | - | - | - | 1 4% | - | - | 1 1% | - | 1 12% | 1 1% | - | 1 2% | - | 1 1% | 1 1% |
| They are unbiased/ impartial/ balanced/ do not have an agenda | 1 * | - | 1 1% | - | - | - | - | - | - | 1 2% | - | - | - | - | - | 1 1% | - | - | - | - | 1 1% | - | 1 1% |
| Factual programmes/ content/ good documentaries etc. | 1 * | - | 1 1% | - | - | - | - | - | - | - | 1 2% | - | - | - | - | 1 * | - | - | - | 1 1% | - | - | 1 1% |
| Nothing/ no particular reason | 1 * | 1 * | - | - | - | 1 2% | - | - | - | - | - | - | - | 1 2% | - | - | - | - | - | - | 1 1% | - | 1 1% |
| Don't know | 4 1% | 4 2% | - | - | 1 6% | 1 3%p | 2 5%P | - | - | - | - | 1 4% | 1 5% | 2 4%p | 2 2% | - | - | 1 1% | 2 2% | 1 1% | - | 3 2% | 1 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|-------------------|------------------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 326 | 27 | 8 | 31 | 25 | 17 | 26 | 20 | 37 | 48 | 36 | 34 | 17 | 262 | 297 | 4 | 13 | 3 | 3 | 23 | 35 | 56 | 232 | 31 | 86 |
| Weighted base | 334 | 28** | 8** | 35* | 26** | 18** | 28** | 14** | 40* | 51* | 40* | 39* | 7** | 284 | 304 | 4** | 14** | 3** | 3** | 25** | 38* | 57* | 236 | 31* | 89* |
| NET: Negative | 321 | 27 | 8 | 35 | 25 | 18 | 27 | 14 | 37 | 47 | 39 | 36 | 7 | 273 | 295 | 4 | 12 | 2 | 3 | 22 | 36 | 54 | 228 | 29 | 86 |
| | 96% | 96% | 100% | 100% | 96% | 100% | 96% | 100% | 94% | 92% | 97% | 95% | 100% | 96% | 97%A | 100% | 85% | 70% | 100% | 87% | 95% | 95% | 96% | 94% | 97% |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 154 | 16 | 3 | 10 | 15 | 11 | 16 | 6 | 18 | 20 | 14 | 19 | 5 | 127 | 146 | 1 | 2 | - | 1 | 4 | 16 | 33 | 107 | 14 | 44 |
| | 46% ^d | 56% | 37% | 29% | 59% | 59% | 58% | 45% | 45% | 40% | 35% | 50% | 65% | 48% ^a | 22% | 16% | - | 30% | 17% | 42% | 59% ^{ay} | 45% | 45% | 49% | |
| News broadcasting is poor/ poor quality/ poorly presented/ untrustworthy source of news | 55 | 4 | 3 | 6 | 5 | 2 | 4 | 1 | 4 | 11 | 4 | 7 | 3 | 47 | 50 | 1 | 1 | - | 1 | 3 | 5 | 12 | 34 | 10 | 19 |
| | 16% | 14% | 37% | 16% | 20% | 11% | 15% | 10% | 11% | 22% | 11% | 17% | 36% | 16% | 22% | 8% | - | 33% | 13% | 14% | 21% | 15% | 31% ^{aw} | 21% | |
| Too much government influence/ BBC agenda set by government | 39 | 7 | 1 | 6 | 2 | 1 | 2 | 1 | 4 | 4 | 5 | 6 | * | 31 | 36 | - | 1 | - | 1 | 2 | 6 | 4 | 29 | 1 | 9 |
| | 12% | 26% | 12% | 17% | 8% | 5% | 7% | 5% | 11% | 9% | 11% | 15% | 6% | 12% | - | 8% | - | 37% | 9% | 17% ^x | 8% | 12% | 3% | 10% | |
| They do not present the full picture/ range of opinions/ they withhold information/ only report certain things | 36 | 2 | 1 | 2 | 1 | 1 | 7 | 1 | 3 | 8 | 2 | 8 | * | 33 | 34 | - | - | 1 | - | 1 | 3 | 5 | 26 | 3 | 8 |
| | 11% | 8% | 12% | 7% | 4% | 6% | 24% | 5% | 8% | 15% | 6% | 21% | 6% | 12% | 11% | - | - | 34% | - | 4% | 9% | 9% | 11% | 10% | 9% |
| Their reporting is excessively negative/ they spread fear/ do not focus on anything positive | 32 | 2 | 2 | 1 | 2 | 2 | 5 | 1 | 3 | 8 | 4 | - | * | 29 | 32 | - | - | - | - | - | 3 | 6 | 22 | 1 | 10 |
| | 10% | 8% | 25% | 3% | 8% | 11% | 20% | 4% | 8% | 17% ^l | 11% | - | 6% | 10% | 11% | - | - | - | - | - | 8% | 11% | 9% | 3% | 11% |
| Standards have fallen/ they are not what they were | 28 | 1 | 1 | 1 | 3 | - | 1 | 1 | 3 | 6 | 4 | 5 | 1 | 25 | 23 | - | 1 | - | 3 | 4 | 1 | 7 | 19 | 3 | 9 |
| | 8% ^o | 4% | 13% | 3% | 12% | - | 4% | 10% | 8% | 12% | 11% | 12% | 9% | 7% | - | 7% | - | 100% | 18% | 3% | 12% | 8% | 9% | 10% ^u | |

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Prepared by Yonder



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| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|----------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 334 | 28** | 8** | 35* | 26** | 18** | 28** | 14** | 40* | 51* | 40* | 39* | 7** | 284 | 304 | 4** | 14** | 3** | 3** | 25** | 38* | 57* | 236 | 31* | 89* |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 24 7% | 1 3% | 2 24% | 4 13% | 2 8% | 1 5% | - | 2 11% | 4 11% | 4 9% | 1 3% | 2 6% | - | 22 8% | 22 7% | - | - | - | 1 30% | 1 4% | 3 8% | 5 9% | 17 7% | 5 16%y | 6 7% |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 24 7% | 2 7% | 1 14% | 2 6% | 1 4% | 2 13% | 2 8% | 2 16% | 2 5% | 2 4% | 2 6% | 3 9% | * | 19 7% | 23 7% | - | - | - | 1 37% | 1 5% | 5 12% | 4 8% | 14 6% | 1 2% | 8 9% |
| Poor programmes/ content/ not enough content that I like/ poor quality content | 23 7% | 3 11% | - | 5 13% | 1 4% | - | 2 8% | 1 5% | 3 8% | 5 10% | 2 6% | 1 3% | - | 20 7% | 20 7% | - | 2 15% | - | 1 33% | 3 13% | 2 6% | 4 8% | 17 7% | 3 10% | 7 8% |
| They are not sufficiently critical of the government/ government policy/ do not hold them to account | 22 7% | 1 4% | - | 2 6% | 1 4% | 1 6% | 1 4% | - | 3 8% | 5 11% | 3 8% | 3 8% | * | 21 7% | 22 7% | - | - | - | - | - | 2 6% | 1 2% | 18 8% | 3 10% | 4 5% |
| They spread misinformation/ do not tell the truth/ lie/ exaggerate/ distort the true picture | 22 7% | - | - | - | 3 11% | 3 17% | 6 20% | 1 5% | 3 8% | 2 5% | 3 8% | 1 3% | - | 21 8% | 20 7% | 1 22% | 1 9% | - | - | 2 9% | 3 8% | 2 4% | 16 7% | 3 9% | 6 7% |

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| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|---|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) | |
| Weighted base | 334 | 28** | 8** | 35* | 26** | 18** | 28** | 14** | 40* | 51* | 40* | 39* | 7** | 284 | 304 | 4** | 14** | 3** | 3** | 25** | 38* | 57* | 236 | 31* | 89* | |
| They have responded poorly to Covid-19/ have been unable to adapt/ respond/ have not risen to the challenge/ services have suffered due to the pandemic | 20 | 1 | - | 1 | 1 | 1 | 2 | - | 4 | 4 | 3 | 1 | * | 19 | 20 | - | - | - | - | - | 2 | 2 | 17 | - | 3 | |
| | 6% | 4% | - | 4% | 4% | 7% | 8% | - | 11% | 9% | 8% | 3% | 6% | 7% | 7% | - | - | - | - | - | 5% | 4% | 7% | - | 4% | |
| There is a lack of depth to their reporting/ do not ask important questions/ make efforts to find the truth/ facts | 20 | 1 | - | - | 2 | 1 | 4 | 1 | 2 | 2 | 2 | 3 | 1 | 18 | 20 | - | - | - | - | - | - | 3 | 5 | 15 | 1 | 4 |
| | 6% | 4% | - | - | 8% | 7% | 16% | 5% | 6% | 4% | 6% | 9% | 12% | 6% | 7% | - | - | - | - | - | - | 5% | 6% | 3% | 4% | |
| They are excessively woke/ politically correct | 19 | 1 | - | 1 | 3 | 2 | - | 1 | 3 | 2 | 2 | 3 | - | 17 | 18 | - | - | - | 1 | 1 | 3 | 5 | 11 | 4 | 8 | |
| | 6% | 3% | - | 3% | 12% | 11% | - | 5% | 8% | 4% | 6% | 9% | - | 6% | 6% | - | - | - | 30% | 4% | 9% | 9% | 5% | 14% | 9% | |
| Their reporting is excessively sensationalised/ designed to get attention/ views/ clicks | 18 | 3 | 1 | - | 2 | 2 | 1 | - | 2 | 2 | 2 | 1 | - | 14 | 18 | - | - | - | - | - | - | 2 | 15 | - | 2 | |
| | 5% | 11% | 13% | - | 8% | 12% | 4% | - | 5% | 4% | 6% | 3% | - | 5% | 6% | - | - | - | - | - | - | 4% | 6% | - | 3% | |
| Repeated programmes/ content/ too many repeats | 17 | - | - | 3 | 1 | - | 2 | 4 | 2 | 2 | 2 | - | - | 13 | 16 | - | 1 | - | - | 1 | 1 | 4 | 13 | 1 | 4 | |
| | 5% | - | - | 10% | 5% | - | 8% | 25% | 5% | 4% | 5% | - | - | 5% | 5% | - | 8% | - | - | 4% | 3% | 7% | 5% | 2% | 5% | |

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| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 334 | 28** | 8** | 35* | 26** | 18** | 28** | 14** | 40* | 51* | 40* | 39* | 7** | 284 | 304 | 4** | 14** | 3** | 3** | 25** | 38* | 57* | 236 | 31* | 89* |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ their coverage has been disproportionate/ unnecessary | 16 | 2 | 1 | 3 | 2 | - | - | 1 | 1 | 4 | 1 | 1 | - | 14 | 15 | - | 1 | - | - | 1 | 3 | 2 | 11 | 1 | 5 |
| | 5% | 7% | 12% | 10% | 8% | - | - | 5% | 3% | 8% | 3% | 3% | - | 5% | 5% | - | 7% | - | - | 4% | 9% | 4% | 5% | 3% | 6% |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 15 | 3 | - | 2 | - | - | 1 | 1 | 2 | 2 | 1 | 2 | - | 11 | 13 | - | 2 | - | - | 2 | 3 | 6 | 8 | 1 | 7 |
| | 4% | 11% | - | 7% | - | - | 4% | 5% | 5% | 4% | 3% | 6% | - | 4% | 4% | - | 15% | - | - | 8% | 9% | 10%aw | 3% | 3% | 8% |
| They are untrustworthy/ corrupt | 15 | 2 | - | 1 | 2 | - | - | 1 | 2 | 1 | 2 | 3 | - | 12 | 14 | - | - | - | - | 2 | 2 | 12 | - | 3 | |
| | 4% | 7% | - | 3% | 6% | - | - | 5% | 6% | 2% | 5% | 9% | - | 4% | 5% | - | - | - | - | 6% | 4% | 5% | - | 4% | |
| Lack of excitement in their programming/ boring/ bland/ dull content/ does not keep me entertained/ engaged | 15 | - | 1 | 2 | 1 | - | - | 2 | 1 | 3 | 2 | 2 | - | 13 | 11 | 1 | 2 | - | - | 3 | 3 | 2 | 8 | 3 | 7 |
| | 4% | - | 13% | 6% | 4% | - | - | 11% | 3% | 6% | 6% | 6% | - | 5% | 4% | 26% | 15% | - | - | 13% | 9% | 4% | 3% | 10% | 7% |
| They are not sufficiently supportive of the government/ government policy/ excessive criticism of the government | 14 | - | - | 2 | 3 | - | 2 | - | 1 | - | 1 | 5 | - | 14 | 13 | - | - | - | 1 | 1 | - | 4 | 10 | 3 | 4 |
| | 4% | - | - | 6% | 12% | - | 8% | - | 3% | - | 3% | 12%aj | - | 5% | 4% | - | - | - | 30% | 4% | - | 7% | 4% | 10% | 5% |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 390

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|----------|------------|-----------|
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| Weighted base | 334 | 28** | 8** | 35* | 26** | 18** | 28** | 14** | 40* | 51* | 40* | 39* | 7** | 284 | 304 | 4** | 14** | 3** | 3** | 25** | 38* | 57* | 236 | 31* | 89* |
| I dislike their presenters/ staff/ journalists/ the actions/ comments of their presenters/ staff/ journalists | 12 4% | 2 8% | 1 13% | - | - | 1 6% | 1 4% | 1 5% | 1 3% | 1 2% | 2 5% | 1 3% | 1 12% | 8 3% | 12 4% | - | - | - | - | - | 1 3% | * 1% | 11 5% | - | 1 2% |
| There is too much opinion and not enough facts in their reporting | 12 4%W | 1 4% | - | - | 2 8% | 2 11% | 1 4% | - | 1 3% | 2 4% | 1 3% | 1 3% | * 6% | 11 4% | 11 4% | - | - | - | 1 30% | 1 4% | 1 3% | 6 10%aW | 4 2% | 4 13%AW | 8 9%aW |
| They conduct interviews poorly | 12 4% | 2 7% | - | - | 1 4% | 1 7% | - | - | 2 5% | 1 2% | 3 8% | 1 3% | * 6% | 10 3% | 12 4% | - | - | - | - | - | - | 2 4% | 9 4% | 1 3% | 3 3% |
| I dislike the BBC/ feel it is a poor Broadcaster | 11 3% | 1 3% | - | 2 6% | 1 4% | - | - | 1 6% | 2 5% | 1 2% | 1 3% | 1 3% | - | 9 3% | 8 3% | 1 25% | 1 8% | - | - | 2 8% | - | 2 4% | 6 3% | - | 2 3% |
| They are excessively diverse/ too concerned with diversity/ minority groups/ lack of representation of traditional/ majority groups/ views/ values | 10 3% | 1 3% | 1 13% | 1 3% | - | 1 5% | - | - | 2 5% | 1 2% | 1 3% | 1 3% | * 6% | 9 3% | 8 3% | 1 26% | - | 1 37% | - | 2 9% | 1 3% | 1 3% | 7 3% | - | 1 2% |
| They are not sufficiently patriotic/ do not support Britain/ British people/ their values | 9 3% | - | - | 1 3% | - | 1 6% | - | - | 2 5% | 1 2% | 1 3% | 2 6% | 1 12% | 9 3% | 8 3% | - | - | - | - | - | - | 3 5% | 6 2% | 1 3% | 4 4% |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|--|-----------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|-------------------|----------------|------------------------|------------------|-----------|-----------|------------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|------------------|
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| Weighted base | 334 | 28** | 8** | 35* | 26** | 18** | 28** | 14** | 40* | 51* | 40* | 39* | 7** | 284 | 304 | 4** | 14** | 3** | 3** | 25** | 38* | 57* | 236 | 31* | 89* |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 9 | 2 | - | - | - | - | 1 | - | 3 | 1 | - | 1 | * | 7 | 9 | - | - | - | - | - | 1 | 3 | 6 | 1 | 3 |
| | 3% | 7% | - | - | - | - | 4% | - | 8% ⁿ | 2% | - | 3% | 6% | 2% | 3% | - | - | - | - | - | 3% | 6% | 2% | 4% | 4% |
| There is a lack of diversity in their reporting/ too focussed on certain groups/ regions/ they ignore minority groups/ regions | 7 | 2 | - | - | - | - | 1 | 1 | - | 1 | - | 1 | 1 | 3 | 6 | - | - | 1 | - | 1 | - | 2 | 4 | 1 | 2 |
| | 2% ^N | 7% | - | - | - | - | 4% | 5% | - | 2% | - | 3% | 18% | 1% | 2% | - | - | 34% | - | 4% | - | 4% | 2% | 4% | 2% |
| Lack of international content/ reporting/ poor reporting of events elsewhere in the world | 7 | 2 | 1 | - | - | - | 1 | - | - | - | - | 2 | * | 4 | 7 | - | - | - | - | - | - | 1 | 4 | 1 | 2 |
| | 2% | 7% | 12% | - | - | - | 4% | - | - | - | - | 6% | 6% | 2% | 2% | - | - | - | - | - | - | 2% | 2% | 3% | 2% |
| Financial mismanagement/ waste money/ too much money spent on salaries | 7 | - | - | 1 | - | 1 | - | 1 | - | - | 4 | - | - | 6 | 7 | - | - | - | - | - | 1 | - | 5 | - | 1 |
| | 2% | - | - | 3% | - | 7% | - | 5% | - | - | 9% ^{AJN} | - | - | 2% | 2% | - | - | - | - | - | 3% | - | 2% | - | 1% |
| I do not use BBC services/ I do not use BBC services much | 7 | - | - | 1 | 1 | - | 1 | - | 1 | - | - | 2 | - | 7 | 7 | - | - | - | - | - | - | 2 | 4 | - | 2 |
| | 2% | - | - | 3% | 4% | - | 4% | - | 3% | - | - | 6% | - | 2% | 2% | - | - | - | - | - | - | 4% | 2% | - | 2% |
| Other negative | 34 | 4 | 1 | 1 | 3 | 2 | - | 2 | 4 | 4 | 8 | 3 | 1 | 27 | 33 | - | - | - | 1 | 1 | 8 | 3 | 24 | 3 | 11 |
| | 10% | 14% | 13% | 3% | 12% | 11% | - | 16% | 11% | 8% | 20% ^{dn} | 9% | 12% | 10% | 11% | - | - | - | 33% | 5% | 20% ^V | 5% | 10% | 11% | 12% ^V |
| NET: Neutral | 13 | - | 1 | 2 | 1 | 1 | 1 | - | 3 | 2 | 1 | - | 13 | 12 | - | 1 | - | - | 1 | 1 | 1 | 2 | 11 | 1 | 2 |
| | 4% | - | 12% | 7% | 4% | 7% | 4% | 5% | - | 6% | 5% | 3% | - | 4% | 4% | - | 8% | - | 4% | 4% | 3% | 4% | 5% | 3% | 2% |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|----------------------|-------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condition (u) | Physic al condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 334 | 28** | 8** | 35* | 26** | 18** | 28** | 14** | 40* | 51* | 40* | 39* | 7** | 284 | 304 | 4** | 14** | 3** | 3** | 25** | 38* | 57* | 236 | 31* | 89* |
| All media organisations/ broadcasters are the same | 7 | - | 1 | 2 | - | 1 | 1 | - | - | - | 1 | - | - | 7 | 6 | - | 1 | - | - | 1 | - | - | 7 | - | - |
| I have paid more attention to the BBC/ had more time use their services | 3 | - | - | - | - | - | - | 1 | - | 2 | - | - | - | 2 | 3 | - | - | - | - | - | - | - | 3 | - | - |
| It's how I feel | 2 | - | - | - | - | - | - | - | 1 | - | 1 | - | 2 | 2 | - | - | - | - | - | - | 1 | 2 | - | 1 | 2 |
| Other neutral | 1 | - | - | - | - | - | - | - | 2 | - | 3 | - | 1 | 1 | - | - | - | - | - | - | 3%w | 4%aW | - | 3%W | 2%w |
| NET: Positive | 2 | - | - | 1 | 4 | - | - | - | - | 1 | 3 | - | - | 2 | 2 | - | 1 | - | - | - | - | - | 2 | - | - |
| News broadcasting is good/ good quality/ well presented/ trustworthy source of news/ I like the news programmes | 6 | - | - | 1 | - | - | 1 | 1 | 2 | 2 | 1 | - | - | 5 | 4 | - | 1 | 1 | 2 | 1 | 1 | 5 | 1 | 1 | |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 2 | - | - | 1 | - | - | - | - | - | - | 1 | - | - | 2 | 2 | - | - | - | - | 9% | 3% | 2% | 2 | - | - |
| They are unbiased/ impartial/ balanced/ do not have an agenda | 1 | - | - | - | - | - | - | - | 1 | 2 | - | - | - | 1 | 1 | - | - | - | - | - | 1 | 1 | - | 1 | 1 |
| Factual programmes/ content/ good documentaries etc. | 1 | - | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - | |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|-------------------------------|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|----------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|------------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
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| Weighted base | 334 | 28** | 8** | 35* | 26** | 18** | 28** | 14** | 40* | 51* | 40* | 39* | 7** | 284 | 304 | 4** | 14** | 3** | 3** | 25** | 38* | 57* | 236 | 31* | 89* |
| Nothing/ no particular reason | 1 | - | - | - | - | - | 1 | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Don't know | 4 | 1 | - | - | - | - | - | 1 | 1 | - | 1 | - | 3 | 2 | - | 1 | - | - | 1 | - | - | 3 | - | - | |
| | 1%O | 4% | - | - | - | - | - | 3% | 2% | - | 3% | - | 1% | 1% | - | 7% | - | - | 4% | - | - | 1% | - | - | |

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| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 326 | 252 | 33 | 22 | 23 | 4 | 70 | 22 | 56 | 60 | 14 | 49 | 72 | 64 | 52 | 21 | 8 | 9 | 2 | 8 | 2 | 1 | 3 |
| Weighted base | 334 | 256 | 34* | 24** | 24** | 4** | 73* | 22** | 58* | 63* | 14** | 50* | 75* | 66* | 57* | 20** | 9** | 8** | 2** | 6** | 2** | *** | 3** |
| NET: Negative | 321 | 248 | 32 | 23 | 24 | 3 | 70 | 21 | 55 | 60 | 11 | 49 | 73 | 64 | 56 | 19 | 9 | 8 | 2 | 6 | 2 | * | 3 |
| | 96% | 97% | 94% | 96% | 100% | 74% | 96% | 96% | 95% | 95% | 79% | 98% | 97% | 97% | 98% | 94% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 154 | 125 | 13 | 9 | 10 | 1 | 28 | 7 | 22 | 24 | 2 | 20 | 38 | 36 | 26 | 7 | 5 | 2 | 2 | 3 | * | - | 2 |
| | 46% | 48% | 37% | 37% | 41% | 24% | 39% | 30% | 38% | 38% | 14% | 40% | 50% | 54% | 45% | 33% | 60% | 19% | 100% | 57% | 27% | - | 69% |
| News broadcasting is poor/ poor quality/ poorly presented/ untrustworthy source of news | 55 | 48 | 2 | 2 | 3 | - | 6 | - | 4 | 6 | 3 | 7 | 12 | 10 | 14 | 4 | - | - | - | - | - | * | - |
| | 16%gi | 19%agi | 6% | 9% | 14% | - | 9% | - | 7% | 10% | 22% | 13% | 16% | 15% | 25% | 18% | - | - | - | - | - | 100% | - |
| Too much government influence/ BBC agenda set by government | 39 | 35 | 1 | - | - | 2 | 2 | 1 | 2 | 1 | 2 | 6 | 7 | 7 | 5 | 2 | 2 | 1 | 1 | 1 | 1 | - | - |
| | 12%GIU | 14%giU | 3% | - | - | 50% | 3% | 5% | 3% | 2% | 15% | 11% | 10% | 10% | 8% | 11% | 23% | 13% | 39% | 18% | 73% | - | - |
| They do not present the full picture/ they withhold information/ only report certain things | 36 | 30 | 2 | 2 | 2 | - | 6 | 2 | 5 | 5 | 1 | 2 | 7 | 8 | 11 | - | 1 | 1 | - | 2 | - | * | - |
| | 11% | 12% | 7% | 10% | 10% | - | 8% | 10% | 8% | 7% | 8% | 5% | 10% | 13% | 20%al | - | 14% | 13% | - | 38% | - | 100% | - |
| Their reporting is excessively negative/ they spread fear/ do not focus on anything positive | 32 | 26 | 5 | - | 1 | - | 6 | 3 | 5 | 6 | 2 | 6 | 6 | 8 | 4 | 1 | - | - | - | * | - | - | 1 |
| | 10% | 10% | 14% | - | 5% | - | 8% | 12% | 8% | 9% | 14% | 12% | 9% | 11% | 8% | 5% | - | - | - | 7% | - | - | 34% |
| Standards have fallen/ they are not what they were | 28 | 23 | 1 | 2 | 1 | 1 | 4 | 1 | 3 | 4 | 2 | 4 | 5 | 6 | 5 | - | 1 | 3 | - | - | - | - | - |
| | 8% | 9% | 3% | 9% | 5% | 24% | 6% | 5% | 5% | 7% | 14% | 7% | 7% | 9% | 10% | - | 13% | 34% | - | - | - | - | - |

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|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 334 | 256 | 34* | 24** | 24** | 4** | 73* | 22** | 58* | 63* | 14** | 50* | 75* | 66* | 57* | 20** | 9** | 8** | 2** | 6** | 2** | *** | 3** |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 24 | 19 | 3 | 1 | 2 | - | 5 | 1 | 3 | 5 | - | 3 | 7 | 6 | 3 | 1 | - | 1 | - | - | - | - | - |
| | 7% | 7% | 9% | 5% | 9% | - | 7% | 5% | 5% | 8% | - | 6% | 10% | 9% | 6% | 5% | - | 14% | - | - | - | - | - |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 24 | 17 | 2 | 2 | 3 | - | 7 | 1 | 4 | 7 | - | 4 | 5 | 3 | 5 | 4 | 1 | - | - | - | - | - | - |
| | 7% | 7% | 6% | 10% | 14% | - | 9% | 5% | 8% | 11% | - | 9% | 7% | 5% | 8% | 18% | 14% | - | - | - | - | - | - |
| Poor programmes/ content/ not enough content that I like/ poor quality content | 23 | 15 | 3 | 4 | 4 | - | 9 | 1 | 6 | 8 | - | 4 | 5 | 3 | 5 | 3 | 1 | 1 | - | - | - | - | - |
| | 7% | 6% | 9% | 16% | 18% | - | 12% | 5% | 11% | 12% | - | 9% | 7% | 5% | 9% | 16% | 13% | 13% | - | - | - | - | - |
| They are not sufficiently critical of the government/ government policy/ do not hold them to account | 22 | 18 | - | - | 1 | 1 | 3 | 2 | 2 | 1 | - | 3 | 3 | 5 | 3 | 2 | 2 | 1 | - | 1 | - | - | - |
| | 7% | 7% | - | - | 5% | 26% | 5%J | 10% | 4% | 2% | - | 6% | 4% | 8% | 6% | 8% | 26% | 13% | - | 18% | - | - | - |
| They spread misinformation/ do not tell the truth/ lie/ exaggerate/ distort the true picture | 22 | 15 | 3 | 3 | 3 | 1 | 6 | 3 | 5 | 5 | 2 | 4 | 3 | 5 | 4 | - | - | - | - | 1 | - | - | - |
| | 7% | 6% | 9% | 13% | 13% | 24% | 9% | 14% | 9% | 9% | 12% | 9% | 4% | 8% | 8% | - | - | - | - | 19% | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 391

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|-------------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 334 | 256 | 34* | 24** | 24** | 4** | 73* | 22** | 58* | 63* | 14** | 50* | 75* | 66* | 57* | 20** | 9** | 8** | 2** | 6** | 2** | *** | 3** |
| They have responded poorly to Covid-19/ have been unable to adapt/ respond/ have not risen to the challenge/ services have suffered due to the pandemic | 20 | 12 | 4 | 2 | 1 | 1 | 7 | 4 | 6 | 6 | - | 2 | 3 | 6 | 4 | 3 | - | - | - | 1 | - | - | - |
| | 6%b | 5% | 11% | 10% | 5% | 24% | 10% | 17% | 11% | 10% | - | 4% | 4% | 8% | 6% | 16% | - | - | - | 24% | - | - | - |
| There is a lack of depth to their reporting/ do not ask important questions/ make efforts to find the truth/ facts | 20 | 16 | - | 1 | 1 | 1 | 3 | 1 | 2 | 2 | 1 | 1 | 3 | 2 | 5 | 1 | 2 | * | - | - | - | * | - |
| | 6% | 6% | - | 5% | 5% | 24% | 5% | 5% | 4% | 4% | 8% | 2% | 4% | 3% | 8% | 6% | 26% | 5% | - | 36% | - | 100% | - |
| They are excessively woke/ politically correct | 19 | 16 | 2 | - | 1 | - | 3 | 1 | 2 | 3 | 1 | 3 | 5 | 2 | 4 | 1 | - | - | 1 | - | - | - | - |
| | 6% | 6% | 7% | - | 4% | - | 4% | 5% | 4% | 5% | 8% | 6% | 7% | 3% | 8% | 6% | - | - | 61% | - | - | - | - |
| Their reporting is excessively sensationalised/ designed to get attention/ views/ clicks | 18 | 12 | 1 | 1 | 3 | - | 6 | 1 | 2 | 6 | 1 | 6 | 2 | 4 | 2 | 2 | - | - | - | - | - | - | - |
| | 5% | 5% | 4% | 5% | 14% | - | 8% <i>i</i> | 5% | 4% | 9% <i>i</i> | 7% | 11% | 3% | 7% | 4% | 11% | - | - | - | - | - | - | - |
| Repeated programmes/ content/ too many repeats | 17 | 10 | 3 | 2 | 4 | - | 7 | 2 | 6 | 6 | - | 4 | 4 | 2 | 3 | 2 | - | 1 | - | - | - | - | - |
| | 5% | 4% | 9% | 10% | 15% | - | 9% | 10% | 10% | 9% | - | 8% | 5% | 3% | 6% | 12% | - | 13% | - | - | - | - | - |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ their coverage has been disproportionate/ unnecessary | 16 | 15 | 1 | 1 | 1 | - | 1 | - | 1 | 1 | - | 3 | 4 | 2 | 5 | 1 | - | - | - | - | - | - | - |
| | 5% | 6% | 3% | 4% | 4% | - | 1% | - | 2% | 2% | - | 6% | 5% | 3% | 9% | 5% | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 391

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 334 | 256 | 34* | 24** | 24** | 4** | 73* | 22** | 58* | 63* | 14** | 50* | 75* | 66* | 57* | 20** | 9** | 8** | 2** | 6** | 2** | *** | 3** |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 15 | 10 | 1 | 1 | 2 | - | 5 | - | 2 | 5 | 1 | 2 | 4 | 2 | 3 | 1 | - | 1 | - | - | - | - | - |
| | 4% | 4% | 3% | 5% | 10% | - | 6% | - | 4% | 8% | 7% | 4% | 6% | 3% | 6% | 4% | - | 15% | - | - | - | - | - |
| They are untrustworthy/ corrupt | 15 | 13 | - | - | - | 2 | - | - | - | - | 1 | 1 | 4 | 3 | - | 2 | - | - | - | - | - | - | - |
| | 4% | 5% | - | - | - | 48% | - | - | - | - | 7% | 2% | 6% | 5% | - | 10% | - | - | - | - | - | - | - |
| Lack of excitement in their programming/ boring/ bland/ dull content/ does not keep me entertained/ engaged | 15 | 8 | 3 | 1 | 2 | 1 | 6 | 2 | 4 | 4 | - | 2 | 4 | 1 | 3 | 1 | - | 2 | - | - | - | - | - |
| | 4%b | 3% | 9% | 5% | 9% | 26% | 8% | 10% | 7% | 7% | - | 4% | 6% | 2% | 5% | 4% | - | 26% | - | - | - | - | - |
| They are not sufficiently supportive of the government/ government policy/ excessive criticism of the government | 14 | 11 | 1 | - | 1 | - | 3 | 2 | 2 | 2 | - | 2 | 5 | 2 | 1 | - | - | - | - | 1 | - | - | 1 |
| | 4% | 4% | 4% | - | 5% | - | 5% | 10% | 4% | 4% | - | 5% | 7% | 3% | 2% | - | - | - | - | 18% | - | - | 35% |
| I dislike their presenters/ staff/ journalists/ the actions/ comments of their presenters/ staff/ journalists | 12 | 11 | 1 | - | - | - | 1 | - | 1 | 1 | - | 1 | 5 | 1 | 2 | 1 | - | - | - | * | - | - | 1 |
| | 4% | 4% | 3% | - | - | - | 2% | - | 2% | 2% | - | 2% | 7% | 2% | 4% | 5% | - | - | - | 7% | - | - | 34% |
| There is too much opinion and not enough facts in their reporting | 12 | 11 | 1 | - | - | - | 1 | - | 1 | 1 | 2 | 2 | 4 | 1 | 1 | - | 1 | - | - | - | - | - | - |
| | 4% | 4% | 3% | - | - | - | 2% | - | 2% | 2% | 15% | 4% | 6% | 2% | 2% | - | 12% | - | - | - | - | - | - |
| They conduct interviews poorly | 12 | 12 | - | - | - | - | - | - | - | - | 1 | 1 | 1 | 4 | 2 | 1 | 1 | - | - | - | - | * | - |
| | 4% | 5% | - | - | - | - | - | - | - | - | 7% | 2% | 1% | 4% | 4% | 5% | 12% | - | - | - | - | 100% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 391

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 334 | 256 | 34* | 24** | 24** | 4** | 73* | 22** | 58* | 63* | 14** | 50* | 75* | 66* | 57* | 20** | 9** | 8** | 2** | 6** | 2** | *** | 3** |
| I dislike the BBC/ feel it is a poor Broadcaster | 11 | 6 | 3 | 3 | 1 | - | 4 | 1 | 4 | 4 | 1 | 2 | 3 | - | 1 | 1 | - | 1 | - | - | - | - | 1 |
| | 3% | 2% | 9%b | 14% | 4% | - | 6% | 5% | 8% | 7% | 7% | 5% | 4% | - | 4% | - | 15% | - | - | - | - | - | 31% |
| They are excessively diverse/ too concerned with diversity/ minority groups/ lack of representation of traditional/ majority groups/ views/ values | 10 | 9 | - | - | 1 | - | 1 | - | - | 1 | - | 1 | 2 | 2 | - | 1 | - | - | - | - | - | - | - |
| | 3% | 4% | - | - | 4% | - | 1% | - | - | 2% | - | 2% | 3% | 4% | - | 12% | - | - | - | - | - | - | - |
| They are not sufficiently patriotic/ do not support Britain/ British people/ their values | 9 | 6 | 3 | * | - | - | 4 | 2 | 4 | 4 | - | 1 | 4 | 1 | 1 | - | * | - | - | - | - | - | - |
| | 3% | 2% | 10%ab | 2% | - | - | 5% | 11% | 7% | 6% | - | 2% | 6% | 2% | 6% | - | 5% | - | - | - | - | - | - |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 9 | 8 | 1 | 1 | 1 | - | 1 | - | 1 | 1 | 1 | - | 2 | 1 | - | 1 | 1 | 2 | - | - | - | - | - |
| | 3% | 3% | 3% | 5% | 4% | - | 2% | - | 2% | 2% | 8% | - | 3% | 2% | - | 5% | 12% | 27% | - | - | - | - | - |
| There is a lack of diversity in their reporting/ too focussed on certain groups/ regions/ they ignore minority groups/ regions | 7 | 5 | 1 | 1 | - | - | 2 | 1 | 2 | 1 | - | - | - | 3 | 2 | 1 | - | - | - | * | - | - | - |
| | 2% | 2% | 3% | 5% | - | - | 3% | 5% | 4% | 2% | - | - | - | 5% | 4% | 5% | - | - | - | 7% | - | - | - |
| Lack of international content/ reporting/ poor reporting of events elsewhere in the world | 7 | 7 | - | - | - | - | - | - | - | - | 1 | 1 | 1 | 1 | 2 | - | - | - | - | - | - | - | - |
| | 2% | 3% | - | - | - | - | - | - | - | - | 8% | 2% | 1% | 1% | 4% | - | - | - | - | - | - | - | - |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 334 | 256 | 34* | 24** | 24** | 4** | 73* | 22** | 58* | 63* | 14** | 50* | 75* | 66* | 57* | 20** | 9** | 8** | 2** | 6** | 2** | *** | 3** |
| Financial mismanagement/ waste money/ too much money spent on salaries | 7 | 5 | - | 1 | - | - | 1 | - | 1 | 1 | - | - | 2 | - | 2 | 1 | 1 | - | - | - | - | - | - |
| I do not use BBC services/ I do not use BBC services much | 2% | 2% | - | 4% | - | - | 3% | 5% | 4% | 2% | - | 4% | 3% | 2% | - | - | - | - | - | - | - | - | - |
| Other negative | 34 | 29 | 2 | 2 | 2 | - | 5 | - | 4 | 5 | 1 | 7 | 9 | 5 | 7 | 2 | 1 | 1 | - | - | - | - | - |
| NET: Neutral | 10% | 11% | 6% | 7% | 8% | - | 7% | - | 6% | 8% | 7% | 13% | 12% | 7% | 11% | 8% | 14% | 17% | - | - | - | - | - |
| All media organisations/ broadcasters are the same | 13 | 8 | 5 | 3 | - | - | 6 | 1 | 6 | 6 | 1 | 2 | 4 | 2 | 1 | 2 | - | - | - | - | - | - | - |
| I have paid more attention to the BBC/ had more time use their services | 4% | 3% | 13%aB | 15% | - | - | 8% | 5% | 10%ab | 9%ab | 7% | 3% | 5% | 3% | 2% | 11% | - | - | - | - | - | - | - |
| It's how I feel | 7 | 3 | 2 | 2 | - | - | 4 | 1 | 4 | 4 | - | - | 2 | 1 | 1 | 2 | - | - | - | - | - | - | - |
| Other neutral | 2% | 1% | 7%b | 10% | - | - | 5% | 5% | 6%ab | 6%b | - | - | 3% | 2% | 2% | 11% | - | - | - | - | - | - | - |
| NET: Positive | 3 | 2 | 1 | 1 | - | - | 1 | - | 1 | 1 | 1 | 1 | 1 | - | - | - | - | - | - | - | - | - | - |
| News broadcasting is good/ good quality/ well presented/ trustworthy source of news/ I like the news programmes | 1% | 1% | 3% | 4% | - | - | 1% | - | 2% | 2% | 7% | 1% | 1% | - | - | - | - | - | - | - | - | - | - |
| NET: Negative | 2 | 2 | - | - | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | - | - | - |
| NET: Positive | 1% | 1% | - | - | - | - | - | - | - | - | - | 2% | 1% | - | - | - | - | - | - | - | - | - | - |
| NET: Positive | 2 | 1 | 1 | - | - | - | 1 | 2 | 2 | 1 | 1 | - | 2 | - | 2 | - | - | - | - | - | - | - | - |
| NET: Positive | 2% | 1% | 3% | - | - | - | 26% | 3% | 9% | 4% | 2% | 7% | - | 3% | - | 4% | - | - | - | - | - | - | - |
| NET: Positive | 2 | 1 | - | - | - | - | 1 | 1 | 1 | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - |
| NET: Positive | 1% | 1% | - | - | - | - | 2% | 5% | 2% | - | - | - | 2% | - | 2% | - | - | - | - | - | - | - | - |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
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| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 2 | - | 1 | - | - | 1 | 1 | 1 | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | - |
| | 1% | - | 3%B | - | - | 26% | 1% | 4% | 2%b | 2% | - | - | - | 2% | - | - | - | - | - | - | - | - | - |
| They are unbiased/ impartial/ balanced/ do not have an agenda | 1 | 1 | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | - | - | 7% | - | - | - | - | - | - | - | - | - | - | - | - |
| Factual programmes/ content/ good documentaries etc. | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | - | - |
| Nothing/ no particular reason | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | - |
| Don't know | 4 | 3 | - | 1 | - | - | 1 | - | 1 | 1 | 2 | - | 1 | - | 1 | - | - | - | - | - | - | - | - |
| | 1% | 1% | - | 4% | - | - | 1% | - | 2% | 2% | 14% | - | 1% | - | 6% | - | - | - | - | - | - | - | - |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 326 | 306 | 20 | 229 | 97 | 221 | 105 | 326 | - | 326 | - |
| Weighted base | 334 | 313 | 20** | 234 | 99* | 225 | 109 | 334 | ** | 334 | ** |
| NET: Negative | 321 | 301 | 20 | 226 | 95 | 214 | 107 | 321 | - | 321 | - |
| | 96% | 96% | 100% | 96% | 96% | 95% | 98% | 96% | - | 96% | - |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 154 | 140 | 14 | 108 | 46 | 105 | 48 | 154 | - | 154 | - |
| | 46%b | 45% | 69% | 46% | 46% | 47% | 45% | 46% | - | 46% | - |
| News broadcasting is poor/ poor quality/ poorly presented/ untrustworthy source of news | 55 | 53 | 2 | 39 | 16 | 34 | 20 | 55 | - | 55 | - |
| | 16% | 17% | 10% | 17% | 16% | 15% | 19% | 16% | - | 16% | - |
| Too much government influence/ BBC agenda set by government | 39 | 38 | 1 | 32 | 7 | 33 | 6 | 39 | - | 39 | - |
| | 12%g | 12% | 5% | 14% | 7% | 15%ag | 6% | 12% | - | 12% | - |
| They do not present the full picture/ range of opinions/ they withhold information/ only report certain things | 36 | 34 | 2 | 30 | 6 | 31 | 5 | 36 | - | 36 | - |
| | 11%g | 11% | 11% | 13% | 6% | 14%ag | 5% | 11% | - | 11% | - |
| Their reporting is excessively negative/ they spread fear/ do not focus on anything positive | 32 | 32 | - | 21 | 11 | 22 | 10 | 32 | - | 32 | - |
| | 10% | 10% | - | 9% | 11% | 10% | 9% | 10% | - | 10% | - |
| Standards have fallen/ they are not what they were | 28 | 26 | 2 | 24 | 4 | 21 | 7 | 28 | - | 28 | - |
| | 8%e | 8% | 11% | 10%e | 4% | 9% | 6% | 8% | - | 8% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 392

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 334 | 313 | 20** | 234 | 99* | 225 | 109 | 334 | -** | 334 | -** |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 24 7% | 23 7% | 1 5% | 20 9% | 4 4% | 19 8% | 5 5% | 24 7% | - | 24 7% | - |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 24 7%F | 22 7% | 2 10% | 14 6% | 10 10% | 9 4% | 15 14%AF | 24 7% | - | 24 7% | - |
| Poor programmes/ content/ not enough content that I like/ poor quality content | 23 7%f | 21 7% | 2 11% | 14 6% | 10 10% | 11 5% | 13 12%af | 23 7% | - | 23 7% | - |
| They are not sufficiently critical of the government/ government policy/ do not hold them to account | 22 7% | 19 6% | 3 17% | 16 7% | 6 6% | 19 8% | 3 3% | 22 7% | - | 22 7% | - |
| They spread misinformation/ do not tell the truth/ lie/ exaggerate/ distort the true picture | 22 7% | 20 6% | 2 11% | 14 6% | 8 8% | 13 6% | 9 8% | 22 7% | - | 22 7% | - |

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|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 334 | 313 | 20** | 234 | 99* | 225 | 109 | 334 | -** | 334 | -** |
| They have responded poorly to Covid-19/ have been unable to adapt/ respond/ have not risen to the challenge/ services have suffered due to the pandemic | 20 6% | 19 6% | 1 5% | 11 5% | 9 9% | 14 6% | 6 5% | 20 6% | - | 20 6% | - |
| There is a lack of depth to their reporting/ do not ask important questions/ make efforts to find the truth/ facts | 20 6% | 18 6% | 3 13% | 17 7% | 3 3% | 17 8% | 3 3% | 20 6% | - | 20 6% | - |
| They are excessively woke/ politically correct | 19 6% | 18 6% | 1 6% | 10 4% | 9 9% | 13 6% | 6 6% | 19 6% | - | 19 6% | - |
| Their reporting is excessively sensationalised/ designed to get attention/ views/ clicks | 18 5% | 18 6% | - | 13 5% | 5 5% | 13 6% | 5 4% | 18 5% | - | 18 5% | - |
| Repeated programmes/ content/ too many repeats | 17 5% | 16 5% | 1 3% | 10 4% | 6 6% | 8 4% | 9 8% | 17 5% | - | 17 5% | - |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ their coverage has been disproportionate/ unnecessary | 16 5% | 15 5% | 1 5% | 13 6% | 3 3% | 12 6% | 4 4% | 16 5% | - | 16 5% | - |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|-----------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 334 | 313 | 20** | 234 | 99* | 225 | 109 | 334 | -** | 334 | -** |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 15 4% | 15 5% | - | 7 3% | 8 8% | 10 4% | 5 5% | 15 4% | - | 15 4% | - |
| They are untrustworthy/ corrupt | 15 4% | 13 4% | 2 10% | 12 5% | 3 3% | 10 4% | 5 5% | 15 4% | - | 15 4% | - |
| Lack of excitement in their programming/ boring/ bland/ dull content/ does not keep me entertained/ engaged | 15 4% | 15 5% | - | 11 5% | 3 3% | 10 4% | 5 5% | 15 4% | - | 15 4% | - |
| They are not sufficiently supportive of the government/ government policy/ excessive criticism of the government | 14 4% ^d | 14 5% | - | 7 3% | 8 8% | 9 4% | 5 5% | 14 4% | - | 14 4% | - |
| I dislike their presenters/ staff/ journalists/ the actions/ comments of their presenters/ staff/ journalists | 12 4% | 11 4% | 1 5% | 8 3% | 5 5% | 9 4% | 4 3% | 12 4% | - | 12 4% | - |
| There is too much opinion and not enough facts in their reporting | 12 4% | 12 4% | - | 7 3% | 6 6% | 8 3% | 5 4% | 12 4% | - | 12 4% | - |
| They conduct interviews poorly | 12 4% | 12 4% | - | 8 3% | 4 4% | 10 4% | 2 2% | 12 4% | - | 12 4% | - |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 334 | 313 | 20** | 234 | 99* | 225 | 109 | 334 | -** | 334 | -** |
| I dislike the BBC/ feel it is a poor Broadcaster | 11 3% | 9 3% | 1 5% | 6 3% | 4 4% | 5 2% | 5 5% | 11 3% | - | 11 3% | - |
| They are excessively diverse/ too concerned with diversity/ minority groups/ lack of representation of traditional/ majority groups/ views/ values | 10 3% | 10 3% | - | 7 3% | 2 3% | 8 4% | 2 1% | 10 3% | - | 10 3% | - |
| They are not sufficiently patriotic/ do not support Britain/ British people/ their values | 9 3% | 8 3% | 1 6% | 6 3% | 4 4% | 4 2% | 6 5% | 9 3% | - | 9 3% | - |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 9 3% | 9 3% | - | 7 3% | 2 2% | 7 3% | 2 2% | 9 3% | - | 9 3% | - |
| There is a lack of diversity in their reporting/ too focussed on certain groups/ regions/ they ignore minority groups/ regions | 7 2%B | 5 2% | 2 11% | 6 3% | 1 1% | 5 2% | 2 2% | 7 2% | - | 7 2% | - |
| Lack of international content/ reporting/ poor reporting of events elsewhere in the world | 7 2% | 7 2% | - | 6 2% | 1 1% | 7 3% | - | 7 2% | - | 7 2% | - |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 334 | 313 | 20** | 234 | 99* | 225 | 109 | 334 | -** | 334 | -** |
| Financial mismanagement/ waste money/ too much money spent on salaries | 7 2%f | 7 2% | - | 4 2% | 2 2% | 2 1% | 4 4% | 7 2% | - | 7 2% | - |
| I do not use BBC services/ I do not use BBC services much | 7 2% | 5 2% | 1 5% | 3 1% | 3 3% | 3 1% | 3 3% | 7 2% | - | 7 2% | - |
| Other negative | 34 10% | 31 10% | 3 15% | 24 10% | 10 10% | 22 10% | 13 12% | 34 10% | - | 34 10% | - |
| NET: Neutral | 13 4%g | 13 4% | - | 8 3% | 6 6% | 12 6% | 1 1% | 13 4% | - | 13 4% | - |
| All media organisations/ broadcasters are the same | 7 2% | 7 2% | - | 5 2% | 1 1% | 7 3% | - | 7 2% | - | 7 2% | - |
| I have paid more attention to the BBC/ had more time use their services | 3 1% | 3 1% | - | 1 * | 2 2% | 2 1% | 1 1% | 3 1% | - | 3 1% | - |
| It's how I feel | 2 1% | 2 1% | - | - | 2 2%d | 2 1% | - | 2 1% | - | 2 1% | - |
| Other neutral | 2 1% | 2 1% | - | 1 * | 1 1% | 2 1% | - | 2 1% | - | 2 1% | - |
| NET: Positive | 6 2% | 6 2% | - | 3 1% | 3 3% | 3 1% | 3 3% | 6 2% | - | 6 2% | - |

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Base: All respondents whose opinion of the BBC's provision of informative programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 334 | 313 | 20** | 234 | 99* | 225 | 109 | 334 | -** | 334 | -** |
| News broadcasting is good/ good quality/ well presented/ trustworthy source of news/ I like the news programmes | 2 1% | 2 1% | - | - | 2 2%d | - | 2 2%f | 2 1% | - | 2 1% | - |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| They are unbiased/ impartial/ balanced/ do not have an agenda | 1 * | 1 * | - | - | 1 1% | - | 1 1% | 1 * | - | 1 * | - |
| Factual programmes/ content/ good documentaries etc. | 1 * | 1 * | - | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| Nothing/ no particular reason | 1 * | 1 * | - | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| Don't know | 4 1% | 4 1% | - | 4 2% | - | 3 1% | 1 1% | 4 1% | - | 4 1% | - |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 393

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|--------------|------------|------------|-----------|--------------------|------------|-----------|----------------------|--------------|---------------------|-----------|-------------|-------------|-------------------|---------------------|-------------------|-----------|------------|-------------|-----------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 388 | 184 | 202 | 39 | 41 | 62 | 53 | 58 | 50 | 55 | 30 | 80 | 57 | 119 | 111 | 135 | 47 | 130 | 114 | 74 | 70 | 244 | 144 |
| Weighted base | 388 | 179 | 207 | 35* | 39* | 64* | 52* | 64* | 49* | 54* | 30** | 74* | 55* | 119 | 116 | 133 | 43* | 122 | 117 | 81* | 69* | 238 | 150 |
| NET: Positive | 351 90%r | 160 89% | 189 91% | 32 82% | 33 85% | 57 89% | 46 88% | 59 93% | 45 90% | 51 95% | 27 90% | 65 88% | 47 86% | 104 87% | 105 91% | 123 92% | 39 91% | 104 86% | 109 94%r | 72 90% | 65 93% | 214 90% | 137 91% |
| They have assisted with home schooling/ lockdown learning/ supported children when schools were closed | 140 36%gq | 61 34% | 79 38% | 8 22% | 13 33% | 22 34% | 11 22% | 29 45%dgl oq | 22 45%dgq | 27 51%aDG lnQ | 7 23% | 21 28% | 18 33% | 40 33% | 40 35%G | 57 43%dgl q | 9 21% | 39 32% | 46 40% | 23 29% | 31 45% | 86 36% | 54 36% |
| They have increased their educational output/ created more content/ extra resources/ new programmes | 81 21% | 40 22% | 41 20% | 5 15% | 8 20% | 13 20% | 14 27% | 12 18% | 7 15% | 14 26% | 8 26% | 13 18% | 12 21% | 25 21% | 26 22% | 29 22% | 8 18% | 21 17% | 26 22% | 19 24% | 15 22% | 47 20% | 34 23% |
| They have provided educational programmes/ made educational content available | 65 17%oq | 24 14% | 40 19% | 3 7% | 10 26%dgl oq | 14 22%q | 4 8% | 9 13% | 11 23%gq | 10 19% | 4 14% | 13 17%dQ | 11 20%dQ | 25 21%dgo Q | 13 11% | 26 19%q | 3 6% | 24 20% | 18 15% | 10 12% | 13 19% | 42 18% | 23 15% |
| They have responded well to Covid-19/ worked hard/ stepped up/ risen to the challenge/ provided an important service when it was most needed | 56 14% | 27 15% | 29 14% | 4 12% | 4 9% | 9 14% | 6 12% | 10 15% | 7 14% | 7 12% | 10 32% | 8 10% | 7 12% | 16 13% | 16 14% | 23 17% | 5 12% | 17 14% | 13 11% | 12 15% | 14 20% | 30 13% | 26 17% |
| Their educational content is good/ high quality/ I like the educational content they provide | 46 12%r | 20 11% | 26 12% | 4 10% | 3 8% | 5 9% | 8 16% | 15 23%afj lmNp | 6 12% | 3 6% | 2 7% | 7 9% | 4 7% | 10 8% | 23 20%Ajlm np | 11 9% | 4 9% | 8 7% | 16 14% | 9 12% | 12 18%r | 24 10% | 22 15% |

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Gender | | Age | | | | | | | | | | | | | | | SEG | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|---------|-----------|-----------|-----------|-----------|------------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 388 | 179 | 207 | 35* | 39* | 64* | 52* | 64* | 49* | 54* | 30** | 74* | 55* | 119 | 116 | 133 | 43* | 122 | 117 | 81* | 69* | 238 | 150 |
| They have made a positive contribution to children's development/ education/ knowledge | 39 | 15 | 24 | 6 | 5 | 6 | 5 | 6 | 2 | 6 | 4 | 11 | 8 | 14 | 11 | 12 | 8 | 15 | 11 | 4 | 10 | 25 | 14 |
| | 10% | 8% | 12% | 17% | 13% | 9% | 9% | 9% | 4% | 11% | 13% | 15% | 15% | 11% | 9% | 9% | 19%ai | 12% | 9% | 4% | 15%t | 11% | 9% |
| They provide a variety of educational programmes/ resources/ a range of content/ something for everyone/ for children of all ages | 31 | 14 | 16 | 2 | 2 | 6 | 7 | 3 | 1 | 7 | 3 | 4 | 4 | 10 | 9 | 11 | 3 | 8 | 11 | 10 | 2 | 19 | 12 |
| | 8% | 8% | 8% | 6% | 6% | 9% | 13% | 4% | 2% | 13% | 11% | 6% | 8% | 8% | 8% | 8%ai | 7% | 7% | 9% | 12% | 3% | 8% | 8% |
| They are informative/ a good/ interesting source of information | 29 | 13 | 16 | 4 | 1 | 5 | - | 6 | 7 | 2 | 3 | 6 | 3 | 8 | 6 | 13 | 4 | 11 | 10 | 4 | 5 | 20 | 9 |
| | 7%g | 7% | 8% | 13%G | 3% | 8%g | - | 9%g | 15%Go | 4% | 11% | 7%g | 6% | 7% | 5% | 9%g | 10%g | 9% | 8% | 5% | 8% | 8% | 6% |
| I have seen/ heard/ read good things about their educational provision | 22 | 7 | 15 | - | 1 | 3 | 2 | 1 | 7 | 5 | 3 | 1 | 1 | 4 | 3 | 15 | 1 | 9 | 6 | 4 | 3 | 15 | 7 |
| | 6% | 4% | 7% | - | 3% | 5% | 4% | 1% | 14%adhLmnO | 9%hl | 9% | 1% | 2% | 4% | 2% | 11%Adhlmno | 2% | 7% | 5% | 4% | 4% | 6% | 4% |
| The BBC have improved/ their educational provision has got better/ standards have risen | 21 | 14 | 7 | 4 | 2 | 8 | 2 | - | 1 | 2 | 1 | 6 | 3 | 11 | 2 | 5 | 4 | 8 | 4 | 7 | 2 | 12 | 9 |
| | 5%o | 8% | 3% | 10%ho | 5% | 13%AHOp | 4% | - | 3% | 4% | 4% | 8%h | 6% | 10%aho | 2% | 3% | 8%h | 6% | 4% | 8% | 3% | 5% | 6% |
| They provide a lot of educational content/ resources | 19 | 7 | 12 | 1 | 2 | 5 | 3 | 4 | 3 | - | 1 | 3 | 2 | 7 | 7 | 4 | 2 | 4 | 9 | 4 | 2 | 13 | 6 |
| | 5% | 4% | 6% | 3% | 5% | 8%j | 6% | 5% | 7% | - | 4% | 4% | 4% | 6% | 6% | 3% | 4% | 3% | 8% | 4% | 3% | 6% | 4% |
| Good provision of factual programmes/ content/ good documentaries etc. | 18 | 2 | 16 | 3 | 2 | 2 | - | - | 6 | 4 | 1 | 5 | 5 | 7 | - | 12 | 3 | 7 | 5 | 5 | 1 | 12 | 6 |
| | 5%Bo | 1% | 8%AB | 9%ghO | 5%o | 3% | - | - | 12%afgHO | 8%ghO | 3% | 7%hO | 9%ghO | 6%o | - | 9%agho | 7%hO | 6% | 4% | 6% | 2% | 5% | 4% |

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | SEG | | | | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|----------------------|-----------|-----------|---------|-----------|-----------|-----------|------------------|----------|-----------|----------|---------|---------|---------|----------|----------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 388 | 179 | 207 | 35* | 39* | 64* | 52* | 64* | 49* | 54* | 30** | 74* | 55* | 119 | 116 | 133 | 43* | 122 | 117 | 81* | 69* | 238 | 150 |
| They provided support for educators/ teachers/ schools/ parents/ families | 17 4% | 5 3% | 11 5% | 1 3% | 1 3% | - | * 1% | 6 9%fn | 3 7%f | 5 9%fn | - | 2 3% | 2 4% | 2 2% | 6 5%g | 8 6%f | 1 2% | 5 4% | 6 5% | 3 4% | 3 5% | 10 4% | 6 4% |
| They have provided online services/ resources/ supported online learning | 14 4% | 7 4% | 7 3% | 2 6% | 1 3% | 2 4% | 1 2% | 4 6% | - | 4 8%ip | - | 3 4% | 2 4% | 4 4% | 5 4% | 4 3% | 2 5% | 5 4% | 5 4% | 2 3% | 2 3% | 10 4% | 4 3% |
| The BBC is better than other services/ broadcasters/ prefer to get my content from the BBC | 14 4%c | 10 5% | 4 2% | 2 5% | 1 2% | 3 5% | 3 7% | 3 4% | 1 2% | - | 1 3% | 3 4%m | 1 1% | 4 3% | 6 5% | 2 2% | 2 4% | 4 3% | 4 4% | 2 2% | 4 6% | 8 3% | 6 4% |
| Entertaining programmes/ content/ have kept people entertained/ good drama, comedy etc. | 13 3% | 5 3% | 8 4% | - | - | 2 3% | 2 3% | 7 11%Ade LmnPq | 1 1% | * 1% | 1 2% | - | - | 2 2% | 9 8%almn p | 2 1% | - | 4 3% | 3 3% | 4 5% | 1 2% | 7 3% | 6 4% |
| They have provided services/ resources on TV/ made resources available for those without an internet connection | 12 3% | 3 2% | 9 4% | 1 3% | - | 2 4% | 2 4% | - | 2 5% | 4 8%ah | * 1% | 1 1% | 1 2% | 3 3% | 2 2% | 7 5% | 1 2% | 6 5% | 2 2% | 2 3% | 1 2% | 9 4% | 4 3% |
| Good frequency/ timing of content provision | 12 3% | 7 4% | 5 2% | 1 3% | 1 3% | 3 5% | - | 2 4% | 1 2% | 2 3% | 2 7% | 2 3% | 1 2% | 4 3% | 2 2% | 5 4% | 1 2% | 2 2% | 7 6% | 2 2% | 1 2% | 9 4% | 3 2% |
| Their educational content is accessible/ free/ easy access/ use | 8 2%b | 1 1% | 7 3% | 2 6% | - | 2 4% | * 1% | 2 3% | - | 1 2% | - | 2 3% | 1 2% | 3 3% | 3 2% | 1 1% | 2 5% | 3 2% | 2 2% | 1 2% | 2 3% | 5 2% | 3 2% |
| They provide a useful/ helpful service | 7 2% | 4 2% | 3 1% | * 1% | 1 2% | * 1% | 2 4% | 2 3% | - | 1 2% | - | 1 2% | 1 2% | 1 1% | 4 4% | 1 1% | 1 3% | 5 4%a | 2 2% | - | - | 7 3%w | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
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Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 393

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|----------------------|-----------------------|------------|----------------------|-----------|----------------------|----------------------|----------------------|----------------------|----------------------|---------|-----------|-----------|-----------|-----------|---------|-----------|---------|---------|---------|-----------------------|----------|----------------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 388 | 179 | 207 | 35* | 39* | 64* | 52* | 64* | 49* | 54* | 30** | 74* | 55* | 119 | 116 | 133 | 43* | 122 | 117 | 81* | 69* | 238 | 150 |
| They provide educational content that is relevant/ meets the needs of it's audience | 7 2% | 3 2% | 4 2% | 1 3% | - | 1 2% | 2 4% | - | 2 4% | 1 1% | - | 1 1% | - | 1 1% | 2 2% | 3 3% | 1 2% | 4 3% | 1 1% | 1 1% | 1 1% | 5 2% | 2 1% |
| They responded quickly/ were quick to provide educational services/ resources when they were needed | 6 2% | 1 1% | 5 3% | - | - | - | - | 3 4% _n | 2 4% _n | 2 4% _n | - | - | - | - | 3 2% | 4 3% | - | - | 3 3% | 1 1% | 2 3% _r | 3 1% | 3 2% |
| They present information clearly/ make things easy to understand/ explain things well | 6 2% _V | 4 2% | 2 1% | 1 3% | - | 3 5% _a | 1 1% | - | - | - | 1 4% | 1 1% | - | 3 3% | 1 1% | 1 1% | 1 2% | 1 1% | - | 2 2% | 3 5% _{as} | 1 * | 5 3% _v |
| Good provision of services to younger children | 6 1% | 2 1% | 3 2% | 1 3% | 1 3% | - | - | 2 4% | 1 2% | - | - | 2 3% | 2 4% | 2 2% | 2 2% | 1 1% | 1 2% | - | 3 3% | 1 1% | 1 2% | 3 1% | 2 2% |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content (non-specific/ other) | 5 1% | 5 3% _{ac} | - | 1 3% _p | - | 2 3% _p | 2 4% _p | - | - | - | - | 1 1% | - | 2 2% | 2 2% | - | 1 2% | 1 1% | 3 3% | 1 1% | - | 4 2% | 1 1% |
| I have seen their educational services advertised/ good adverts/ well promoted | 5 1% | 2 1% | 3 2% | 1 3% | - | 1 2% | 1 2% | 1 2% | 1 2% | 1 2% | - | 1 1% | - | - | 2 2% | 2 1% | 1 2% | 3 2% | 2 2% | - | - | 5 2% | - |
| They have helped keep children occupied/ engaged/ stopped them getting bored | 5 1% | 2 1% | 3 1% | 1 3% | - | 1 2% | - | 2 3% | - | - | 1 4% | 1 1% | 1 2% | 2 2% | 2 2% | 1 1% | 1 2% | 2 2% | 2 2% | 1 1% | - | 4 2% | 1 1% |

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|----------|-----------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 388 | 179 | 207 | 35* | 39* | 64* | 52* | 64* | 49* | 54* | 30** | 74* | 55* | 119 | 116 | 133 | 43* | 122 | 117 | 81* | 69* | 238 | 150 |
| They are consistent/ reliable/ maintain their standards | 5 1% | 3 1% | 2 1% | 2 4%o | - | 2 3% | - | - | 1 2% | - | - | 2 2% | - | 2 2% | - | 1 1% | 2 4%o | 3 2% | 1 1% | 1 2% | - | 4 2% | 1 1% |
| They have been innovative/ creative in producing educational content/ found new methods/ production techniques | 4 1% | 4 2%c | - | - | 1 3% | 2 3%p | - | 1 2% | - | - | - | 1 1% | 1 2% | 3 3% | 1 1% | - | 1 1% | - | 1 1% | 2 3% | 1 * | 3 2% | |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 4 1% | 2 1% | 2 1% | - | - | 2 3% | - | - | - | 1 2% | 1 3% | - | - | 2 2% | - | 2 2% | - | - | 1 1% | 1 1% | 2 3% | 1 * | 3 2% |
| They are trustworthy/ honest/ I feel I can trust the BBC/ the information they provide | 3 1% | 1 1% | 2 1% | - | - | 1 2% | - | - | 1 2% | - | 1 4% | - | - | 1 1% | - | 2 2% | - | 1 1% | - | 1 2% | 1 2% | 1 * | 2 2% |
| Other positive | 20 5% | 10 6% | 10 5% | 4 11%g | 2 5% | 5 7% | - | 4 7% | 1 2% | 2 3% | 2 7% | 6 8%g | 4 7% | 9 7% | 4 4% | 5 4% | 4 9%g | 9 8% | 6 5% | 2 2% | 3 4% | 16 7% | 4 3% |
| NET: Neutral | 58 15% | 27 15% | 30 15% | 6 16% | 5 13% | 6 9% | 7 14% | 9 14% | 9 17% | 8 15% | 8 27% | 11 14% | 7 13% | 13 11% | 16 14% | 25 19% | 8 18% | 22 18% | 13 11% | 15 19% | 8 11% | 35 15% | 23 15% |
| I have recently become aware of their services/ had more time/ opportunity to experience services I had not used before | 38 10% | 20 11% | 18 9% | 6 16% | 4 10% | 5 7% | 6 12% | 8 12% | 4 8% | 5 9% | 1 3% | 10 13% | 6 11% | 11 9% | 14 12% | 10 7% | 8 18%p | 14 12% | 10 8% | 9 12% | 5 7% | 24 10% | 14 9% |
| I have had no/ little personal experience of the BBC's educational content/ services | 12 3% | 4 2% | 8 4% | - | - | - | - | 1 2% | 4 7%fmN | 2 4%n | 5 17% | - | - | - | 1 1% | 11 8%Afgl | - | 2 2% | 3 3% | 5 6% | 2 3% | 5 2% | 7 4% |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|----------|-----------|-----------|---------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 388 | 179 | 207 | 35* | 39* | 64* | 52* | 64* | 49* | 54* | 30** | 74* | 55* | 119 | 116 | 133 | 43* | 122 | 117 | 81* | 69* | 238 | 150 |
| Content production has been affected/ hampered by the pandemic | 4 1% | 2 1% | 2 1% | - | - | 1 2% | - | - | 1 2% | 1 2% | 1 3% | - | - | 1 1% | - | 3 2% | - | 2 2% | - | 1 2% | 1 1% | 2 1% | 2 2% |
| Other neutral | 4 1% | 2 1% | 2 1% | - | 1 3% | * 1% | 1 2% | - | 1 2% | - | 1 3% | 1 1% | 1 2% | 1 1% | 1 1% | 2 2% | - | 4 4%As | - | - | - | 4 2% | - |
| NET: Negative | 7 2% | 3 2% | 4 2% | 1 3% | - | 1 2% | - | - | 2 4%o | 1 2% | 2 7% | 1 1% | - | 1 1% | - | 5 4%o | 1 2% | 4 3% | 1 1% | - | 2 3% | 5 2% | 2 1% |
| Poor programmes/ content/ not enough content that I like/ poor quality content (non-specific/ other) | 2 1% | 1 1% | 1 1% | 1 3% | - | 1 2% | - | - | - | - | - | 1 1% | - | 1 1% | - | - | 1 2% | 1 1% | 1 1% | - | - | 2 1% | - |
| Repeated programmes/ content/ too many repeats | 1 * | - | 1 1% | - | - | - | - | - | - | - | 1 3% | - | - | - | - | 1 1% | - | 1 1% | - | - | - | 1 * | - |
| Their educational content is inappropriate/ contains/ promotes values I do not agree with/ that children should not be exposed to | 1 * | - | 1 1% | - | - | - | - | - | - | - | 1 3% | - | - | - | - | 1 1% | - | 1 1% | - | - | - | 1 * | - |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 1 * | 1 1% | - | - | - | - | - | - | - | 1 2% | - | - | - | - | - | 1 1% | - | 1 1% | - | - | - | 1 * | - |

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|---|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) | |
| Weighted base | 388 | 179 | 207 | 35* | 39* | 64* | 52* | 64* | 49* | 54* | 30** | 74* | 55* | 119 | 116 | 133 | 43* | 122 | 117 | 81* | 69* | 238 | 150 | |
| I dislike the political leanings in their programming/ too political/ politics I disagree with | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - | - | - | - | 1 | - | 1 | - | - | - | - | 1 | - |
| I do not use BBC services/ I do not use BBC services much | * | 1% | - | - | - | - | - | - | - | 2% | - | - | - | - | - | 1% | - | 1% | - | - | - | - | * | - |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 1 | 1 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | - | - | - | 1 | - | 1 | - |
| Other negative | * | - | 1 | - | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | - | - | - | 1 | - | 1 | - |
| Nothing/ no particular reason | 3 | 2 | 1 | - | 1 | 2 | - | - | - | - | - | 1 | 1 | 3 | - | - | - | 1 | - | 2 | - | 1 | 2 | |
| Don't know | 1% | 1% | 1% | - | 2% | 4%aop | - | - | - | - | - | 1% | 2% | 3%a | - | - | - | 1% | - | 3% | - | * | 2% | |
| | 3 | 2 | 1 | - | 1 | 1 | - | - | - | - | - | 1 | 1 | 2 | 1 | - | - | - | 3 | - | - | 3 | - | |
| | 1% | 1% | 1% | - | 3% | 2% | 2% | - | - | - | - | 1% | 2% | 2% | 1% | - | - | - | 3%a | - | - | 1% | - | |

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|--------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|--------------|------------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 388 | 27 | 12 | 33 | 27 | 36 | 21 | 30 | 29 | 49 | 60 | 35 | 29 | 302 | 332 | 10 | 24 | 13 | 5 | 52 | 43 | 65 | 284 | 26 | 96 |
| Weighted base | 388 | 29** | 13** | 37* | 28** | 38* | 23** | 21** | 32** | 51* | 66* | 40* | 12** | 326 | 329 | 11** | 26** | 14** | 5** | 55* | 44* | 68* | 281 | 25** | 98* |
| NET: Positive | 351 90%j | 26 89% | 13 100% | 33 91% | 27 97% | 33 87% | 19 86% | 20 94% | 31 96% | 41 80% | 58 88% | 38 97%j | 12 97% | 293 90%j | 297 90% | 11 100% | 23 92% | 13 93% | 5 100% | 52 94% | 42 95% | 59 87% | 257 91% | 22 87% | 89 90% |
| They have assisted with home schooling/ lockdown learning/ supported children when schools were closed | 140 36%jt | 10 34% | 8 67% | 12 33% | 10 34% | 14 36%j | 12 52% | 9 41% | 15 48% | 8 16% | 22 33%j | 14 34% | 6 52% | 115 35%j | 128 39%At | 3 32% | 5 20% | 1 8% | 2 43% | 12 22% | 18 42% | 22 32% | 103 37% | 9 35% | 35 36% |
| They have increased their educational output/ created more content/ extra resources/ new programmes | 81 21% | 3 11% | 4 32% | 6 15% | 5 19% | 6 17% | 5 24% | 4 21% | 13 41% | 9 19% | 13 21% | 9 22% | 2 17% | 71 22% | 73 22% | - | 4 17% | 3 24% | - | 7 14% | 10 24% | 10 14% | 63 22% | 3 13% | 17 17% |
| They have provided educational programmes/ made educational content available | 65 17% | 2 7% | 4 33% | 5 12% | 3 11% | 5 14% | 5 23% | 6 27% | 10 31% | 4 9% | 13 20% | 6 14% | 3 21% | 55 17% | 56 17% | 2 20% | 4 17% | 1 8% | 2 41% | 10 18% | 7 16% | 14 21% | 45 16% | 3 12% | 19 19% |
| They have responded well to Covid-19/ worked hard/ stepped up/ risen to the challenge/ provided an important service when it was most needed | 56 14%jW | 6 19% | 1 9% | 6 15% | 5 18% | 4 11% | 1 5% | 2 10% | 9 27% | 2 4% | 6 9% | 12 30%AJK | 3 22% | 45 14%j | 50 15% | - | 2 9% | 2 15% | 1 24% | 6 10% | 9 21% | 13 20% | 32 11% | 10 40% | 23 23%AW |

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| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|---------------------|------------------|-----------|-----------|-----------|-----------|--------------------|--------------------------------|----------------------|------------------------|-----------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northem Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/ other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 388 | 29** | 13** | 37* | 28** | 38* | 23** | 21** | 32** | 51* | 66* | 40* | 12** | 326 | 329 | 11** | 26** | 14** | 5** | 55* | 44* | 68* | 281 | 25** | 98* |
| Their educational content is good/ high quality/ I like the educational content they provide | 46 12%o | 3 11% | - | 6 16% | 5 19% | 7 17% | 2 10% | 2 10% | 2 7% | 5 10% | 8 12% | 3 8% | 2 20% | 38 12% | 34 10% | 4 40% | 4 17% | 2 16% | 1 24% | 12 22%ao | 4 8% | 10 14% | 33 12% | 3 12% | 11 12% |
| They have made a positive contribution to children's development/ education/ knowledge | 39 10% | 4 14% | 1 9% | 5 12% | 1 4% | 3 8% | 2 10% | 4 19% | - | 5 10% | 8 12% | 6 14% | 1 7% | 30 9% | 31 9% | - | 4 16% | 2 15% | 1 24% | 7 14% | 7 16% | 8 12% | 29 10% | 4 15% | 10 10% |
| They provide a variety of educational programmes/ resources/ a range of content/ something for everyone/ for children of all ages | 31 8% | 1 4% | 1 9% | 3 9% | 3 11% | 2 5% | 3 14% | 1 3% | 2 7% | 2 4% | 6 9% | 5 12% | 2 14% | 27 8% | 27 8% | - | 2 8% | 2 16% | - | 4 8% | 2 5% | 8 12% | 22 8% | 2 9% | 9 9% |
| They are informative/ a good/ interesting source of information | 29 7% | 2 8% | - | 2 6% | 2 7% | 2 5% | 1 5% | 1 6% | 2 7% | 6 12% | 8 12% | 1 3% | 1 7% | 25 8% | 23 7% | 1 10% | 2 8% | 2 16% | 1 24% | 6 12% | 3 7% | 4 7% | 23 8% | 3 12% | 6 7% |
| I have seen/ heard/ read good things about their educational provision | 22 6%N | 5 18% | - | 2 6% | 1 4% | 1 3% | 1 5% | 3 13% | - | - | 6 9%j | 2 6% | * 3% | 13 4% | 22 7% | - | - | - | - | - | 1 2% | 3 4% | 17 6% | 3 12% | 5 5% |
| The BBC have improved/ their educational provision has got better/ standards have risen | 21 5% | 2 7% | - | 3 9% | 1 3% | 3 8% | - | 1 4% | 1 3% | 4 8% | 3 5% | 1 3% | 1 7% | 17 5% | 15 5% | 2 21% | 2 9% | 1 7% | - | 5 10% | 3 6%v | - | 18 6%v | 1 4% | 3 3% |

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| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 388 | 29** | 13** | 37* | 28** | 38* | 23** | 21** | 32** | 51* | 66* | 40* | 12** | 326 | 329 | 11** | 26** | 14** | 5** | 55* | 44* | 68* | 281 | 25** | 98* |
| They provide a lot of educational content/ resources | 19 | 2 | 3 | 3 | 2 | - | 1 | - | 1 | 2 | 1 | 2 | * | 16 | 16 | - | 1 | 1 | - | 2 | 5 | 2 | 13 | 1 | 6 |
| | 5% | 8% | 27% | 9% | 8% | - | 5% | - | 3% | 4% | 2% | 6% | 4% | 5% | 5% | - | 4% | 8% | - | 4% | 10% | 3% | 5% | 4% | 6% |
| Good provision of factual programmes/ content/ good documentaries etc. | 18 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | - | 3 | 2 | 1 | 15 | 18 | - | - | - | - | * | 5 | 12 | 2 | 2 | 5 |
| | 5% | 4% | 8% | 7% | 4% | 6% | 4% | 3% | 7% | - | 5% | 6% | 10% | 6% | 6% | - | - | - | - | 1% | 8% | 4% | 4% | 6% | 5% |
| They provided support for educators/ teachers/ schools/ parents/ families | 17 | - | - | 1 | 1 | - | 1 | 1 | 3 | 3 | 2 | 2 | 13 | 13 | 1 | 1 | 1 | - | 3 | 1 | 4 | 13 | 2 | 4 | |
| | 4% | - | - | 3% | 4% | - | 5% | 7% | 7% | 5% | 6% | 14% | 4% | 4% | 11% | 5% | 8% | - | 6% | 3% | 6% | 5% | 6% | 4% | |
| They have provided online services/ resources/ supported online learning | 14 | - | 1 | 1 | - | - | 1 | 1 | 1 | 4 | 5 | - | 14 | 11 | - | 3 | - | - | 3 | - | 1 | 13 | - | 1 | |
| | 4% | - | 8% | 3% | - | - | 5% | - | 4% | 6% | 12%afn | - | 4% | 3% | - | 12% | - | - | 5% | - | 2% | 5% | - | 1% | |
| The BBC is better than other services/ broadcasters/ prefer to get my content from the BBC | 14 | - | - | 4 | 2 | - | 1 | 1 | 3 | 1 | - | 1 | 13 | 8 | 2 | 1 | 2 | 1 | 6 | 2 | 2 | 10 | - | 4 | |
| | 4%O | - | - | 11%afkdn | 8% | - | 5% | 3% | 6% | 2% | - | 7% | 4% | 3% | 18% | 4% | 15% | 13% | 10%aO | 4% | 3% | 4% | - | 4% | |
| Entertaining programmes/ content/ have kept people entertained/ good drama, comedy etc. | 13 | - | - | 1 | 1 | 3 | - | 2 | 2 | 2 | - | * | 10 | 9 | - | - | 1 | 2 | 3 | - | - | 13 | - | - | |
| | 3% | - | - | 3% | 4% | 9%fn | - | 10% | 4% | 4% | - | 3% | 3% | 3% | - | - | 8% | 46% | 6% | - | - | 5%ay | - | - | |
| They have provided services/ resources on TV/ made resources available for those without an internet connection | 12 | 1 | - | 3 | - | 1 | - | 1 | 1 | 3 | 1 | * | 11 | 10 | 1 | 1 | - | - | 2 | - | 2 | 10 | 1 | 2 | |
| | 3% | 4% | - | 9% | - | 3% | - | 4% | 2% | 5% | 2% | 3% | 3% | 3% | 9% | 4% | - | - | 4% | - | 3% | 4% | 4% | 2% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 394

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|---|----------------------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|------------|----------------|------------------------|-----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|---------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental con-dition (u) | Physic-al con-dition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 388 | 29** | 13** | 37* | 28** | 38* | 23** | 21** | 32** | 51* | 66* | 40* | 12** | 326 | 329 | 11** | 26** | 14** | 5** | 55* | 44* | 68* | 281 | 25** | 98* |
| Good frequency/ timing of content provision | 12 3% | 1 4% | 2 17% | - | - | - | 1 4% | 1 4% | 1 4% | 1 2% | 1 2% | 3 9% | * | 10 3% | 10 3% | 1 11% | - | 1 8% | - | 2 4% | 3 7% | 3 5% | 7 2% | 1 4% | 5 5% |
| Their educational content is accessible/ free/ easy access/ use | 8 2% | 1 3% | - | - | - | 1 3% | 1 5% | - | - | 2 4% | 1 2% | 1 3% | * | 7 2% | 6 2% | - | 2 9% | - | - | 2 4% | 2 5% | 1 2% | 6 2% | 1 4% | 2 2% |
| They provide a useful/ helpful service | 7 2% ^o | - | - | 1 3% | - | - | 1 5% | - | - | 2 4% | 2 3% | - | 1 7% | 6 2% | 4 1% | - | 1 4% | 2 15% | - | 3 6% ^o | - | - | 6 2% | 1 4% | 1 1% |
| They provide educational content that is relevant/ meets the needs of it's audience | 7 2% | 2 8% | - | - | - | - | 1 3% | - | 1 2% | - | - | 3 8% ^{akN} | - | 4 1% | 6 2% | - | - | 1 7% | - | 1 2% | 1 3% | 2 3% | 4 1% | 1 5% | 3 3% |
| They responded quickly/ were quick to provide educational services/ resources when they were needed | 6 2% | - | 1 9% | - | - | 2 9% | 1 4% | - | - | - | - | 3 6% ^a | - | 6 2% | 6 2% | - | - | - | - | - | 1 2% | 2 3% | 4 2% | 1 4% | 2 2% |
| They present information clearly/ make things easy to understand/ explain things well | 6 2% | 1 3% | - | 1 3% | - | 1 3% | - | 1 3% | 1 3% | - | - | 1 3% | - | 4 1% | 4 1% | - | 1 4% | - | - | 1 2% | 1 2% | - | 5 2% | 1 4% | 1 1% |
| Good provision of services to younger children | 6 1% | - | 1 8% | - | 1 4% | - | - | - | 1 4% | 1 2% | - | 1 3% | - | 6 2% | 5 1% | - | - | 1 7% | - | 1 2% | 1 3% | 1 2% | 4 2% | - | 1 1% |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 394

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | GOR | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | |
|--|-----------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|------------|----------------|----------------|------------------------|-------------------|-----------|-----------|-----------|------------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condi-tion (u) | Physic-al condi-tion (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 388 | 29** | 13** | 37* | 28** | 38* | 23** | 21** | 32** | 51* | 66* | 40* | 12** | 326 | 329 | 11** | 26** | 14** | 5** | 55* | 44* | 68* | 281 | 25** | 98* |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content (non-specific/ other) | 5 | 2 | - | - | - | - | - | - | - | 1 | 1 | 1 | - | 3 | 3 | 1 | 1 | - | - | 2 | 2 | 1 | 2 | - | 2 |
| I have seen their educational services advertised/ good adverts/ well promoted | 5 | - | - | - | 3 | 1 | - | - | 1 | - | - | - | - | 5 | 5 | - | - | - | - | - | 2 | 1 | 3 | - | 2 |
| They have helped keep children occupied/ engaged/ stopped them getting bored | 5 | - | - | - | - | - | 1 | 1 | 2 | 1 | - | - | 4 | 2 | - | - | 3 | - | 3 | - | 1 | 4 | - | 1 | |
| They are consistent/ reliable/ maintain their standards | 5 | - | - | - | - | 1 | - | 1 | 1 | 1 | 1 | - | 4 | 4 | - | 1 | - | - | 1 | - | - | 5 | - | - | |
| They have been innovative/ creative in producing educational content/ found new methods/ production techniques | 4 | - | - | 1 | 1 | - | - | 1 | - | - | 1 | - | 4 | 2 | 1 | 1 | - | - | 2 | 2 | 1 | 1 | 2 | 3 | |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 4 | - | - | - | 2 | - | - | - | 1 | 1 | - | - | 4 | 4 | - | - | - | - | - | 1 | - | 2 | 1 | 2 | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-em Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 388 | 29** | 13** | 37* | 28** | 38* | 23** | 21** | 32** | 51* | 66* | 40* | 12** | 326 | 329 | 11** | 26** | 14** | 5** | 55* | 44* | 68* | 281 | 25** | 98* |
| They are trustworthy/ honest/ I feel I can trust the BBC/ the information they provide | 3 | - | - | 1 | - | 1 | - | - | - | - | - | 1 | - | 3 | 2 | - | 1 | - | - | 1 | - | 1 | 2 | - | 1 |
| | 1% | - | - | 3% | - | 3% | - | - | - | - | - | 3% | - | 1% | 1% | - | 4% | - | - | 2% | - | 2% | 1% | - | 1% |
| Other positive | 20 | 2 | 1 | - | - | 4 | 2 | 1 | 2 | 3 | 2 | 1 | 1 | 16 | 16 | - | 3 | 1 | - | 4 | 2 | 6 | 12 | 1 | 6 |
| | 5% | 7% | 8% | - | - | 10% | 10% | 3% | 7% | 7% | 3% | 3% | 11% | 5% | 5% | - | 12% | 8% | - | 8% | 5% | 9% | 4% | 6% | 7% |
| NET: Neutral | 58 | 6 | - | 7 | 4 | 5 | 3 | 3 | 4 | 9 | 11 | 4 | * | 49 | 54 | - | 1 | 1 | 1 | 3 | 4 | 16 | 37 | 4 | 18 |
| | 15%t | 19% | - | 19% | 15% | 14% | 14% | 16% | 13% | 18% | 17% | 11% | 3% | 15% | 16%t | - | 4% | 7% | 22% | 6% | 9% | 24%auw | 13% | 17% | 19%u |
| I have recently become aware of their services/ had more time/ opportunity to experience services I had not used before | 38 | 4 | - | 4 | 2 | 4 | 2 | 3 | - | 7 | 5 | 4 | - | 30 | 35 | - | - | 1 | 1 | 2 | 3 | 9 | 26 | 2 | 10 |
| | 10% | 15% | - | 12% | 8% | 12% | 10% | 16% | - | 14% | 8% | 11% | - | 9% | 11% | - | - | 7% | 22% | 4% | 7% | 13% | 9% | 9% | 10% |
| I have had no/ little personal experience of the BBC's educational content/ services | 12 | 1 | - | 1 | 2 | 1 | 1 | - | 2 | - | 3 | - | - | 11 | 12 | - | - | - | - | - | - | 5 | 7 | - | 5 |
| | 3% | 4% | - | 3% | 7% | 3% | 5% | - | 7% | - | 5% | - | - | 3% | 4% | - | - | - | - | - | - | 8%aw | 2% | - | 5% |
| Content production has been affected/ hampered by the pandemic | 4 | - | - | 1 | - | - | - | - | 2 | - | 1 | - | - | 4 | 4 | - | - | - | - | - | 1 | 2 | 1 | 2 | 3 |
| | 1%w | - | - | 3% | - | - | - | - | 7% | - | 2% | - | - | 1% | 1% | - | - | - | - | - | 2% | 3% | * | 8% | 3%w |
| Other neutral | 4 | - | - | - | - | - | - | - | 2 | 2 | - | * | 4 | 3 | - | 1 | - | - | 1 | - | 1 | 3 | 1 | 1 | 1 |
| | 1% | - | - | - | - | - | - | - | 4% | 3% | - | 3% | 1% | 1% | - | 4% | - | - | 2% | - | 2% | 1% | 4% | 4% | 1% |
| NET: Negative | 7 | 1 | - | - | - | 1 | 1 | - | 1 | 3 | - | - | - | 6 | 6 | - | - | 1 | - | 1 | - | 3 | 3 | - | 3 |
| | 2%w | 4% | - | - | - | 3% | 4% | - | 3% | 6%an | - | - | - | 2% | 2% | - | - | 8% | - | 2% | - | 5%aw | 1% | - | 3% |

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Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|------------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 388 | 29** | 13** | 37* | 28** | 38* | 23** | 21** | 32** | 51* | 66* | 40* | 12** | 326 | 329 | 11** | 26** | 14** | 5** | 55* | 44* | 68* | 281 | 25** | 98* |
| Poor programmes/content/ not enough content that I like/ poor quality content (non-specific/ other) | 2 1% | - | - | - | - | - | - | - | - | 2 4%An | - | - | - | 2 1% | 1 | - | - | 1 8% | - | 1 2% | - | - | 1 * | - | - |
| Repeated programmes/content/ too many repeats | 1 * | - | - | - | - | - | - | - | 1 3% | - | - | - | - | 1 * | 1 | - | - | - | - | - | - | 1 2%w | - | - | 1 1% |
| Their educational content is inappropriate/ contains/ promotes values I do not agree with/ that children should not be exposed to | 1 * | 1 4% | - | - | - | - | - | - | - | - | - | - | - | - | 1 * | - | - | - | - | - | - | 1 2%w | - | - | 1 1% |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 1 * | - | - | - | - | - | 1 4% | - | - | - | - | - | - | 1 * | 1 | - | - | - | - | - | - | - | 1 * | - | - |
| I dislike the political leanings in their programming/ too political/ politics I disagree with | 1 * | - | - | - | - | - | 1 4% | - | - | - | - | - | - | 1 * | 1 | - | - | - | - | - | - | - | 1 * | - | - |
| I do not use BBC services/ I do not use BBC services much | 1 * | - | - | - | - | - | 1 4% | - | - | - | - | - | - | 1 * | 1 | - | - | - | - | - | - | - | 1 * | - | - |

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| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|------------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 388 | 29** | 13** | 37* | 28** | 38* | 23** | 21** | 32** | 51* | 66** | 40* | 12** | 326 | 329 | 11** | 26** | 14** | 5** | 55* | 44* | 68* | 281 | 25** | 98* |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Other negative | * | - | - | - | - | - | - | - | - | 2% | - | - | - | * | * | - | - | - | - | - | - | 1 | - | - | 1 |
| Nothing/ no particular reason | 3 | - | - | - | - | 1 | - | - | 1 | - | 1 | - | - | 3 | 3 | - | - | - | - | - | - | - | 3 | - | - |
| Don't know | 3 | 1 | - | 1 | - | - | - | - | 1 | - | - | - | - | 2 | 1 | - | 1 | - | - | 1 | - | - | 2 | - | - |
| | 1%O | 3% | - | 3% | - | - | - | - | 2% | - | - | - | - | 1% | * | - | 4% | - | - | 2% | - | - | 1% | - | - |

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| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 388 | 252 | 81 | 48 | 20 | 3 | 133 | 55 | 125 | 112 | 12 | 44 | 66 | 73 | 69 | 23 | 24 | 16 | 10 | 7 | 10 | 6 | 11 |
| Weighted base | 388 | 251 | 80* | 48* | 21** | 3** | 134 | 55* | 126 | 112 | 12** | 46* | 67* | 76* | 70* | 22** | 25** | 16** | 9** | 7** | 10** | 4** | 7** |
| NET: Positive | 351 | 229 | 71 | 44 | 20 | 2 | 119 | 48 | 112 | 101 | 11 | 43 | 57 | 70 | 66 | 20 | 19 | 16 | 9 | 7 | 8 | 4 | 5 |
| | 90% | 91% | 88% | 91% | 95% | 68% | 89% | 86% | 89% | 90% | 92% | 95% | 85% | 93% | 94% | 90% | 77% | 100% | 100% | 78% | 100% | 69% | 69% |
| They have assisted with home schooling/ lockdown learning/ supported children when schools were closed | 140 | 105 | 18 | 13 | 4 | 1 | 34 | 16 | 32 | 27 | 4 | 14 | 25 | 30 | 26 | 9 | 9 | 6 | 4 | 5 | - | 1 | 1 |
| | 36%CGI | 42%ACG | 23% | 27% | 17% | 33% | 26% | 28% | 25% | 24% | 30% | 30% | 37% | 40% | 37% | 41% | 35% | 41% | 42% | 78% | - | 31% | 15% |
| They have increased their educational output/ created more content/ extra resources/ new programmes | 81 | 62 | 12 | 5 | 1 | - | 19 | 9 | 18 | 16 | 2 | 13 | 11 | 15 | 22 | 3 | 1 | 4 | 2 | 1 | 2 | * | 1 |
| | 21%gij | 25%adg | 16% | 11% | 4% | - | 14% | 16% | 15% | 14% | 18% | 29% | 17% | 19% | 31%a | 13% | 4% | 25% | 18% | 14% | 22% | 9% | 10% |
| They have provided educational programmes/ made educational content available | 65 | 44 | 11 | 8 | 1 | - | 22 | 12 | 22 | 17 | 4 | 6 | 13 | 13 | 10 | 4 | 5 | 4 | 2 | 2 | 1 | 2 | 1 |
| | 17% | 17% | 13% | 18% | 5% | - | 16% | 21% | 17% | 15% | 35% | 13% | 19% | 17% | 14% | 17% | 19% | 23% | 20% | 30% | 6% | 38% | 10% |
| They have responded well to Covid-19/ worked hard/ stepped up/ risen to the challenge/ provided an important service when it was most needed | 56 | 42 | 4 | 6 | 1 | 1 | 13 | 7 | 13 | 10 | 3 | 9 | 11 | 12 | 6 | 3 | 5 | 2 | 2 | 1 | 1 | - | - |
| | 14%Cgj | 17%Cj | 5% | 12% | 6% | 33% | 9%c | 12%c | 10%C | 9%c | 21% | 20% | 16% | 16% | 9% | 15% | 19% | 14% | 23% | 15% | 9% | - | - |
| Their educational content is good/ high quality/ I like the educational content they provide | 46 | 26 | 15 | 10 | 4 | - | 20 | 5 | 20 | 17 | 1 | 7 | 6 | 11 | 7 | 5 | 2 | - | - | 1 | 1 | * | 1 |
| | 12% | 10% | 19% | 20% | 19% | - | 15% | 10% | 16% | 15% | 10% | 15% | 9% | 14% | 10% | 21% | 9% | - | - | 14% | 9% | 10% | 19% |

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Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 395

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 388 | 251 | 80* | 48* | 21** | 3** | 134 | 55* | 126 | 112 | 12** | 46* | 67* | 76* | 70* | 22** | 25** | 16** | 9** | 7** | 10** | 4** | 7** |
| They have made a positive contribution to children's development/ education/ knowledge | 39 | 27 | 7 | 4 | 3 | - | 13 | 4 | 12 | 11 | 1 | 7 | 4 | 11 | 4 | 2 | 1 | 2 | 1 | 2 | - | 1 | 1 |
| | 10% | 11% | 8% | 9% | 16% | - | 9% | 7% | 9% | 9% | 9% | 14% | 6% | 15% | 6% | 8% | 4% | 14% | 12% | 22% | - | 23% | 9% |
| They provide a variety of educational programmes/ resources/ a range of content/ something for everyone/ for children of all ages | 31 | 20 | 6 | 4 | 2 | - | 11 | 7 | 11 | 9 | - | 2 | 4 | 13 | 6 | 1 | * | - | 1 | - | 2 | * | - |
| | 8% | 8% | 8% | 9% | 10% | - | 8% | 12% | 9% | 8% | - | 5% | 6% | 17%A | 9% | 5% | 2% | - | 11% | - | 23% | 9% | - |
| They are informative/ a good/ interesting source of information | 29 | 17 | 5 | 8 | 2 | 1 | 11 | 3 | 11 | 9 | 2 | 5 | 3 | 3 | 7 | 1 | 1 | - | - | 3 | - | 1 | 2 |
| | 7% | 7% | 6% | 16%abc | 10% | 35% | 8% | 5% | 8% | 8% | 17% | 10% | 5% | 4% | 9% | 5% | 4% | - | - | 50% | - | 21% | 26% |
| I have seen/ heard/ read good things about their educational provision | 22 | 20 | 1 | - | - | - | 2 | 2 | 2 | 1 | - | 6 | 3 | 1 | 3 | 1 | 3 | 2 | 1 | 1 | - | - | 1 |
| | 6%GU | 8%acgi | 2% | - | - | - | 1% | 4% | 2% | 1% | - | 12%n | 5% | 1% | 4% | 7% | 12% | 13% | 8% | 17% | - | - | 10% |
| The BBC have improved/ their educational provision has got better/ standards have risen | 21 | 12 | 8 | 3 | - | - | 9 | 7 | 9 | 8 | - | 2 | - | 3 | 6 | 3 | - | 2 | 1 | 1 | - | * | - |
| | 5% | 5% | 10% | 5% | - | - | 7% | 13%Abgi | 7% | 7% | - | 4% | - | 4% | 9%nm | 14% | - | 14% | 12% | 14% | - | 10% | - |
| They provide a lot of educational content/ resources | 19 | 9 | 5 | 7 | 1 | - | 10 | 4 | 10 | 8 | - | 1 | 5 | 7 | 3 | 1 | - | - | - | 1 | - | - | 1 |
| | 5% | 4% | 6% | 14%AB | 5% | - | 8% | 8% | 8% | 7% | - | 2% | 7% | 9% | 4% | 5% | - | - | - | 16% | - | - | 12% |
| Good provision of factual programmes/ content/ good documentaries etc. | 18 | 15 | 2 | 1 | 1 | - | 3 | 1 | 2 | 3 | 1 | 3 | 3 | 6 | 3 | - | 1 | - | - | - | - | 1 | * |
| | 5% | 6% | 2% | 1% | 5% | - | 3%i | 2% | 2% | 3% | 8% | 6% | 4% | 8% | 5% | - | 5% | - | - | - | - | 23% | 5% |

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Table 395

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 388 | 251 | 80* | 48* | 21** | 3** | 134 | 55* | 126 | 112 | 12** | 46* | 67* | 76* | 70* | 22** | 25** | 16** | 9** | 7** | 10** | 4** | 7** |
| They provided support for educators/ teachers/ schools/ parents/ families | 17 | 11 | 3 | 3 | 2 | - | 5 | - | 4 | 5 | - | 2 | 2 | 3 | 2 | 2 | 2 | - | - | - | - | 1 | 1 |
| | 4% | 5% | 3% | 6% | 12% | - | 4% | - | 3% | 5% | - | 5% | 3% | 5% | 3% | 7% | 7% | - | - | - | - | 32% | 10% |
| They have provided online services/ resources/ supported online learning | 14 | 6 | 5 | 1 | 1 | - | 8 | 3 | 7 | 8 | - | - | 2 | 4 | 3 | - | 1 | 2 | 1 | - | 1 | - | - |
| | 4% | 3% | 7% | 3% | 6% | - | 6% | 6% | 5% | 7%ab | - | - | 3% | 5% | 5% | - | 5% | 15% | 10% | - | 9% | - | - |
| The BBC is better than other services/ broadcasters/ prefer to get my content from the BBC | 14 | 3 | 7 | 5 | 1 | - | 11 | 5 | 11 | 8 | 2 | 1 | 2 | 4 | 2 | 1 | 2 | - | - | * | - | - | - |
| | 4%B | 1% | 8%aB | 11%AB | 7% | - | 8%AB | 9%aB | 9%AB | 7%aB | 18% | 2% | 3% | 5% | 3% | 5% | 8% | - | - | 6% | - | - | - |
| Entertaining programmes/ content/ have kept people entertained/ good drama, comedy etc. | 13 | 5 | 7 | 4 | 2 | - | 8 | - | 8 | 8 | 1 | - | 2 | 1 | 6 | 1 | - | - | - | - | - | 1 | - |
| | 3%b | 2% | 8%abh | 7% | 11% | - | 6% | - | 6%b | 7%ab | 9% | - | 3% | 2% | 8%a | 5% | - | - | - | - | - | 16% | - |
| They have provided services/ resources on TV/ made resources available for those without an internet connection | 12 | 10 | 2 | 1 | - | - | 2 | 2 | 2 | 2 | - | 2 | 1 | 1 | 2 | 2 | 1 | 1 | - | - | 1 | - | 1 |
| | 3% | 4% | 3% | 2% | - | - | 2% | 4% | 2% | 2% | - | 3% | 2% | 1% | 3% | 10% | 5% | 7% | - | - | 10% | - | 13% |
| Good frequency/ timing of content provision | 12 | 8 | 2 | - | 1 | - | 4 | 3 | 3 | 3 | 1 | 1 | 2 | 3 | - | - | * | 2 | - | 1 | - | - | - |
| | 3% | 3% | 3% | - | 5% | - | 3% | 6% | 3% | 3% | 9% | 3% | 3% | 4% | - | - | 2% | 12% | - | 15% | - | - | - |
| Their educational content is accessible/ free/ easy access/ use | 8 | 5 | 2 | - | - | - | 3 | 2 | 3 | 2 | - | - | 1 | 2 | - | 1 | - | 1 | 3 | - | - | - | - |
| | 2% | 2% | 3% | - | - | - | 2% | 4% | 3% | 2% | - | - | 2% | 3% | - | 6% | - | 6% | 27% | - | - | - | - |

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|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|-----------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
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| Weighted base | 388 | 251 | 80* | 48* | 21** | 3** | 134 | 55* | 126 | 112 | 12** | 46* | 67* | 76* | 70* | 22** | 25** | 16** | 9** | 7** | 10** | 4** | 7** |
| They provide a useful/ helpful service | 7 2% | 2 1% | 2 2% | 4 8%ABI | 2 10% | - | 5 4% | * 1% | 4 3% | 5 4%bc | - | - | - | - | 4 6%amn | * 2% | - | - | - | 1 16% | 1 9% | - | * 5% |
| They provide educational content that is relevant/ meets the needs of it's audience | 7 2% | 4 2% | 1 1% | 1 2% | - | - | 3 2% | 2 4% | 3 2% | 2 2% | - | 1 2% | 1 2% | - | 2 3% | - | - | 1 6% | - | - | 1 10% | - | - |
| They responded quickly/ were quick to provide educational services/ resources when they were needed | 6 2% | 5 2% | - | 1 3% | - | - | 1 1% | - | 1 1% | 1 1% | - | - | 1 2% | - | 3 4% | - | - | 1 8% | 1 13% | - | - | - | - |
| They present information clearly/ make things easy to understand/ explain things well | 6 2%B | 1 * | 3 4%b | 1 2% | 1 5% | - | 5 4%ab | 1 2% | 5 4%ab | 4 3%b | 1 9% | 2 5% | - | 1 1% | 1 2% | - | - | 1 6% | - | - | - | - | - |
| Good provision of services to younger children | 6 1% | 3 1% | 1 1% | 2 5% | - | - | 2 2% | - | 2 2% | 2 2% | 1 8% | - | 2 4% | 1 1% | - | 1 5% | - | - | - | - | - | - | - |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content (non-specific/ other) | 5 1% | 3 1% | 1 1% | 1 2% | - | - | 2 2% | 1 2% | 2 2% | 2 2% | - | 2 5% | 1 2% | - | 1 1% | - | - | - | - | - | - | - | - |
| I have seen their educational services advertised/ good adverts/ well promoted | 5 1% | 4 2% | 1 1% | - | - | - | 1 1% | - | 1 1% | 1 1% | - | - | - | - | 2 3% | 2 3% | - | - | 1 6% | - | - | - | - |

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|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
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| Weighted base | 388 | 251 | 80* | 48* | 21** | 3** | 134 | 55* | 126 | 112 | 12** | 46* | 67* | 76* | 70* | 22** | 25** | 16** | 9** | 7** | 10** | 4** | 7** |
| They have helped keep children occupied/ engaged/ stopped them getting bored | 5 | 2 | 2 | - | 2 | - | 3 | 1 | 2 | 3 | - | 1 | - | 1 | 1 | 1 | - | - | 1 | - | - | - | - |
| | 1% | 1% | 3% | - | 9% | - | 2% | 2% | 2% | 3% | - | 2% | - | 2% | 5% | - | - | 12% | - | - | - | - | - |
| They are consistent/ reliable/ maintain their standards | 5 | 2 | 3 | 1 | - | - | 3 | 2 | 3 | 3 | - | - | 1 | - | 1 | - | 1 | - | - | - | - | 1 | 1 |
| | 1% | 1% | 3% | 2% | - | - | 2% | 3% | 2% | 2% | - | - | 2% | - | 1% | - | 5% | - | - | - | - | 21% | 8% |
| They have been innovative/ creative in producing educational content/ found new methods/ production techniques | 4 | 3 | - | 1 | 1 | - | 1 | - | 1 | 1 | 2 | 1 | - | 1 | - | - | - | - | - | - | - | - | - |
| | 1% | 1% | - | 2% | 5% | - | 1% | - | 1% | 1% | 18% | 3% | - | 1% | - | - | - | - | - | - | - | - | - |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 4 | 2 | 1 | - | - | - | 2 | 1 | 2 | 1 | - | - | 3 | - | 1 | - | - | - | - | - | - | - | - |
| | 1% | 1% | 1% | - | - | - | 2% | 2% | 2% | 1% | - | - | 5%a | - | 1% | - | - | - | - | - | - | - | - |
| They are trustworthy/ honest/ I feel I can trust the BBC/ the information they provide | 3 | 3 | - | - | - | - | - | - | - | - | - | 1 | 1 | - | 1 | - | - | - | - | - | - | - | - |
| | 1% | 1% | - | - | - | - | - | - | - | - | - | 2% | 2% | - | 1% | - | - | - | - | - | - | - | - |
| Other positive | 20 | 14 | 2 | * | 2 | - | 6 | 4 | 5 | 4 | 1 | - | 4 | 3 | 2 | 2 | 2 | 1 | * | 1 | - | - | |
| | 5% | 5% | 3% | 1% | 7% | - | 5% | 8% | 4% | 4% | 10% | - | 5% | 3% | 9% | 8% | 13% | 11% | 6% | 10% | - | - | |
| NET: Neutral | 58 | 33 | 13 | 7 | 4 | 1 | 24 | 12 | 23 | 19 | 1 | 6 | 19 | 6 | 7 | 2 | 5 | 1 | - | 2 | 4 | - | 1 |
| | 15% | 13% | 16% | 15% | 21% | 32% | 18% | 22% | 18% | 17% | 8% | 13% | 29%ANO | 8% | 10% | 10% | 22% | 7% | - | 32% | 38% | - | 19% |
| I have recently become aware of their services/ had more time/ opportunity to experience services I had not used before | 38 | 16 | 12 | 6 | 3 | 1 | 21 | 10 | 20 | 17 | - | 1 | 13 | 4 | 6 | 1 | 5 | - | - | 1 | 3 | - | 1 |
| | 10%B | 6% | 15%b | 13% | 15% | 32% | 15%aB | 18%aB | 16%aB | 15%ab | - | 3% | 19%aln | 6% | 9% | 5% | 22% | - | - | 15% | 28% | - | 13% |

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| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 388 | 251 | 80* | 48* | 21** | 3** | 134 | 55* | 126 | 112 | 12** | 46* | 67* | 76* | 70* | 22** | 25** | 16** | 9** | 7** | 10** | 4** | 7** |
| I have had no/ little personal experience of the BBC's educational content/ services | 12 | 11 | - | 1 | 1 | - | 1 | - | 1 | 1 | 1 | 2 | 4 | 1 | 1 | - | - | 1 | - | 1 | - | - | - |
| | 3%g | 4% | - | 2% | 5% | - | 1% | - | 1% | 1% | 8% | 5% | 7% | 1% | 1% | - | - | 7% | - | 17% | - | - | - |
| Content production has been affected/ hampered by the pandemic | 4 | 3 | - | - | - | - | 1 | 1 | 1 | - | - | 2 | 2 | - | - | - | - | - | - | - | - | - | - |
| | 1% | 1% | - | - | - | - | 1% | 2% | 1% | - | - | 5%a | 3% | - | - | - | - | - | - | - | - | - | - |
| Other neutral | 4 | 3 | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | 1 | 1 | - | 1 | - | - | - | - | 1 | - | * |
| | 1% | 1% | 1% | - | - | - | 1% | 2% | 1% | 1% | - | - | 2% | 1% | - | 5% | - | - | - | - | 10% | - | 5% |
| NET: Negative | 7 | 5 | 1 | 1 | - | - | 2 | 1 | 2 | 1 | - | - | 1 | 3 | 1 | - | 1 | - | - | - | - | - | 1 |
| | 2% | 2% | 1% | 2% | - | - | 2% | 2% | 2% | 1% | - | - | 2% | 4% | 1% | - | 4% | - | - | - | - | - | 12% |
| Poor programmes/ content/ not enough content that I like/ poor quality content (non-specific/ other) | 2 | - | 1 | 1 | - | - | 2 | 1 | 2 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | 1 |
| | 1% | - | 1% | 2%b | - | - | 2% | 2%b | 2% | 1% | - | - | - | 1% | - | - | - | - | - | - | - | - | 12% |
| Repeated programmes/ content/ too many repeats | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | - | - | - | - | 2% | - | - | - | - | - | - | - | - | - | - |
| Their educational content is inappropriate/ contains/ promotes values I do not agree with/ that children should not be exposed to | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | - |

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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 395

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 388 | 251 | 80* | 48* | 21** | 3** | 134 | 55* | 126 | 112 | 12** | 46* | 67* | 76* | 70* | 22** | 25** | 16** | 9** | 7** | 10** | 4** | 7** |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - |
| I dislike the political leanings in their programming/ too political/ politics I disagree with | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| I do not use BBC services/ I do not use BBC services much | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - |
| Other negative | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - |
| Nothing/ no particular reason | 3 | 2 | 1 | 1 | - | - | 1 | 1 | 1 | 1 | - | 1 | - | 1 | 1 | - | - | - | - | - | - | - | - |
| Don't know | 3 | 3 | - | - | - | - | - | - | - | - | 1 | 1 | - | 1 | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 396

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|--|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 388 | 384 | 4 | 316 | 72 | 343 | 45 | 388 | - | 388 | - |
| Weighted base | 388 | 385 | 4** | 315 | 73* | 342 | 46* | 388 | -** | 388 | -** |
| NET: Positive | 351 | 348 | 2 | 280 | 70 | 311 | 40 | 351 | - | 351 | - |
| | 90% | 91% | 66% | 89% | 96% | 91% | 87% | 90% | - | 90% | - |
| They have assisted with home schooling/ lockdown learning/ supported children when schools were closed | 140 | 140 | - | 114 | 26 | 123 | 17 | 140 | - | 140 | - |
| | 36% | 36% | - | 36% | 36% | 36% | 37% | 36% | - | 36% | - |
| They have increased their educational output/ created more content/ extra resources/ new programmes | 81 | 81 | * | 64 | 17 | 69 | 12 | 81 | - | 81 | - |
| | 21% | 21% | 10% | 20% | 24% | 20% | 26% | 21% | - | 21% | - |
| They have provided educational programmes/ made educational content available | 65 | 65 | - | 49 | 17 | 58 | 8 | 65 | - | 65 | - |
| | 17% | 17% | - | 16% | 23% | 17% | 17% | 17% | - | 17% | - |
| They have responded well to Covid-19/ worked hard/ stepped up/ risen to the challenge/ provided an important service when it was most needed | 56 | 55 | 1 | 48 | 8 | 50 | 5 | 56 | - | 56 | - |
| | 14% | 14% | 28% | 15% | 11% | 15% | 11% | 14% | - | 14% | - |
| Their educational content is good/ high quality/ I like the educational content they provide | 46 | 46 | - | 36 | 11 | 43 | 3 | 46 | - | 46 | - |
| | 12% | 12% | - | 11% | 15% | 13% | 6% | 12% | - | 12% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|------------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 388 | 385 | 4** | 315 | 73* | 342 | 46* | 388 | -** | 388 | -** |
| They have made a positive contribution to children's development/ education/ knowledge | 39 10% | 39 10% | - | 31 10% | 8 11% | 37 11% | 2 5% | 39 10% | - | 39 10% | - |
| They provide a variety of educational programmes/ resources/ a range of content/ something for everyone/ for children of all ages | 31 8% | 30 8% | 1 27% | 25 8% | 5 7% | 25 7% | 6 12% | 31 8% | - | 31 8% | - |
| They are informative/ a good/ interesting source of information | 29 7% | 29 8% | - | 24 8% | 5 6% | 26 8% | 3 7% | 29 7% | - | 29 7% | - |
| I have seen/ heard/ read good things about their educational provision | 22 6% | 22 6% | - | 20 6% | 2 3% | 21 6% | 1 2% | 22 6% | - | 22 6% | - |
| The BBC have improved/ their educational provision has got better/ standards have risen | 21 5% | 20 5% | 1 28% | 21 7%ae | - | 19 6% | 1 3% | 21 5% | - | 21 5% | - |
| They provide a lot of educational content/ resources | 19 5% | 19 5% | - | 14 4% | 5 7% | 19 5% | * 1% | 19 5% | - | 19 5% | - |
| Good provision of factual programmes/ content/ good documentaries etc. | 18 5%bd | 17 5% | 1 27% | 11 4% | 7 10%ad | 16 5% | 2 4% | 18 5% | - | 18 5% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 388 | 385 | 4** | 315 | 73* | 342 | 46* | 388 | -** | 388 | -** |
| They provided support for educators/ teachers/ schools/ parents/ families | 17 4% | 17 4% | - | 11 3% | 6 8% | 13 4% | 4 8% | 17 4% | - | 17 4% | - |
| They have provided online services/ resources/ supported online learning | 14 4% | 14 4% | - | 11 4% | 3 5% | 12 4% | 2 5% | 14 4% | - | 14 4% | - |
| The BBC is better than other services/ broadcasters/ prefer to get my content from the BBC | 14 4% | 14 4% | - | 12 4% | 3 4% | 12 3% | 2 5% | 14 4% | - | 14 4% | - |
| Entertaining programmes/ content/ have kept people entertained/ good drama, comedy etc. | 13 3% | 13 3% | - | 10 3% | 2 3% | 11 3% | 2 4% | 13 3% | - | 13 3% | - |
| They have provided services/ resources on TV/ made resources available for those without an internet connection | 12 3% | 12 3% | - | 12 4% | - | 12 4% | - | 12 3% | - | 12 3% | - |
| Good frequency/ timing of content provision | 12 3% | 12 3% | - | 11 3% | 1 1% | 11 3% | 2 3% | 12 3% | - | 12 3% | - |
| Their educational content is accessible/ free/ easy access/ use | 8 2%F | 8 2% | - | 5 1% | 3 5% | 5 1% | 3 7%aF | 8 2% | - | 8 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 388 | 385 | 4** | 315 | 73* | 342 | 46* | 388 | -** | 388 | -** |
| They provide a useful/ helpful service | 7 2% | 7 2% | - | 6 2% | 1 1% | 6 2% | 1 2% | 7 2% | - | 7 2% | - |
| They provide educational content that is relevant/ meets the needs of it's audience | 7 2% | 7 2% | - | 5 2% | 2 3% | 7 2% | - | 7 2% | - | 7 2% | - |
| They responded quickly/ were quick to provide educational services/ resources when they were needed | 6 2% | 6 2% | - | 6 2% | - | 6 2% | - | 6 2% | - | 6 2% | - |
| They present information clearly/ make things easy to understand/ explain things well | 6 2% | 6 2% | - | 6 2% | - | 5 1% | 1 2% | 6 2% | - | 6 2% | - |
| Good provision of services to younger children | 6 1% | 6 1% | - | 3 1% | 2 3% | 4 1% | 1 3% | 6 1% | - | 6 1% | - |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content (non-specific/ other) | 5 1%B | 4 1% | 1 28% | 5 2% | - | 5 2% | - | 5 1% | - | 5 1% | - |
| I have seen their educational services advertised/ good adverts/ well promoted | 5 1% | 5 1% | - | 3 1% | 2 3% | 4 1% | 1 2% | 5 1% | - | 5 1% | - |

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got better since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 388 | 385 | 4** | 315 | 73* | 342 | 46* | 388 | -** | 388 | -** |
| They have helped keep children occupied/ engaged/ stopped them getting bored | 5 1% | 5 1% | - | 5 2% | - | 5 1% | - | 5 1% | - | 5 1% | - |
| They are consistent/ reliable/ maintain their standards | 5 1% | 5 1% | - | 5 2% | - | 5 1% | - | 5 1% | - | 5 1% | - |
| They have been innovative/ creative in producing educational content/ found new methods/ production techniques | 4 1% | 4 1% | - | 4 1% | - | 3 1% | 1 2% | 4 1% | - | 4 1% | - |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 4 1% | 4 1% | - | 4 1% | - | 4 1% | - | 4 1% | - | 4 1% | - |
| They are trustworthy/ honest/ I feel I can trust the BBC/ the information they provide | 3 1% | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - |
| Other positive | 20 5% | 20 5% | - | 16 5% | 3 5% | 18 5% | 2 5% | 20 5% | - | 20 5% | - |
| NET: Neutral | 58 15% | 58 15% | - | 50 16% | 8 11% | 51 15% | 7 15% | 58 15% | - | 58 15% | - |
| I have recently become aware of their services/ had more time/ opportunity to experience services I had not used before | 38 10% | 38 10% | - | 34 11% | 4 5% | 34 10% | 4 9% | 38 10% | - | 38 10% | - |

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| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|----------------------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 388 | 385 | 4** | 315 | 73* | 342 | 46* | 388 | -** | 388 | -** |
| I have had no/ little personal experience of the BBC's educational content/ services | 12 3% | 12 3% | - | 9 3% | 3 4% | 10 3% | 2 4% | 12 3% | - | 12 3% | - |
| Content production has been affected/ hampered by the pandemic | 4 1% | 4 1% | - | 3 1% | 1 2% | 4 1% | - | 4 1% | - | 4 1% | - |
| Other neutral | 4 1% | 4 1% | - | 4 1% | - | 3 1% | 1 2% | 4 1% | - | 4 1% | - |
| NET: Negative | 7 2%B | 6 2% | 1 27% | 5 2% | 2 3% | 7 2% | - | 7 2% | - | 7 2% | - |
| Poor programmes/ content/ not enough content that I like/ poor quality content (non-specific/ other) | 2 1% | 2 1% | - | 1 * | 1 2% | 2 1% | - | 2 1% | - | 2 1% | - |
| Repeated programmes/ content/ too many repeats | 1 * | 1 * | - | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| Their educational content is inappropriate/ contains/ promotes values I do not agree with/ that children should not be exposed to | 1 * | 1 * | - | - | 1 1% ^d | 1 * | - | 1 * | - | 1 * | - |

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|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 388 | 385 | 4** | 315 | 73* | 342 | 46* | 388 | -** | 388 | -** |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 1 * | - | 1 27% | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| I dislike the political leanings in their programming/ too political/ politics I disagree with | 1 * | - | 1 27% | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| I do not use BBC services/ I do not use BBC services much | 1 * | - | 1 27% | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 1 * | 1 * | - | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| Other negative | 1 * | 1 * | - | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| Nothing/ no particular reason | 3 1%B | 2 1% | 1 34% | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - |
| Don't know | 3 1% | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - | 3 1% | - |

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 152 | 102 | 50 | 3 | 11 | 27 | 24 | 35 | 20 | 18 | 14 | 14 | 11 | 38 | 59 | 52 | 4 | 42 | 41 | 40 | 28 | 83 | 68 |
| Weighted base | 155 | 103* | 52* | 3** | 10** | 30** | 24** | 38* | 19** | 18** | 13** | 12** | 10** | 39* | 63* | 50* | 3** | 39* | 44* | 44* | 27** | 83* | 71* |
| NET: Negative | 143 | 96 | 47 | 3 | 8 | 25 | 21 | 38 | 18 | 18 | 12 | 10 | 8 | 33 | 59 | 48 | 3 | 37 | 41 | 39 | 25 | 77 | 64 |
| NET: Negative | 92% | 93% | 90% | 100% | 79% | 85% | 87% | 99%no | 95% | 100% | 92% | 84% | 79% | 84% | 94% | 96% | 100% | 95% | 92% | 90% | 92% | 93% | 91% |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 22 | 17 | 5 | - | 2 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 6 | 7 | 9 | - | 7 | 6 | 8 | 2 | 13 | 9 | |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 14% | 16% | 9% | - | 26% | 11% | 13% | 10% | 18% | 16% | 19% | 20% | 26% | 15% | 11% | 18% | - | 17% | 14% | 17% | 6% | 15% | 13% |
| Poor programmes/ content/ not enough content that I like/ poor quality content (non-specific/ other) | 18 | 12 | 7 | 1 | - | 2 | - | 7 | 5 | 2 | 1 | 1 | - | 2 | 7 | 9 | 1 | 4 | 8 | 5 | 2 | 11 | 7 |
| Poor programmes/ content/ not enough content that I like/ poor quality content (non-specific/ other) | 12% | 11% | 13% | 24% | - | 8% | - | 18% | 28% | 12% | 8% | 5% | - | 6% | 11% | 17% | 18% | 10% | 17% | 11% | 8% | 14% | 10% |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 16 | 11 | 5 | - | - | 1 | 4 | 3 | 2 | 4 | 1 | - | - | 1 | 8 | 8 | - | 4 | 7 | 4 | 2 | 11 | 6 |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 11% | 11% | 10% | - | - | 4% | 17% | 9% | 11% | 25% | 8% | - | - | 3% | 12% | 15% | - | 11% | 15% | 8% | 8% | 13% | 8% |
| They are excessively woke/ politically correct | 14 | 12 | 3 | - | - | 2 | 2 | 6 | - | 4 | - | - | - | 2 | 8 | 4 | - | 3 | 2 | 7 | 2 | 5 | 9 |
| They are excessively woke/ politically correct | 9% | 11% | 6% | - | - | 8% | 9% | 16% | - | 22% | - | - | - | 6% | 13% | 8% | - | 8% | 5% | 16% | 8% | 6% | 13% |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 12 | 9 | 3 | - | - | 3 | 1 | 3 | 2 | 2 | - | - | - | 3 | 4 | 4 | - | 2 | 2 | 7 | 1 | 4 | 8 |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 8% | 8% | 7% | - | - | 11% | 5% | 8% | 11% | 12% | - | - | - | 8% | 7% | 8% | - | 5% | 5% | 15% | 4% | 5% | 11% |
| I do not use BBC services/ I do not use BBC services much | 12 | 9 | 3 | - | - | 3 | 3 | 2 | 1 | 1 | 1 | - | - | 3 | 6 | 3 | - | 3 | 3 | 5 | 1 | 6 | 6 |
| I do not use BBC services/ I do not use BBC services much | 8% | 8% | 6% | - | - | 11% | 13% | 6% | 5% | 6% | 8% | - | - | 8% | 9% | 6% | - | 8% | 7% | 10% | 4% | 8% | 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 155 | 103* | 52* | 3** | 10** | 30** | 24** | 38* | 19** | 18** | 13** | 12** | 10** | 39* | 63* | 50* | 3** | 39* | 44* | 44* | 27** | 83* | 71* |
| Their educational content is inappropriate/ contains/ promotes values I do not agree with/ that children should not be exposed to | 12 7% | 8 8% | 3 6% | - | - | 4% | 5% | 13% | 6% | 18% | - | - | - | 3% | 10% | 9% | - | 3% | 8% | 11% | 9% | 5% | 10% |
| I dislike the BBC/ feel it is a poor Broadcaster | 10 6%v | 7 7% | 3 5% | - | - | 7% | 8% | 8% | - | 8% | 8% | - | - | 6% | 8% | 5% | - | 4% | 2% | 7% | 3 12% | 3 3% | 6 9% |
| I dislike the cultural attitudes in their programming/ services/ too much/ too little diversity/ they portray the nation in a way I don't recognise/ agree with | 10 6% | 7 7% | 2 4% | - | - | - | 2 9% | 3 9% | 3 16% | 1 6% | - | - | - | - | 6 9% | 4 8% | - | 2 5% | 4 10% | 2 5% | 1 4% | 6 8% | 3 5% |
| Lack of educational content/ resources available | 10 6%w | 4 4% | 5 10% | - | 2 17% | 3 11% | 2 10% | 1 3% | - | 1 6% | - | 2 13% | 2 17% | 5 12% | 4 8% | 1 2% | 1 27% | 5 12% | 3 8% | 2 4% | - | 8 10% | 2 2% |
| Lack of excitement in their programming/ boring/ bland/ dull content/ does not keep me entertained/ engaged | 9 6% | 6 6% | 3 5% | - | - | 1 4% | 1 4% | 3 9% | 4 19% | - | - | - | - | 1 3% | 4 7% | 4 7% | - | 2 5% | 3 7% | 1 3% | 3 10% | 5 6% | 4 6% |
| Repeated programmes/ content/ too many repeats | 9 6% | 7 7% | 2 4% | - | - | - | - | 2 6% | 1 4% | 3 18% | 3 22% | - | - | - | 2 4% | 7 14%an | - | 3 8% | 4 10%t | - | 2 6% | 7 9% | 2 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 397

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|---------|-----------|---------|----------|---------|----------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 155 | 103* | 52* | 3** | 10** | 30** | 24** | 38* | 19** | 18** | 13** | 12** | 10** | 39* | 63* | 50* | 3** | 39* | 44* | 44* | 27** | 83* | 71* |
| They spread misinformation/ do not tell the truth/ lie/ exaggerate/ distort the true picture | 9 6% | 4 4% | 5 9% | - | - | 2 8% | 1 4% | 2 6% | 1 5% | 1 6% | 1 8% | - | - | 2 6% | 3 5% | 3 6% | - | 3 8% | 4 8% | 1 3% | 1 4% | 7 8% | 2 3% |
| Standards have fallen/ they are not what they were | 9 6% | 6 6% | 2 4% | - | 1 11% | - | 2 7% | 3 9% | - | - | 3 19% | 1 9% | 1 11% | 1 3% | 5 8% | 3 5% | - | 2 6% | 1 3% | 2 4% | 4 14% | 3 4% | 5 8% |
| Poor educational programmes/ content/ poor quality/ I do not like their educational content | 9 6% | 6 6% | 2 4% | - | - | 2 8% | 2 9% | 3 9% | 1 5% | - | - | - | - | 2 6% | 6 9% | 1 2% | - | 1 3% | 2 5% | 1 3% | 4 16% | 3 4% | 5 8% |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 8 5% | 6 6% | 2 5% | - | - | - | 1 4% | 4 9% | - | 4 20% | - | - | - | - | 5 7% | 4 7% | - | 1 4% | 5 10% | 1 3% | 1 4% | 6 7% | 2 3% |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 6 4% | 4 4% | 2 4% | - | 1 10% | 2 7% | 1 4% | 1 3% | - | - | 1 8% | 1 8% | 1 10% | 3 8% | 2 4% | 1 2% | - | 2 5% | 2 5% | - | 2 8% | 4 5% | 2 3% |
| Their reporting is excessively negative/ they spread fear/ do not focus on anything positive | 6 4% | 4 4% | 2 4% | - | 1 7% | 2 7% | 2 8% | - | - | 1 7% | - | 1 5% | 1 7% | 3 7% | 2 3% | 1 2% | - | 1 3% | 1 2% | 2 5% | 2 6% | 2 2% | 4 6% |
| They are untrustworthy/ corrupt | 6 4% | 4 3% | 2 4% | 1 37% | - | 2 7% | - | * 1% | 1 6% | 1 6% | - | 1 8% | - | 2 6% | * 1% | 2 4% | 1 27% | 1 2% | 1 2% | 1 3% | 3 9% | 2 2% | 4 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
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Ofcom BBC COVID Research
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Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|----------|-----------|----------|----------|-----------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 155 | 103* | 52* | 3** | 10** | 30** | 24** | 38* | 19** | 18** | 13** | 12** | 10** | 39* | 63* | 50* | 3** | 39* | 44* | 44* | 27** | 83* | 71* |
| I dislike the political leanings in their programming/ too political/ politics I disagree with | 6 4% | 2 2% | 3 6% | - | - | 4% | - | - | 4% | 18% | 3% | - | - | 3% | - | 9%ao | - | 3 | 1 | - | 1 | 4 | 1 |
| They are brainwashing children/ trying to convince them of a certain point of view | 5 3% | 3 3% | 2 3% | - | - | - | - | 1 3% | - | 3 16% | 1 8% | - | - | - | 1 2% | 4 8% | - | - | - | 2 4% | 3 12% | - | 5 7%av |
| Other negative | 24 16% | 17 16% | 8 15% | 1 39% | 1 10% | 7 22% | 5 21% | 6 15% | 2 11% | 2 9% | 1 8% | 2 16% | 1 10% | 8 19% | 11 18% | 5 9% | 1 28% | 6 16% | 10 22% | 5 13% | 3 10% | 16 20% | 8 11% |
| NET: Neutral | 15 9% | 10 9% | 5 10% | - | 1 10% | 3 11% | 2 9% | 4 10% | 1 5% | 2 12% | 1 7% | 1 8% | 1 10% | 4 11% | 6 10% | 4 8% | 1 27% | 3 8% | 4 9% | 5 11% | 3 12% | 7 8% | 8 11% |
| I have had no/ little personal experience of the BBC's educational content/ services | 4 3% | 2 2% | 2 4% | - | - | - | 1 5% | 1 3% | - | 1 6% | 1 7% | - | - | - | 2 4% | 2 4% | - | 1 3% | - | 2 5% | 1 4% | 1 1% | 3 5% |
| Content production has been affected/ hampered by the pandemic | 3 2% | 3 3% | - | - | 1 10% | - | - | 1 3% | - | 1 6% | - | 1 8% | 1 10% | 1 2% | 1 2% | 1 2% | 1 27% | 1 | 2 5% | - | - | 3 4% | - |
| Other neutral | 7 5% | 4 4% | 3 5% | - | - | 3 11% | 1 4% | 2 4% | 1 5% | - | - | - | - | 3 8% | 3 4% | 1 2% | - | 1 3% | 2 4% | 2 5% | 2 8% | 3 3% | 4 6% |
| NET: Positive | 3 2% | 1 1% | 2 3% | - | - | - | 1 5% | 1 3% | - | * 2% | - | - | - | - | 2 4% | * 1% | - | * 1% | 1 3% | 1 3% | - | 2 2% | 1 2% |
| Their educational content is good/ high quality/ I like the educational content they provide | 2 1% | - | 2 3% | - | - | - | 1 5% | - | - | * 2% | - | - | - | - | 1 2% | * 1% | - | * 1% | - | 1 3% | - | * 1% | 1 2% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 397

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|---------|----------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 155 | 103* | 52* | 3** | 10** | 30** | 24** | 38* | 19** | 18** | 13** | 12** | 10** | 39* | 63* | 50* | 3** | 39* | 44* | 44* | 27** | 83* | 71* |
| Good provision of services to younger children | 1 1% | 1 1% | - | - | - | - | - | 1 3% | - | - | - | - | - | - | 1 2% | - | - | - | 1 3% | - | - | 1 1% | - |
| They have assisted with home schooling/ lockdown learning/ supported children when schools were closed | * * | - | * 1% | - | - | - | - | - | - | * 2% | - | - | - | - | - | * 1% | - | * 1% | - | - | - | * 1% | - |
| Nothing/ no particular reason | 3 2% | 3 3% | - | - | 2 21% | 1 3% | - | - | - | - | - | 2 16% | 2 21% | 3 8%ao | - | - | - | 1 2% | - | 1 2% | 1 4% | 1 1% | 2 3% |
| Don't know | 3 2% | 1 1% | 2 4% | - | - | 1 4% | 1 4% | - | - | - | 1 8% | - | - | 1 3% | 1 2% | 1 2% | - | - | 3 7%a | - | - | 3 4% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
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Table 398

Absolutes/col percents

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|----------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental con-dition (u) | Physic-al con-dition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 152 | 11 | 3 | 14 | 15 | 12 | 11 | 10 | 15 | 29 | 13 | 10 | 9 | 122 | 133 | 4 | 9 | 2 | 1 | 16 | 16 | 26 | 111 | 11 | 37 |
| Weighted base | 155 | 11** | 3** | 15** | 16** | 13** | 12** | 7** | 16** | 30** | 15** | 11** | 4** | 133 | 135 | 4** | 9** | 2** | 1** | 17** | 17** | 26** | 113 | 10** | 39* |
| NET: Negative | 143 | 10 | 3 | 15 | 15 | 12 | 11 | 7 | 15 | 27 | 13 | 10 | 3 | 122 | 127 | 4 | 6 | 2 | 1 | 14 | 17 | 25 | 102 | 10 | 38 |
| | 92% | 91% | 100% | 100% | 93% | 92% | 92% | 100% | 92% | 90% | 84% | 91% | 87% | 92% | 94% | 100% | 68% | 100% | 100% | 82% | 100% | 96% | 91% | 100% | 97% |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 22 | 2 | 1 | 1 | 2 | 2 | - | 2 | 6 | 1 | 2 | - | 1 | 16 | 21 | 1 | - | - | - | 1 | 1 | 7 | 14 | 2 | 7 |
| | 14% | 18% | 32% | 7% | 13% | 17% | - | 30% | 40% | 3% | 16% | - | 32% | 12% | 15% | 26% | - | - | - | 6% | 8% | 28% | 13% | 18% | 19% |
| Poor programmes/ content/ not enough content that I like/ poor quality content (non-specific/ other) | 18 | 1 | - | 3 | 4 | - | 4 | 1 | - | 3 | 1 | - | - | 17 | 17 | - | 1 | - | - | 1 | 1 | 6 | 11 | 2 | 7 |
| | 12% | 9% | - | 23% | 27% | - | 37% | 9% | - | 10% | 8% | - | - | 12% | 13% | - | 13% | - | - | 7% | 7% | 21% | 10% | 22% | 18% |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 16 | 1 | 1 | 2 | - | 1 | 2 | - | 3 | 3 | - | 2 | - | 15 | 15 | 1 | - | - | - | 1 | 1 | 5 | 10 | 3 | 5 |
| | 11% | 9% | 32% | 14% | - | 9% | 19% | - | 20% | 10% | - | 20% | - | 12% | 11% | 26% | - | - | - | 6% | 6% | 20% | 9% | 32% | 14% |
| They are excessively woke/ politically correct | 14 | 1 | - | 1 | 1 | 3 | 2 | 1 | - | 3 | - | 1 | - | 12 | 12 | - | - | - | - | - | 3 | 4 | 11 | 1 | 4 |
| | 9% | 9% | - | 8% | 7% | 25% | 19% | 10% | - | 11% | - | 11% | 11% | 9% | 9% | - | - | - | - | - | 15% | 14% | 10% | 14% | 9% |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 12 | - | - | 2 | - | 3 | - | 1 | 1 | 2 | 2 | - | - | 11 | 11 | 1 | - | - | - | 1 | 1 | 7 | - | - | 2 |
| | 8% | - | - | 14% | - | 25% | - | 11% | 6% | 7% | 17% | - | - | 8% | 8% | 27% | - | - | - | 7% | 7% | 5% | 6% | - | 6% |

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Prepared by Yonder



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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|----------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 155 | 11** | 3** | 15** | 16** | 13** | 12** | 7** | 16** | 30** | 15** | 11** | 4** | 133 | 135 | 4** | 9** | 2** | 1** | 17** | 17** | 26** | 113 | 10** | 39* |
| I do not use BBC services/ I do not use BBC services much | 12 | 1 | - | 2 | 2 | 2 | 1 | - | 2 | - | 1 | - | - | 11 | 11 | 1 | - | - | - | 1 | - | 5 | 6 | 1 | 5 |
| | 8% | 10% | - | 14% | 13% | 16% | 9% | - | 14% | - | 8% | - | - | 8% | 8% | 25% | - | - | - | 6% | - | 17% | 6% | 11% | 12% |
| Their educational content is inappropriate/ contains/ promotes values I do not agree with/ that children should not be exposed to | 12 | - | - | - | 1 | 2 | 1 | - | 1 | 3 | - | 2 | * | 11 | 10 | - | - | - | - | - | 5 | 5 | 6 | 3 | 6 |
| | 7% | - | - | - | 7% | 17% | 10% | - | 7% | 11% | - | 20% | 11% | 8% | 8% | - | - | - | - | - | 28% | 18% | 5% | 25% | 15% |
| I dislike the BBC/ feel it is a poor Broadcaster | 10 | 1 | - | 2 | - | 1 | - | 1 | 1 | 2 | 1 | - | * | 8 | 8 | 1 | 1 | - | - | 2 | 1 | * | 8 | - | 2 |
| | 6% | 9% | - | 14% | - | 9% | - | 11% | 6% | 7% | 8% | - | 11% | 6% | 6% | 27% | 11% | - | - | 13% | 7% | 2% | 7% | - | 4% |
| I dislike the cultural attitudes in their programming/ services/ too much/ too little diversity/ they portray the nation in a way I don't recognise/ agree with | 10 | 1 | - | 1 | 1 | 1 | 2 | - | 1 | 2 | - | - | - | 9 | 9 | - | - | 1 | - | 1 | 1 | 3 | 5 | 2 | 3 |
| | 6% | 9% | - | 7% | 7% | 8% | 19% | - | 6% | 7% | - | - | - | 7% | 6% | - | - | 56% | - | 7% | 6% | 12% | 5% | 21% | 8% |
| Lack of educational content/ resources available | 10 | - | 1 | - | - | 2 | - | 1 | - | 5 | - | - | * | 8 | 6 | 1 | 1 | 1 | - | 3 | 1 | - | 9 | - | 1 |
| | 6% | - | 34% | - | - | 17% | - | 10% | - | 17% | - | - | 12% | 6% | 5% | 27% | 11% | 44% | - | 18% | 6% | - | 8% | - | 3% |
| Lack of excitement in their programming/ boring/ bland/ dull content/ does not keep me entertained/ engaged | 9 | 2 | - | - | 2 | 1 | - | 1 | 1 | 2 | - | - | - | 6 | 9 | - | - | - | - | - | 1 | 1 | 7 | - | 2 |
| | 6% | 18% | - | - | 14% | 9% | - | 10% | 6% | 7% | - | - | - | 5% | 7% | - | - | - | - | - | 6% | 4% | 6% | - | 6% |

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Table 398

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|----------------------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|----------------------|-------------------------|---------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condition (u) | Physic al condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 155 | 11** | 3** | 15** | 16** | 13** | 12** | 7** | 16** | 30** | 15** | 11** | 4** | 133 | 135 | 4** | 9** | 2** | 1** | 17** | 17** | 26** | 113 | 10** | 39* |
| Repeated programmes/ content/ too many repeats | 9 6% _n | 3 27% | - | - | 1 7% | - | 1 10% | 1 10% | 3 19% | - | - | - | - | 5 4% | 9 7% | - | - | - | - | - | - | 1 5% | 7 6% | 1 11% | 2 6% |
| They spread misinformation/ do not tell the truth/ lie/ exaggerate/ distort the true picture | 9 6% | - | - | - | - | 1 8% | 1 10% | - | 1 6% | 2 7% | 1 7% | 2 20% | - | 9 7% | 8 6% | - | 1 13% | - | - | 1 7% | 1 7% | 2 8% | 5 5% | 1 11% | 3 9% |
| Standards have fallen/ they are not what they were | 9 6% | 1 9% | - | - | 1 7% | - | - | 1 10% | - | 1 4% | 1 8% | 3 28% | * 10% | 7 5% | 8 6% | - | - | - | 1 100% | 1 7% | 2 12% | 3 10% | 5 5% | 1 14% | 4 9% |
| Poor educational programmes/ content/ poor quality/ I do not like their educational content | 9 6% _o | - | - | - | - | 1 8% | - | - | 1 7% | 2 7% | 2 15% | 2 20% | - | 9 7% | 5 4% | 1 26% | 1 11% | - | 1 100% | 3 20% | 1 6% | - | 8 7% | 1 10% | 1 3% |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 8 5% | 1 9% | 1 34% | 1 8% | 1 8% | - | 1 10% | - | 1 6% | 1 3% | - | - | * 11% | 7 5% | 8 6% | - | - | - | - | - | 1 7% | 2 9% | 6 5% | - | 2 6% |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 6 4% | - | - | - | - | - | 3 26% | - | 1 7% | - | 1 7% | 1 10% | - | 6 5% | 5 4% | - | 1 10% | - | - | 1 6% | - | 2 8% | 4 4% | 1 11% | 2 6% |
| Their reporting is excessively negative/ they spread fear/ do not focus on anything positive | 6 4% | - | - | - | - | 1 8% | - | 1 9% | - | 3 10% | - | 1 11% | - | 5 4% | 6 4% | - | - | - | - | - | 1 6% | 1 4% | 5 4% | - | 1 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 398

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|----------------------|-------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-em Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condition (u) | Physic al condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 155 | 11** | 3** | 15** | 16** | 13** | 12** | 7** | 16** | 30** | 15** | 11** | 4** | 133 | 135 | 4** | 9** | 2** | 1** | 17** | 17** | 26** | 113 | 10** | 39* |
| They are untrustworthy/ corrupt | 6 | 1 | - | 1 | 1 | - | - | - | 1 | 1 | - | - | * | 4 | 6 | - | - | - | - | - | * | 2 | 4 | * | 2 |
| I dislike the political leanings in their programming/ too political/ politics I disagree with | 6 | - | - | - | - | - | - | - | 1 | 1 | 1 | 1 | 4 | 6 | - | - | - | - | - | - | 1 | - | 4 | - | 1 |
| They are brainwashing children/ trying to convince them of a certain point of view | 5 | - | 1 | - | - | - | 2 | - | 2 | - | - | * | 3 | 5 | - | - | - | - | - | * | 2 | 2 | 3 | 3 | |
| Other negative | 24 | 2 | - | 4 | 3 | - | 4 | 1 | - | 3 | 3 | 2 | 1 | 21 | 22 | 1 | - | - | 1 | 5 | 5 | 16 | 2 | 7 | |
| NET: Neutral | 15 | 3 | - | - | 1 | 1 | - | 2 | 3 | 1 | 2 | * | 11 | 13 | - | - | 1 | - | 1 | 6 | 1 | 2 | 11 | 1 | 3 |
| I have had no/ little personal experience of the BBC's educational content/ services | 4 | 1 | - | - | - | - | - | - | 2 | 1 | - | - | 3 | 4 | - | - | - | - | - | - | - | 4 | - | - | |
| Content production has been affected/ hampered by the pandemic | 3 | - | - | - | 1 | - | - | - | 1 | 1 | - | - | 3 | 2 | - | - | 1 | - | 1 | - | - | 2 | 1 | 1 | |
| Other neutral | 7 | 2 | - | - | - | 1 | - | - | 1 | - | - | 2 | * | 5 | 7 | - | - | - | - | - | 1 | 2 | 4 | - | 2 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 398

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 155 | 11** | 3** | 15** | 16** | 13** | 12** | 7** | 16** | 30** | 15** | 11** | 4** | 133 | 135 | 4** | 9** | 2** | 1** | 17** | 17** | 26** | 113 | 10** | 39* |
| NET: Positive | 3 | 1 | - | - | - | - | - | - | - | - | - | 1 | * | 1 | 3 | - | - | - | - | - | 1 | 2 | 1 | - | 2 |
| | 2% ⁿ | 10% | - | - | - | - | - | - | - | - | - | 11% | 11% | 1% | 2% | - | - | - | - | - | 7% | 6% | 1% | - | 4% |
| Their educational content is good/ high quality/ I like the educational content they provide | 2 | 1 | - | - | - | - | - | - | - | - | - | * | - | 2 | - | - | - | - | - | - | * | 1 | - | - | * |
| | 1% | 10% | - | - | - | - | - | - | - | - | - | 11% | - | 1% | - | - | - | - | - | - | 2% | 1% | - | - | 1% |
| Good provision of services to younger children | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | 1 | 1 | - | - | 1 |
| | 1% | - | - | - | - | - | - | - | - | - | - | 11% | - | 1% | - | - | - | - | - | - | 7% | 5% | - | - | 3% |
| They have assisted with home schooling/ lockdown learning/ supported children when schools were closed | * | - | - | - | - | - | - | - | - | - | - | * | - | * | - | - | - | - | - | - | * | - | - | - | * |
| | * | - | - | - | - | - | - | - | - | - | - | 11% | - | * | - | - | - | - | - | - | - | 2% | - | - | 1% |
| Nothing/ no particular reason | 3 | - | - | - | - | - | 1 | - | - | 2 | - | - | - | 3 | 1 | - | 2 | - | - | 2 | - | - | 3 | - | - |
| | 2% ^o | - | - | - | - | - | 8% | - | - | 7% | - | - | - | 2% | 1% | - | 21% | - | - | 12% | - | - | 3% | - | - |
| Don't know | 3 | - | - | - | 1 | - | - | - | - | 1 | 1 | - | - | 3 | 2 | - | 1 | - | - | 1 | - | - | 3 | - | - |
| | 2% | - | - | - | 7% | - | - | - | - | 3% | 8% | - | - | 2% | 2% | - | 11% | - | - | 6% | - | - | 3% | - | - |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 399

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 152 | 103 | 24 | 17 | 12 | 2 | 47 | 18 | 42 | 40 | 8 | 18 | 34 | 29 | 23 | 14 | 4 | 5 | 1 | 3 | 1 | - | 4 |
| Weighted base | 155 | 104* | 25** | 18** | 13** | 2** | 49* | 19** | 43* | 42* | 8** | 18** | 36* | 31** | 25** | 13** | 4** | 5** | 1** | 3** | 1** | -** | 4** |
| NET: Negative | 143 | 97 | 23 | 17 | 12 | 2 | 44 | 18 | 39 | 37 | 7 | 18 | 33 | 26 | 24 | 12 | 3 | 5 | 1 | 3 | 1 | - | 4 |
| | 92% | 94% | 90% | 94% | 92% | 100% | 89% | 95% | 90% | 89% | 88% | 100% | 91% | 86% | 95% | 87% | 78% | 100% | 100% | 100% | 100% | - | 100% |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 22 | 20 | 1 | - | - | - | 2 | 2 | 2 | 1 | 1 | 3 | 6 | 4 | 4 | - | 1 | - | - | - | - | - | - |
| | 14%gj | 19%agj | 4% | - | - | - | 4% | 10% | 4% | 3% | 9% | 18% | 16% | 12% | 17% | - | 26% | - | - | - | - | - | - |
| Poor programmes/ content/ not enough content that I like/ poor quality content (non-specific/ other) | 18 | 12 | 2 | 5 | 1 | - | 6 | 2 | 5 | 6 | 1 | 2 | 3 | 3 | 2 | 3 | - | 1 | 1 | - | - | - | - |
| | 12% | 12% | 7% | 26% | 9% | - | 13% | 9% | 12% | 15% | 13% | 13% | 9% | 10% | 9% | 22% | - | 25% | 100% | - | - | - | - |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 16 | 14 | 2 | 1 | - | - | 2 | 1 | 2 | 2 | - | 3 | 3 | 6 | 2 | - | 1 | - | - | - | - | - | - |
| | 11% | 14% | 9% | 6% | - | - | 5% | 6% | 5% | 5% | - | 18% | 9% | 18% | 8% | - | 26% | - | - | - | - | - | - |
| They are excessively woke/ politically correct | 14 | 8 | 3 | 2 | 1 | - | 7 | 1 | 6 | 7 | - | 1 | 2 | 2 | 3 | 2 | - | 1 | - | 1 | - | - | - |
| | 9% | 7% | 13% | 13% | 9% | - | 14% | 6% | 13% | 16% | - | 8% | 6% | 7% | 13% | 17% | - | 24% | - | 43% | - | - | - |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 12 | 7 | 1 | 2 | - | - | 5 | 2 | 5 | 4 | - | 2 | 2 | 1 | 1 | 2 | 1 | 1 | - | - | - | - | - |
| | 8% | 7% | 5% | 14% | - | - | 9% | 11% | 11% | 9% | - | 12% | 6% | 3% | 5% | 14% | 29% | 25% | - | - | - | - | - |

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Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 155 | 104* | 25** | 18** | 13** | 2** | 49* | 19** | 43* | 42* | 8** | 18** | 36* | 31** | 25** | 13** | 4** | 5** | 1** | 3** | 1** | -** | 4** |
| I do not use BBC services/ I do not use BBC services much | 12 | 5 | 3 | 3 | 2 | - | 7 | 3 | 7 | 4 | - | 1 | 2 | 3 | - | 1 | - | 2 | - | - | - | - | 1 |
| | 8% | 5% | 13% | 19% | 17% | - | 13% | 17% | 15% | 11% | - | 6% | 6% | 10% | - | 8% | - | 47% | - | - | - | - | 27% |
| Their educational content is inappropriate/ contains/ promotes values I do not agree with/ that children should not be exposed to | 12 | 5 | 3 | 3 | 1 | - | 7 | - | 6 | 7 | - | 1 | 1 | 3 | 3 | 1 | - | 1 | - | - | - | - | - |
| | 7%b | 5% | 14% | 20% | 9% | - | 14%b | - | 13% | 16%ab | - | 8% | 3% | 11% | 14% | 9% | - | 24% | - | - | - | - | - |
| I dislike the BBC/ feel it is a poor Broadcaster | 10 | 9 | 1 | - | - | - | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | - | - | - | - | - | - | - |
| | 6% | 9% | 4% | - | - | - | 2% | 6% | 2% | 3% | 28% | 6% | 6% | 4% | 9% | 6% | - | - | - | - | - | - | - |
| I dislike the cultural attitudes in their programming/ services/ too much/ too little diversity/ they portray the nation in a way I don't recognise/ agree with | 10 | 6 | 2 | 2 | - | - | 3 | 1 | 3 | 3 | - | 1 | 2 | 3 | 1 | 1 | - | - | - | - | - | - | - |
| | 6% | 6% | 9% | 13% | - | - | 7% | 6% | 8% | 8% | - | 6% | 6% | 11% | 4% | 8% | - | - | - | - | - | - | - |
| Lack of educational content/ resources available | 10 | 6 | 3 | 1 | 1 | - | 4 | 2 | 4 | 4 | - | - | 2 | 1 | 3 | 1 | - | - | - | - | 1 | - | 1 |
| | 6% | 6% | 13% | 8% | 12% | - | 7% | 11% | 8% | 9% | - | - | 6% | 3% | 12% | 8% | - | - | - | - | 100% | - | 18% |
| Lack of excitement in their programming/ boring/ bland/ dull content/ does not keep me entertained/ engaged | 9 | 8 | - | 1 | - | - | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | - | - | - | - | - | - | - |
| | 6% | 8% | - | 6% | - | - | 2% | 6% | 2% | 3% | 13% | 10% | 3% | 8% | 8% | 7% | - | - | - | - | - | - | - |

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| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|-----------------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
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| Weighted base | 155 | 104* | 25** | 18** | 13** | 2** | 49* | 19** | 43* | 42* | 8** | 18** | 36* | 31** | 25** | 13** | 4** | 5** | 1** | 3** | 1** | -** | 4** |
| Repeated programmes/ content/ too many repeats | 9 | 8 | - | - | 1 | - | 1 | - | - | 1 | - | 3 | 2 | 3 | 1 | - | - | - | - | - | - | - | - |
| | 6% | 8% | - | - | 9% | - | 2% | - | - | 3% | - | 15% | 6% | 10% | 5% | - | - | - | - | - | - | - | - |
| They spread misinformation/ do not tell the truth/ lie/ exaggerate/ distort the true picture | 9 | 5 | 2 | 1 | - | 1 | 2 | 1 | 2 | 2 | - | 1 | 1 | 5 | - | - | - | - | - | - | - | - | - |
| | 6% | 5% | 9% | 6% | - | 48% | 5% | 6% | 5% | 5% | - | 7% | 3% | 18% | - | - | - | - | - | - | - | - | - |
| Standards have fallen/ they are not what they were | 9 | 6 | 2 | 1 | - | - | 3 | - | 3 | 3 | - | - | 4 | 2 | 1 | 2 | - | - | - | - | - | - | - |
| | 6% | 6% | 7% | 6% | - | - | 6% | - | 7% | 7% | - | - | 10% | 7% | 3% | 16% | - | - | - | - | - | - | - |
| Poor educational programmes/ content/ poor quality/ I do not like their educational content | 9 | 5 | 1 | 1 | 1 | - | 3 | 2 | 3 | 2 | - | 1 | 2 | 3 | - | - | 1 | - | - | 1 | - | - | - |
| | 6% | 5% | 5% | 6% | 9% | - | 7% | 12% | 8% | 5% | - | 7% | 6% | 11% | - | - | 26% | - | - | 41% | - | - | - |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 8 | 6 | - | 1 | 2 | - | 2 | - | 1 | 2 | - | 1 | - | 2 | 4 | - | - | - | - | * | - | - | - |
| | 5% | 5% | - | 7% | 19% | - | 5% ⁱ | - | 3% | 6% | - | 6% | - | 8% | 18% | - | - | - | - | * | 16% | - | - |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 6 | 3 | 2 | 2 | 1 | - | 3 | 1 | 3 | 2 | 1 | - | 2 | 1 | - | - | - | 1 | - | 1 | - | - | - |
| | 4% | 3% | 9% | 13% | 9% | - | 7% | 6% | 8% | 5% | 12% | - | 6% | 4% | - | - | - | 22% | - | 41% | - | - | - |
| Their reporting is excessively negative/ they spread fear/ do not focus on anything positive | 6 | 4 | 2 | 1 | - | - | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | - | - | - | - | - | - | - | - | 1 |
| | 4% | 4% | 9% | 6% | - | - | 4% | 6% | 5% | 5% | 13% | 9% | 3% | 4% | - | - | - | - | - | - | - | - | 28% |

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| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 155 | 104* | 25** | 18** | 13** | 2** | 49* | 19** | 43* | 42* | 8** | 18** | 36* | 31** | 25** | 13** | 4** | 5** | 1** | 3** | 1** | -** | 4** |
| They are untrustworthy/ corrupt | 6 | 5 | 1 | - | 1 | - | 1 | - | 1 | 1 | 13% | 2% | 6% | 3% | - | - | - | - | - | - | - | - | - |
| I dislike the political leanings in their programming/ too political/ politics I disagree with | 6 | 5 | - | * | - | - | * | - | * | * | - | 1 | 1 | 1 | 1 | * | - | * | - | - | - | - | - |
| They are brainwashing children/ trying to convince them of a certain point of view | 5 | 4 | 1 | - | - | - | 1 | - | 1 | 1 | - | 1 | 1 | 1 | - | - | - | 1 | - | - | - | - | - |
| Other negative | 24 | 15 | 3 | 2 | 1 | 1 | 8 | 3 | 7 | 6 | - | 3 | 7 | 2 | 5 | 3 | 2 | - | - | * | - | - | 1 |
| NET: Neutral | 15 | 8 | 2 | 1 | 2 | - | 7 | 2 | 4 | 6 | 1 | - | 7 | 3 | 1 | 2 | - | - | - | - | 1 | - | - |
| I have had no/ little personal experience of the BBC's educational content/ services | 4 | 3 | 1 | - | - | - | 1 | - | 1 | 1 | - | - | 1 | 2 | 1 | - | - | - | - | - | - | - | - |
| Content production has been affected/ hampered by the pandemic | 3 | 3 | - | - | - | - | - | - | - | - | - | - | 2 | - | - | - | - | - | - | - | 1 | - | - |
| Other neutral | 7 | 2 | 1 | 1 | 2 | - | 6 | 2 | 3 | 5 | 1 | - | 3 | 1 | - | 2 | - | - | - | - | - | - | - |
| NET: Positive | 3 | * | - | - | 10% | - | 5%i | 6% | 3% | 3% | - | - | 7% | - | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 399

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 155 | 104* | 25** | 18** | 13** | 2** | 49* | 19** | 43* | 42* | 8** | 18** | 36* | 31** | 25** | 13** | 4** | 5** | 1** | 3** | 1** | -** | 4** |
| Their educational content is good/ high quality/ I like the educational content they provide | 2 | * | - | - | - | - | 1 | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| | 1% | * | - | - | - | - | 2% | 6% | 3% | - | - | - | 3% | - | - | - | - | - | - | - | - | - | - |
| Good provision of services to younger children | 1 | - | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| | 1% | - | - | - | 10% | - | 2% | - | - | 3% | - | - | 3% | - | - | - | - | - | - | - | - | - | - |
| They have assisted with home schooling/ lockdown learning/ supported children when schools were closed | * | * | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Nothing/ no particular reason | 3 | 3 | - | - | - | - | - | - | - | - | - | - | 1 | 1 | - | - | 1 | - | - | - | - | - | - |
| | 2% | 3% | - | - | - | - | - | - | - | - | - | - | 3% | 3% | - | - | 22% | - | - | - | - | - | - |
| Don't know | 3 | 2 | - | 1 | - | - | 1 | - | 1 | 1 | 1 | - | - | 2 | - | - | - | - | - | - | - | - | - |
| | 2% | 2% | - | 6% | - | - | 2% | - | 2% | 2% | 12% | - | - | 7% | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 400

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 152 | 141 | 11 | 101 | 51 | 98 | 54 | 152 | - | 152 | - |
| Weighted base | 155 | 145 | 10** | 103* | 52* | 99* | 56* | 155 | ** | 155 | ** |
| NET: Negative | 143 | 132 | 10 | 93 | 49 | 89 | 54 | 143 | - | 143 | - |
| | 92% | 92% | 100% | 91% | 95% | 89% | 97% | 92% | - | 92% | - |
| They are biased/ do not report information in a balanced way/ support/ promote one side of the argument | 22 | 22 | - | 16 | 6 | 14 | 8 | 22 | - | 22 | - |
| | 14% | 15% | - | 15% | 12% | 14% | 14% | 14% | - | 14% | - |
| Poor programmes/ content/ not enough content that I like/ poor quality content (non-specific/ other) | 18 | 16 | 2 | 15 | 3 | 13 | 6 | 18 | - | 18 | - |
| | 12% | 11% | 22% | 14% | 6% | 13% | 10% | 12% | - | 12% | - |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 16 | 13 | 3 | 12 | 4 | 11 | 5 | 16 | - | 16 | - |
| | 11%b | 9% | 32% | 12% | 8% | 11% | 10% | 11% | - | 11% | - |
| They are excessively woke/ politically correct | 14 | 13 | 1 | 10 | 4 | 12 | 2 | 14 | - | 14 | - |
| | 9% | 9% | 11% | 10% | 8% | 12% | 4% | 9% | - | 9% | - |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 12 | 10 | 2 | 7 | 5 | 5 | 7 | 12 | - | 12 | - |
| | 8% | 7% | 21% | 7% | 9% | 5% | 12% | 8% | - | 8% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 400

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|------------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 155 | 145 | 10** | 103* | 52* | 99* | 56* | 155 | -** | 155 | -** |
| I do not use BBC services/ I do not use BBC services much | 12 8% | 10 7% | 2 20% | 7 7% | 5 9% | 5 5% | 7 12% | 12 8% | - | 12 8% | - |
| Their educational content is inappropriate/ contains/ promotes values I do not agree with/ that children should not be exposed to | 12 7% | 12 8% | - | 7 7% | 4 9% | 8 8% | 4 7% | 12 7% | - | 12 7% | - |
| I dislike the BBC/ feel it is a poor Broadcaster | 10 6% | 10 7% | - | 4 4% | 6 11% | 5 5% | 5 9% | 10 6% | - | 10 6% | - |
| I dislike the cultural attitudes in their programming/ services/ too much/ too little diversity/ they portray the nation in a way I don't recognise/ agree with | 10 6%b | 7 5% | 2 22% | 8 8% | 2 4% | 8 8% | 2 4% | 10 6% | - | 10 6% | - |
| Lack of educational content/ resources available | 10 6% | 9 6% | * 4% | 7 7% | 3 5% | 7 7% | 2 4% | 10 6% | - | 10 6% | - |
| Lack of excitement in their programming/ boring/ bland/ dull content/ does not keep me entertained/ engaged | 9 6%df | 9 6% | 1 7% | 3 3% | 6 12%cd | 3 3% | 6 11% | 9 6% | - | 9 6% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 400

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|----------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 155 | 145 | 10** | 103* | 52* | 99* | 56* | 155 | -** | 155 | -** |
| Repeated programmes/ content/ too many repeats | 9 6% | 8 6% | 1 7% | 5 5% | 4 8% | 5 5% | 4 7% | 9 6% | - - | 9 6% | - - |
| They spread misinformation/ do not tell the truth/ lie/ exaggerate/ distort the true picture | 9 6% ^b | 7 5% | 2 21% | 6 6% | 2 5% | 4 4% | 4 8% | 9 6% | - - | 9 6% | - - |
| Standards have fallen/ they are not what they were | 9 6% | 8 6% | 1 7% | 6 6% | 3 5% | 8 8% | 1 2% | 9 6% | - - | 9 6% | - - |
| Poor educational programmes/ content/ poor quality/ I do not like their educational content | 9 6% | 9 6% | - - | 4 4% | 4 8% | 6 7% | 2 4% | 9 6% | - - | 9 6% | - - |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 8 5% | 8 6% | - - | 5 5% | 3 6% | 6 6% | 2 4% | 8 5% | - - | 8 5% | - - |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 6 4% | 5 4% | 1 11% | 4 4% | 2 4% | 3 3% | 3 6% | 6 4% | - - | 6 4% | - - |
| Their reporting is excessively negative/ they spread fear/ do not focus on anything positive | 6 4% | 6 4% | - - | 3 3% | 3 5% | 5 5% | 1 2% | 6 4% | - - | 6 4% | - - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Absolutes/col percents

Table 400

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|----------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 155 | 145 | 10** | 103* | 52* | 99* | 56* | 155 | -** | 155 | -** |
| They are untrustworthy/ corrupt | 6 4% | 5 3% | 1 9% | 3 3% | 2 4% | 2 2% | 4 6% | 6 4% | - | 6 4% | - |
| I dislike the political leanings in their programming/ too political/ politics I disagree with | 6 4% | 6 4% | - | 3 3% | 2 4% | 3 3% | 2 4% | 6 4% | - | 6 4% | - |
| They are brainwashing children/ trying to convince them of a certain point of view | 5 3% | 5 4% | - | 3 3% | 2 4% | 2 2% | 4 6% | 5 3% | - | 5 3% | - |
| Other negative | 24 16% | 22 15% | 2 21% | 16 15% | 9 17% | 18 18% | 6 11% | 24 16% | - | 24 16% | - |
| NET: Neutral | 15 9% | 15 10% | - | 9 9% | 6 11% | 10 10% | 5 9% | 15 9% | - | 15 9% | - |
| I have had no/ little personal experience of the BBC's educational content/ services | 4 3% ^d | 4 3% | - | 1 1% | 3 6% | 2 2% | 2 4% | 4 3% | - | 4 3% | - |
| Content production has been affected/ hampered by the pandemic | 3 2% | 3 2% | - | 3 3% | - | 3 3% | - | 3 2% | - | 3 2% | - |
| Other neutral | 7 5% | 7 5% | - | 5 4% | 3 5% | 4 5% | 3 5% | 7 5% | - | 7 5% | - |
| NET: Positive | 3 2% | 3 2% | - | 1 1% | 2 3% | 1 1% | 2 3% | 3 2% | - | 3 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 400

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of educational and learning programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 155 | 145 | 10** | 103* | 52* | 99* | 56* | 155 | ** | 155 | ** |
| Their educational content is good/ high quality/ I like the educational content they provide | 2 1% | 2 1% | - | - | 2 3% | - | 2 3% | 2 1% | - | 2 1% | - |
| Good provision of services to younger children | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| They have assisted with home schooling/ lockdown learning/ supported children when schools were closed | * * | * * | - | - | * 1% | - | * 1% | * * | - | * * | - |
| Nothing/ no particular reason | 3 2% | 3 2% | - | 3 3% | - | 3 3% | - | 3 2% | - | 3 2% | - |
| Don't know | 3 2% | 3 2% | - | 2 2% | 1 2% | 3 3% | - | 3 2% | - | 3 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 401

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-----------------|----------|------------|-----------|-----------|------------------|------------------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|--|--------------------------------------|--------|--------|--------------------|-------------------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 200 | 111 | 87 | 28 | 28 | 37 | 36 | 21 | 19 | 20 | 11 | 56 | 35 | 72 | 57 | 50 | 32 | 75 | 56 | 35 | 34 | 131 | 69 |
| Weighted base | 199 | 108 | 89* | 25** | 26** | 37* | 34* | 23** | 21** | 21** | 11** | 53* | 34* | 71* | 57* | 52* | 29* | 69* | 55* | 39* | 34* | 125 | 74* |
| NET: Positive | 174 | 96 | 76 | 22 | 23 | 32 | 29 | 23 | 20 | 18 | 7 | 45 | 28 | 60 | 52 | 45 | 26 | 57 | 48 | 37 | 31 | 105 | 69 |
| | 87% | 89% | 86% | 88% | 82% | 85% | 85% | 100% | 95% | 89% | 70% | 85% | 83% | 84% | 91% | 88% | 90% | 83% | 86% | 95% | 91% | 84% | 93% |
| Entertaining programmes/ content/ have kept people entertained/ engaged | 41 | 24 | 18 | 6 | 5 | 5 | 8 | 2 | 9 | 3 | 3 | 11 | 6 | 10 | 10 | 15 | 8 | 17 | 12 | 6 | 6 | 29 | 12 |
| | 21% | 22% | 20% | 26% | 18% | 12% | 23% | 9% | 43% | 16% | 31% | 21% | 16% | 14% | 17% | 29% _n | 29% | 25% | 21% | 15% | 19% | 23% | 16% |
| They have increased their output/ created more content/ new programmes | 38 | 20 | 18 | 5 | 6 | 3 | 4 | 7 | 8 | 4 | 1 | 11 | 9 | 12 | 11 | 13 | 6 | 11 | 13 | 6 | 8 | 24 | 14 |
| | 19% | 19% | 20% | 18% | 22% | 9% | 12% | 29% | 37% | 21% | 10% | 20% | 25% | 17% | 19% | 25% | 19% | 16% | 23% | 14% | 24% | 19% | 19% |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content | 37 | 17 | 20 | 6 | 4 | 6 | 10 | 2 | 4 | 3 | 1 | 10 | 6 | 12 | 12 | 9 | 6 | 13 | 7 | 14 | 3 | 20 | 17 |
| | 18% | 16% | 22% | 24% | 14% | 16% | 29% _o | 7% | 22% | 17% | 11% | 19% | 18% | 17% | 20% | 17% | 21% | 18% | 12% | 35% _{Asu} | 9% | 16% | 23% |
| My BBC usage has increased/ I have enjoyed watching/ listening more than previously | 29 | 18 | 12 | 8 | 4 | 3 | 4 | 4 | 1 | 5 | 1 | 12 | 7 | 10 | 7 | 6 | 9 | 11 | 10 | 5 | 4 | 20 | 9 |
| | 15% | 16% | 13% | 32% | 15% | 8% | 10% | 17% | 6% | 22% | 6% | 23% | 21% | 15% | 13% | 12% | 31% _{Afg} _{nop} | 15% | 17% | 13% | 11% | 16% | 12% |
| Good dramas/ quality drama/ drama that I like | 19 | 10 | 8 | - | 3 | 5 | 2 | 2 | 3 | 2 | 1 | 3 | 3 | 8 | 5 | 7 | - | 6 | 6 | 4 | 4 | 11 | 8 |
| | 10% | 10% | 9% | - | 11% | 14% _q | 6% | 10% | 15% | 13% | 6% | 9% | 11% | 8% | 8% | 13% _q | - | 8% | 11% | 9% | 12% | 9% | 11% |
| They have responded well to Covid-19/ worked hard/ stepped up/ risen to the challenge/ provided an important service when it was most needed | 17 | 9 | 8 | - | 1 | 2 | 1 | 1 | 6 | 2 | 3 | 1 | 1 | 3 | 2 | 12 | - | 3 | 4 | 3 | 6 | 7 | 10 |
| | 8% _v | 8% | 9% | - | 3% | 5% | 3% | 5% | 31% | 10% | 29% | 2% | 3% | 4% | 4% | 22% _{AfgL} _{mNOQ} | - | 4% | 8% | 9% | 18% _{ar} | 6% | 13% |

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Absolutes/col percents

Table 401

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-------------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|------------------|--------------------|-----------|----------|--------------------|----------|----------|----------|-------------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 199 | 108 | 89* | 25** | 28** | 37* | 34* | 23** | 21** | 21** | 11** | 53* | 34* | 71* | 57* | 52* | 29* | 69* | 55* | 39* | 34* | 125 | 74* |
| They provide a variety of programmes/ range of content/ something for everyone | 15 8% | 7 6% | 9 10% | 1 4% | 1 4% | 2 6% | 2 7% | 6 26% | 1 5% | 2 9% | - - | 2 4% | 1 3% | 3 5% | 8 14%ag | 3 6% | 1 3% | 7 11% | 2 4% | 4 9% | 2 6% | 10 8% | 6 8% |
| The BBC have improved/ got better/ standards have risen | 14 7% c | 10 10% | 2 3% | 2 8% | 3 10% | 5 15% | 2 6% | - - | - - | 2 10% | - - | 5 9% | 3 8% | 8 11% | 2 4% | 2 4% | 2 7% | 5 7% | 3 6% | 5 12% | 2 6% | 8 6% | 7 9% |
| They provide informative programming/ a good/ interesting source of information/ keep me updated | 11 6% v | 7 6% | 5 5% | 1 2% | 1 3% | 1 3% | 1 3% | 1 5% | 4 21% | 1 5% | 1 9% | 2 3% | 1 3% | 2 3% | 2 4% | 6 12%an | 1 2% | 3 4% | 1 2% | 4 9% | 4 12% | 4 3% | 7 10% v |
| They have shown old classics/ shown repeated programmes I enjoy/ made old/ archived content available | 10 5% | 5 4% | 6 6% | 1 4% | 1 4% | 2 4% | 1 4% | 1 5% | 1 5% | 2 10% | 1 9% | 2 4% | 1 3% | 2 3% | 3 5% | 4 8% | 1 4% | 2 3% | 7 13% at | - - | 1 3% | 9 7% | 1 1% |
| Good catch up services/ iplayer/ BBC Sounds | 9 5% | 6 5% | 3 4% | 1 4% | - - | - - | 1 4% | 2 10% | 2 11% | 2 10% | - - | 1 2% | - - | - - | 4 6% n | 4 9% n | 1 4% | 1 1% | 4 7% | 1 3% | 3 10% | 5 4% | 4 6% |
| They have a lot of content/ plenty to watch/ good amount of content | 8 4% | 3 3% | 5 6% | - - | - - | - - | 2 5% | 1 5% | 2 11% | 2 8% | 1 10% | - - | - - | - - | 3 5% | 5 9% aln | - - | 3 4% | 1 2% | 1 3% | 3 9% | 4 3% | 4 5% |
| They have followed Covid-19 guidelines/ observed social distancing/ made programmes within the constraints imposed by covid/ lockdown rules | 7 4% | 2 2% | 5 6% | - - | 1 4% | 1 3% | 1 3% | - - | 1 5% | 3 16% | - - | 1 2% | 1 3% | 2 3% | 1 2% | 4 8% | - - | 1 1% | 3 6% | 1 3% | 2 6% | 4 3% | 3 4% |

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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

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Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | SEG | | | | | | | | | |
|---|----------------------|----------|------------|-----------|-----------|-----------|--------------------------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------------------|------------------------|-----------|---------|----------------------|---------|----------------------|----------|-----------------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 199 | 108 | 89* | 25** | 28** | 37* | 34* | 23** | 21** | 21** | 11** | 53* | 34* | 71* | 57* | 52* | 29* | 69* | 55* | 39* | 34* | 125 | 74* |
| It is better than other services/ broadcasters/ prefer to get my content from the BBC | 7 4% | 3 2% | 5 5% | 1 4% | - | 1 3% | - | 3 12% | 2 10% | - | - | 1 2% | - | 1 2% | 3 5% | 2 4% | 1 3% | 1 2% | 1 2% | 2 6% | 2 6% | 3 2% | 5 6% |
| Good series/ box sets/ access to complete series | 7 3% | 2 2% | 4 5% | - | - | - | 1 3% | 2 9% | 1 6% | 2 11% | - | - | - | - | 3 5% | 3 7% _n | - | - | 3 6% _r | 1 3% | 2 6% | 3 3% | 3 4% |
| News broadcasting is good/ good quality/ well presented/ trustworthy source of news/ I like the news programmes | 6 3% _V | 4 4% | 2 2% | - | 1 4% | 1 3% | - | - | 3 16% | - | 1 9% | 1 2% | 1 3% | 2 3% | - | 4 8% _{ao} | - | - | 1 2% | 2 6% | 3 9% _r | 1 1% | 5 7% _{av} |
| They have provided a welcome/ positive distraction/ helped me relax/ feel better/ forget everything else going on | 5 3% | 2 2% | 3 4% | - | - | - | - | 1 5% | 3 16% | - | 1 10% | - | - | - | 1 2% | 4 8% _{aln} | - | 2 3% | 1 2% | 1 3% | 1 3% | 3 3% | 2 3% |
| They provide content/ programmes that are relevant to the viewer | 5 3% | 4 4% | 1 1% | 1 4% | - | - | 4 12% _{AfmN} | - | - | - | - | 1 2% | - | - | 4 7% _{an} | - | 1 3% | 1 1% | 1 2% | 1 3% | 2 6% | 2 2% | 3 4% |
| Good factual programmes/ content/ documentaries, wildlife programmes etc. | 4 2% _v | 3 3% | 1 1% | - | - | 2 6% | - | 1 5% | - | - | 1 11% | - | - | 2 3% | 1 2% | 1 2% | - | 1 1% | - | 2 6% | 1 3% | 1 1% | 3 5% |
| Good comedy/ quality comedy/ humour/ comedians/ comedy that I like | 4 2% | 2 2% | 2 2% | - | - | 1 4% | - | 1 5% | - | 1 6% | - | - | - | 1 2% | 1 2% | 1 2% | - | 1 2% | 1 2% | - | 1 3% | 3 2% | 1 2% |

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Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got better since March 2020

| | Gender | | | Age | | | | | | | | | | | | | | | SEG | | | | | |
|---|------------|-----------|------------|-----------|-----------|-----------|------------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|--------------|-----------|-------------|----------|---------|----------|-----------|----------|--|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) | |
| Weighted base | 199 | 108 | 89* | 25** | 28** | 37* | 34* | 23** | 21** | 21** | 11** | 53* | 34* | 71* | 57* | 52* | 29* | 69* | 55* | 39* | 34* | 125 | 74* | |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 3 2% | 2 2% | 1 1% | 1 4% | - | 1 3% | - | 1 5% | - | - | - | 1 2% | - | 1 1% | 1 2% | - | 1 3% | 1 1% | - | 1 3% | 1 3% | 1 1% | 2 3% | |
| Other positive | 19 9% | 11 11% | 7 8% | 3 10% | 1 4% | 4 12% | 4 12% | 4 15% | 1 6% | 1 5% | 1 10% | 4 7% | 1 3% | 5 7% | 8 13% | 3 7% | 3 9% | 6 8% | 5 10% | 4 9% | 4 12% | 11 9% | 8 10% | |
| NET: Neutral | 25 12%o | 14 13% | 11 12% | 4 15% | 4 14% | 2 6% | 3 9% | - | 1 5% | 6 28% | 5 46% | 8 15% | 5 14% | 7 10% | 3 5% | 12 23%afo | 4 13% | 14 20%as | 4 7% | 3 8% | 4 12% | 17 14% | 7 10% | |
| I have paid more attention to the BBC/ had more time use their services | 19 10% | 12 11% | 8 9% | 3 11% | 4 14% | 1 3% | 2 6% | - | 1 5% | 6 28% | 3 25% | 7 13% | 5 14% | 6 8% | 2 4% | 10 18%afo | 3 10% | 13 18%As | 2 4% | 2 6% | 2 6% | 15 12% | 4 6% | |
| Other neutral | 6 3% | 3 3% | 3 4% | 2 8% | - | 1 3% | 1 3% | - | - | - | 2 20% | 2 4% | - | 1 2% | 1 2% | 2 4% | 2 7% | 2 3% | 1 2% | 1 3% | 2 6% | 3 2% | 3 4% | |
| NET: Negative | 5 3% | 3 3% | 2 2% | - | - | 2 5% | 3 9%alp | - | - | - | - | - | - | 2 3% | 3 5% | - | - | 4 6% | 1 2% | - | - | 5 4% | - | |
| I do not use BBC services/ I do not use BBC services much | 1 1% | - | 1 1% | - | - | - | 1 3% | - | - | - | - | - | - | - | 1 2% | - | - | - | 1 2% | - | - | 1 1% | - | |
| Issues with drama programming/ poor quality/ not to my taste/ too many drama series | 1 1% | - | 1 1% | - | - | - | 1 3% | - | - | - | - | - | - | - | 1 2% | - | - | - | 1 2% | - | - | 1 1% | - | |
| Lack of excitement in their programming/ boring/ bland/ dull content | 1 1% | - | 1 1% | - | - | - | 1 3% | - | - | - | - | - | - | - | 1 2% | - | - | - | 1 2% | - | - | 1 1% | - | |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 1 1% | - | 1 1% | - | - | - | 1 3% | - | - | - | - | - | - | - | 1 2% | - | - | - | 1 2% | - | - | 1 1% | - | |

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Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got better since March 2020

| | Gender | | Age | | | | | | | | | | | SEG | | | | | | | | | | |
|--|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|---------|---------|---------|--------|----------|----------|--------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) | |
| Weighted base | 199 | 108 | 89* | 25** | 28** | 37* | 34* | 23** | 21** | 21** | 11** | 53* | 34* | 71* | 57* | 52* | 29* | 69* | 55* | 39* | 34* | 125 | 74* | |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 1 1% | - - | 1 1% | - - | - - | - - | 3% - | - - | - - | - - | - - | - - | - - | - - | 2% - | - - | - - | - - | 2% - | - - | - - | - - | 1% - | - - |
| Standards have fallen/ they are not what they were | 1 1% | 1 1% | - - | - - | - - | 1 3% | - - | - - | - - | - - | - - | - - | - - | 1 1% | - - | - - | - - | 1 1% | - - | - - | - - | 1 1% | - - | |
| Issues with the information they provide/ do not present the full picture/ withhold information/ spread misinformation | 1 1% | - - | 1 1% | - - | - - | - - | 1 3% | - - | - - | - - | - - | - - | - - | - - | 1 2% | - - | - - | 1 1% | - - | - - | - - | 1 1% | - - | |
| Lack of programming for my demographic/ age group/ no content for older/ younger viewers/ families | 1 1% | 1 1% | - - | - - | - - | 1 3% | - - | - - | - - | - - | - - | - - | - - | 1 1% | - - | - - | - - | 1 1% | - - | - - | - - | 1 1% | - - | |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 1 * | 1 1% | - - | - - | - - | - - | 1 3% | - - | - - | - - | - - | - - | - - | - - | 1 2% | - - | - - | 1 1% | - - | - - | - - | 1 1% | - - | |
| Other negative | 1 1% | 1 1% | - - | - - | - - | 1 3% | - - | - - | - - | - - | - - | - - | - - | 1 1% | - - | - - | - - | 1 1% | - - | - - | - - | 1 1% | - - | |
| Nothing/ no particular reason | 2 1% | - - | 2 2% | - - | - - | 2 6%a | - - | - - | - - | - - | - - | - - | - - | 2 3% | - - | - - | - - | - - | 2 4% | - - | - - | 2 2% | - - | |
| Don't know | 4 2% | 4 4% | - - | - - | 2 7% | 1 3% | - - | - - | 1 5% | - - | - - | 2 4% | 2 6% | 3 4% | - - | 1 2% | - - | 2 3% | 1 2% | 1 3% | - - | 3 2% | 1 1% | |

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| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 200 | 17 | 8 | 17 | 15 | 22 | 4 | 13 | 9 | 36 | 29 | 17 | 13 | 157 | 159 | 7 | 18 | 9 | 4 | 38 | 23 | 27 | 145 | 17 | 48 |
| Weighted base | 199 | 18** | 8** | 18** | 16** | 23** | 4** | 9** | 10** | 37* | 31** | 19** | 5** | 166 | 157 | 7** | 19** | 9** | 4** | 39* | 24** | 29** | 141 | 17** | 50* |
| NET: Positive | 174 | 16 | 7 | 16 | 14 | 19 | 4 | 9 | 10 | 30 | 29 | 14 | 5 | 143 | 140 | 7 | 16 | 7 | 3 | 33 | 23 | 28 | 118 | 16 | 49 |
| | 87%w | 89% | 88% | 89% | 87% | 82% | 100% | 100% | 100% | 81% | 93% | 77% | 100% | 86% | 89% | 100% | 83% | 78% | 70% | 84% | 96% | 97% | 84% | 94% | 98%Aw |
| Entertaining programmes/ content/ have kept people entertained/ engaged | 41 | 5 | 3 | 3 | - | 2 | 2 | 4 | 3 | 10 | 4 | 2 | 2 | 30 | 31 | 1 | 4 | 5 | - | 10 | 3 | 7 | 29 | 4 | 11 |
| | 21% | 29% | 37% | 17% | - | 9% | 49% | 45% | 34% | 27% | 13% | 12% | 31% | 18% | 20% | 13% | 23% | 56% | - | 27% | 13% | 25% | 21% | 22% | 21% |
| They have increased their output/ created more content/ new programmes | 38 | 1 | 2 | 2 | 3 | 4 | 1 | 2 | 2 | 5 | 5 | 9 | * | 34 | 31 | 2 | 4 | - | - | 6 | 4 | 7 | 25 | 5 | 11 |
| | 19% | 7% | 26% | 12% | 19% | 17% | 23% | 24% | 22% | 14% | 17% | 47% | 7% | 20% | 20% | 29% | 23% | - | - | 16% | 19% | 26% | 18% | 31% | 21% |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content | 37 | 7 | 1 | 3 | 5 | 1 | 1 | - | 2 | 4 | 8 | 3 | 1 | 29 | 31 | 1 | 2 | - | 2 | 5 | 3 | 2 | 27 | 3 | 9 |
| | 18% | 37% | 12% | 19% | 34% | 4% | 26% | - | 20% | 11% | 25% | 16% | 24% | 17% | 20% | 15% | 11% | - | 52% | 13% | 14% | 8% | 19% | 17% | 17% |
| My BBC usage has increased/ I have enjoyed watching/ listening more than previously | 29 | 1 | 1 | 2 | 2 | 4 | - | 2 | 1 | 4 | 8 | 1 | 2 | 24 | 25 | - | 3 | 1 | - | 4 | 2 | 5 | 22 | 1 | 6 |
| | 15% | 6% | 12% | 13% | 12% | 18% | - | 22% | 12% | 11% | 27% | 5% | 40% | 15% | 16% | - | 16% | 12% | - | 10% | 9% | 17% | 15% | 4% | 13% |
| Good dramas/ quality drama/ drama that I like | 19 | 1 | 2 | - | - | 3 | 1 | - | 2 | 2 | 3 | 2 | 2 | 16 | 15 | 1 | 1 | - | 1 | 3 | 7 | 5 | 8 | 4 | 10 |
| | 10%W | 7% | 24% | - | - | 14% | 23% | - | 21% | 6% | 10% | 13% | 38% | 10% | 16% | 5% | - | 26% | 8% | 30% | 19% | 6% | 23% | 20%aW | |

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| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 199 | 18** | 8** | 18** | 16** | 23** | 4** | 9** | 10** | 37* | 31** | 19** | 5** | 166 | 157 | 7** | 19** | 9** | 4** | 39* | 24** | 29** | 141 | 17** | 50* |
| They have responded well to Covid-19/ worked hard/ stepped up/ risen to the challenge/ provided an important service when it was most needed | 17 | - | 2 | 1 | 3 | 1 | 1 | 1 | - | 3 | 3 | 1 | - | 16 | 15 | - | 1 | 1 | - | 2 | 1 | 7 | 6 | 7 | 10 |
| | 8%W | - | 24% | 6% | 21% | 5% | 26% | 8% | - | 9% | 10% | 6% | - | 10% | 9% | - | 6% | 11% | - | 5% | 4% | 26% | 4% | 42% | 21%AW |
| They provide a variety of programmes/ range of content/ something for everyone | 15 | 2 | - | 3 | - | 2 | - | 1 | 1 | - | 2 | 2 | 1 | 11 | 11 | 2 | 2 | - | - | 4 | 3 | 3 | 9 | 3 | 7 |
| | 8% | 13% | - | 17% | - | 10% | - | 8% | 12% | - | 7% | 12% | 23% | 7% | 32% | 11% | - | - | 11% | 14% | 12% | 6% | 20% | 14% | |
| The BBC have improved/ got better/ standards have risen | 14 | - | - | 4 | - | 2 | - | 1 | 1 | 3 | 3 | - | - | 14 | 11 | 1 | 1 | 1 | 4 | 1 | - | 14 | - | 1 | |
| | 7% | - | - | 23% | - | 9% | - | 8% | 12% | 9% | 10% | - | - | 8% | 7% | 14% | 6% | 13% | 18% | 10% | 3% | - | 10%a | - | 1% |
| They provide informative programming/ a good/ interesting source of information/ keep me updated | 11 | - | 1 | - | 2 | 1 | - | 1 | - | 2 | 4 | - | - | 11 | 9 | - | 2 | - | - | 2 | 2 | 3 | 6 | 2 | 5 |
| | 6% | - | 14% | - | 14% | 5% | - | 7% | - | 5% | 14% | - | - | 6% | 6% | - | 10% | - | - | 5% | 10% | 11% | 4% | 12% | 11% |
| They have shown old classics/ shown repeated programmes I enjoy/ made old/ archived content available | 10 | - | - | 1 | 4 | 1 | - | - | 1 | - | 1 | 1 | 1 | 10 | 9 | - | - | - | 1 | 1 | 2 | 2 | 5 | 1 | 4 |
| | 5% | - | - | 6% | 26% | 5% | - | - | 11% | - | 4% | 5% | 15% | 6% | 6% | - | - | - | 26% | 3% | 10% | 8% | 4% | 6% | 9% |
| Good catch up services/ player/ BBC Sounds | 9 | - | - | - | 1 | 1 | - | - | 1 | - | 2 | 3 | * | 9 | 8 | 1 | - | - | - | 1 | 1 | 2 | 6 | 1 | 2 |
| | 5% | - | - | - | 6% | 4% | - | - | 11% | - | 7% | 18% | 7% | 5% | 5% | 16% | - | - | - | 3% | 5% | 8% | 4% | 6% | 4% |

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| Weighted base | 199 | 18** | 8** | 18** | 16** | 23** | 4** | 9** | 10** | 37* | 31** | 19** | 5** | 166 | 157 | 7** | 19** | 9** | 4** | 39* | 24** | 29** | 141 | 17** | 50* |
| They have a lot of content/ plenty to watch/ good amount of content | 8 | 2 | 2 | - | 1 | - | - | 1 | - | - | - | 1 | - | 4 | 8 | - | - | - | - | - | 1 | 3 | 5 | 1 | 3 |
| | 4%n | 12% | 28% | - | 6% | - | - | 15% | - | - | - | 6% | - | 3% | 5% | - | - | - | - | - | 3% | 10% | 4% | 4% | 6% |
| They have followed Covid-19 guidelines/ observed social distancing/ made programmes within the constraints imposed by covid/ lockdown rules | 7 | 1 | - | - | - | 3 | 1 | - | 1 | 1 | - | - | - | 6 | 6 | - | 1 | - | - | 1 | 1 | 1 | 3 | 1 | 3 |
| | 4% | 6% | - | - | - | 13% | 25% | - | 11% | 3% | - | - | - | 4% | 4% | - | 6% | - | - | 3% | 4% | 4% | 2% | 6% | 6% |
| It is better than other services/ broadcasters/ prefer to get my content from the BBC | 7 | 2 | 1 | - | - | 2 | - | - | - | - | 1 | - | * | 4 | 7 | - | - | - | - | - | 2 | 2 | 4 | 1 | 3 |
| | 4% | 12% | 14% | - | - | 10% | - | - | - | - | 3% | - | 8% | 3% | 5% | - | - | - | - | - | 10% | 7% | 3% | 6% | 7% |
| Good series/ box sets/ access to complete series | 7 | - | - | - | - | - | - | 1 | 1 | - | 1 | 2 | * | 5 | 7 | - | - | - | - | - | 2 | 2 | 5 | 1 | 2 |
| | 3% | - | - | - | - | - | - | 16% | 11% | - | 4% | 13% | 7% | 3% | 4% | - | - | - | - | - | 8% | 7% | 3% | 4% | 4% |
| News broadcasting is good/ good quality/ well presented/ trustworthy source of news/ I like the news programmes | 6 | - | - | 1 | 1 | - | - | - | - | 1 | 3 | - | - | 6 | 4 | - | 2 | - | - | 2 | - | 2 | 4 | 1 | 2 |
| | 3% | - | - | 6% | 6% | - | - | - | - | 3% | 11% | - | - | 4% | 3% | - | 11% | - | - | 6% | - | 7% | 3% | 6% | 4% |
| They have provided a welcome/ positive distraction/ helped me relax/ feel better/ forget everything else going on | 5 | 1 | - | - | - | - | - | - | 1 | 2 | - | 1 | - | 4 | 3 | - | 1 | 1 | - | 2 | - | 1 | 4 | - | 1 |
| | 3% | 6% | - | - | - | - | - | - | 11% | 6% | - | 6% | - | 3% | 2% | - | 6% | 12% | - | 6% | - | 4% | 3% | - | 2% |

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Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 402

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got better since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|------------|----------------|----------------|-----------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental con-dition (u) | Physic-al con-dition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 199 | 18** | 8** | 18** | 16** | 23** | 4** | 9** | 10** | 37* | 31** | 19** | 5** | 166 | 157 | 7** | 19** | 9** | 4** | 39* | 24** | 29** | 141 | 17** | 50* |
| They provide content/ programmes that are relevant to the viewer | 5 | 1 | 1 | - | - | 1 | - | - | - | 2 | - | - | - | 4 | 4 | - | - | 1 | - | 1 | - | 1 | 4 | - | 1 |
| | 3% | 5% | 12% | - | - | 5% | - | - | - | 5% | - | - | - | 2% | 3% | - | - | 11% | - | 3% | - | 4% | 3% | - | 2% |
| Good factual programmes/ content/ documentaries, wildlife programmes etc. | 4 | 3 | - | - | - | - | - | - | - | - | - | 1 | - | 1 | 3 | 1 | - | - | - | 1 | 2 | 3 | 1 | - | 3 |
| | 2%NW | 18% | - | - | - | - | - | - | - | - | - | 6% | - | 1% | 2% | 16% | - | - | - | 3% | 10% | 12% | 1% | - | 7%aw |
| Good comedy/ quality comedy/ humour/ comedians/ comedy that I like | 4 | 1 | - | - | - | - | - | - | 1 | - | - | 1 | * | 2 | 2 | 2 | - | - | - | 2 | 1 | 1 | 3 | - | 1 |
| | 2% | 6% | - | - | - | - | - | 11% | - | - | - | 6% | 8% | 1% | 1% | 30% | - | - | - | 6% | 5% | 4% | 2% | - | 2% |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 3 | - | - | - | 2 | - | - | - | - | 1 | - | - | - | 3 | 2 | 1 | - | - | - | 1 | 1 | - | 2 | - | 1 |
| | 2% | - | - | - | 14% | - | - | - | - | 2% | - | - | - | 2% | 1% | 13% | - | - | - | 2% | 4% | - | 1% | - | 2% |
| Other positive | 19 | - | 1 | 3 | 1 | 2 | - | 1 | 1 | 4 | 4 | 1 | - | 18 | 18 | - | - | 1 | - | 1 | - | 2 | 16 | 3 | 3 |
| | 9% | - | 12% | 18% | 7% | 10% | - | 7% | 11% | 11% | 14% | 6% | - | 11% | 11% | - | - | 11% | - | 3% | - | 8% | 11% | 18% | 6% |
| NET: Neutral | 25 | 1 | 1 | 2 | 3 | 2 | 1 | 1 | - | 5 | 6 | 2 | * | 23 | 16 | - | 5 | 2 | - | 7 | - | 2 | 22 | - | 2 |
| | 12%oy | 5% | 12% | 11% | 19% | 10% | 23% | 7% | - | 13% | 20% | 12% | 8% | 14% | 10% | - | 27% | 22% | - | 18% | - | 7% | 15%y | - | 4% |
| I have paid more attention to the BBC/ had more time use their services | 19 | 1 | 1 | 1 | 2 | 1 | 1 | - | - | 4 | 6 | 1 | * | 17 | 11 | - | 5 | 2 | - | 7 | - | 2 | 16 | - | 2 |
| | 10%o | 5% | 12% | 5% | 12% | 5% | 23% | 7% | - | 11% | 20% | 6% | 8% | 10% | 7% | - | 27% | 22% | - | 18%o | - | 7% | 12% | - | 4% |
| Other neutral | 6 | - | - | 1 | 1 | 1 | - | - | - | 2 | - | 1 | - | 6 | 5 | - | - | - | - | - | - | - | 6 | - | - |
| | 3% | - | - | 6% | 6% | 5% | - | - | - | 5% | - | 6% | - | 4% | 3% | - | - | - | - | - | - | - | 4% | - | - |
| NET: Negative | 5 | 2 | - | - | - | 1 | - | - | - | 2 | - | - | - | 3 | 4 | - | 1 | - | - | 1 | - | - | 5 | - | - |
| | 3% | 12% | - | - | - | 4% | - | - | - | 5% | - | - | - | 2% | 3% | - | 5% | - | - | 2% | - | - | 4% | - | - |

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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 402

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got better since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got better since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|----------------------|------------|----------------|----------------|------------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental con-dition (u) | Physic-al con-dition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 199 | 18** | 8** | 18** | 16** | 23** | 4** | 9** | 10** | 37* | 31** | 19** | 5** | 166 | 157 | 7** | 19** | 9** | 4** | 39* | 24** | 29** | 141 | 17** | 50* |
| I do not use BBC services/ I do not use BBC services much | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Issues with drama programming/ poor quality/ not to my taste/ too many drama series | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Lack of excitement in their programming/ boring/ bland/ dull content | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Standards have fallen/ they are not what they were | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |

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| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|--|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|-------------------|-----------|-----------|------------|-----------|---------------------|---------------------------------|----------------------|-------------------------|---------|-----------|---------|
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| Weighted base | 199 | 18** | 8** | 18** | 16** | 23** | 4** | 9** | 10** | 37* | 31** | 19** | 5** | 166 | 157 | 7** | 19** | 9** | 4** | 39* | 24** | 29** | 141 | 17** | 50* |
| Issues with the information they provide/ do not present the full picture/ withhold information/ spread misinformation | 1 1% | - | - | - | - | - | - | - | - | 1 3% | - | - | - | 1 1% | - | - | - | - | - | - | - | - | 1 1% | - | - |
| Lack of programming for my demographic/ age group/ no content for older/ younger viewers/ families | 1 1% | - | - | - | - | 1 4% | - | - | - | - | - | - | - | 1 1% | - | - | - | - | - | - | - | - | 1 1% | - | - |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 1 1% | - | - | - | - | - | - | - | - | 1 3% | - | - | - | 1 1% | - | - | 1 5% | - | - | 1 2% | - | - | 1 1% | - | - |
| Other negative | 1 1% | 1 6% | - | - | - | - | - | - | - | - | - | - | - | 1 1% | - | - | - | - | - | - | - | - | 1 1% | - | - |
| Nothing/ no particular reason | 2 1% | - | - | - | - | - | - | - | - | 2 6%an | - | - | - | 2 1% | - | - | 1 6% | - | 1 30% | 2 6%aO | - | - | 2 2% | - | - |
| Don't know | 4 2% | - | - | - | - | 2 9% | - | - | - | - | - | 2 11% | - | 4 3% | - | - | - | - | - | - | 1 4% | 1 3% | 3 2% | 1 6% | 1 2% |

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Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got better since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|-------------------------------|--------------------------------|------------------|-------------------|-------------------|--------------------------|-----------------|-----------------|------------------|-----------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 200 | 112 | 47 | 31 | 15 | 3 | 85 | 33 | 76 | 73 | 6 | 22 | 35 | 30 | 36 | 9 | 14 | 5 | 6 | 2 | 7 | 5 | 10 |
| Weighted base | 199 | 113 | 44* | 29** | 14** | 3** | 83* | 31* | 74* | 71* | 6** | 24** | 37* | 30** | 36* | 9** | 14** | 5** | 6** | 2** | 7** | 4** | 7** |
| NET: Positive | 174 | 100 | 35 | 26 | 13 | 2 | 72 | 27 | 64 | 59 | 5 | 20 | 32 | 27 | 31 | 8 | 12 | 4 | 6 | 2 | 6 | 4 | 5 |
| | 87% | 89% | 79% | 90% | 93% | 69% | 86% | 87% | 86% ^c | 84% | 84% | 86% | 86% | 89% | 86% | 88% | 86% | 80% | 100% | 100% | 85% | 100% | 74% |
| Entertaining programmes/ content/ have kept people entertained/ engaged | 41 | 27 | 9 | 8 | 2 | - | 14 | 6 | 14 | 12 | 1 | 3 | 6 | 9 | 6 | 1 | 3 | 1 | 3 | - | 2 | 1 | 3 |
| | 21% | 24% | 19% | 26% | 12% | - | 17% | 18% | 19% | 18% | 16% | 14% | 16% | 31% | 17% | 16% | 20% | 21% | 51% | - | 29% | 36% | 36% |
| They have increased their output/ created more content/ new programmes | 38 | 28 | 4 | 4 | 4 | - | 10 | 3 | 8 | 9 | 4 | 7 | 4 | 3 | 8 | - | 1 | 1 | 2 | - | 1 | 1 | 1 |
| | 19% ^g | 25% ^{acg} | 10% | 13% | 28% | - | 12% | 10% | 11% | 12% | 68% | 31% | 12% | 11% | 23% | - | 9% | 19% | 31% | - | 15% | 38% | 13% |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content | 37 | 22 | 8 | 2 | 3 | 1 | 14 | 6 | 11 | 12 | 1 | 7 | 5 | 6 | 3 | * | 4 | - | 1 | 2 | 1 | 2 | 2 |
| | 18% | 19% | 19% | 6% | 19% | 33% | 17% | 18% | 15% | 16% | 17% | 28% | 12% | 22% | 8% | 5% | 27% | - | 17% | 100% | 15% | 53% | 26% |
| My BBC usage has increased/ I have enjoyed watching/ listening more than previously | 29 | 16 | 8 | 5 | 2 | - | 13 | 3 | 11 | 12 | - | 1 | 5 | 6 | 6 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | - |
| | 15% | 14% | 17% | 18% | 15% | - | 16% | 8% | 15% | 17% | - | 4% | 14% | 21% | 15% | 18% | 7% | 19% | 16% | 100% | 24% | 22% | - |
| Good dramas/ quality drama/ drama that I like | 19 | 16 | * | * | - | 1 | 2 | 1 | 2 | * | 1 | 4 | 3 | 1 | 2 | 3 | 1 | - | - | - | - | * | * |
| | 10% ^c ^g | 15% ^{ac} ^g | 1% | 1% | - | 36% | 2% ^J | 4% | 2% ^j | 1% | 16% | 18% | 9% | 5% | 6% | 31% | 7% | - | - | - | - | 11% | 6% |
| They have responded well to Covid-19/ worked hard/ stepped up/ risen to the challenge/ provided an important service when it was most needed | 17 | 12 | 1 | - | 3 | - | 5 | 2 | 2 | 4 | 1 | 1 | 5 | 4 | 2 | - | 2 | - | - | - | - | - | - |
| | 8% ⁱ | 10% | 2% | - | 20% | - | 6% ^l | 7% | 3% | 6% ^l | 16% | 4% | 14% | 13% | 6% | - | 16% | - | - | - | - | - | - |

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|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 199 | 113 | 44* | 29** | 14** | 3** | 83* | 31* | 74* | 71* | 6** | 24** | 37* | 30** | 36* | 9** | 14** | 5** | 6** | 2** | 7** | 4** | 7** |
| They provide a variety of programmes/ range of content/ something for everyone | 15 | 9 | 4 | 3 | 2 | - | 6 | - | 5 | 6 | - | 3 | 1 | 1 | 4 | 1 | 2 | - | - | - | - | - | * |
| | 8% | 8% | 9% | 11% | 16% | - | 7% | - | 7% | 9% | - | 15% | 3% | 5% | 12% | 13% | 16% | - | - | - | - | - | 6% |
| The BBC have improved/ got better/ standards have risen | 14 | 7 | 4 | 3 | 2 | - | 7 | 4 | 7 | 6 | 1 | 1 | 2 | 4 | 2 | 1 | - | 1 | 1 | - | - | - | 1 |
| | 7% | 6% | 10% | 10% | 15% | - | 9% | 13% | 10% | 9% | 17% | 4% | 5% | 15% | 6% | 12% | - | 21% | 19% | - | - | - | 13% |
| They provide informative programming/ a good/ interesting source of information/ keep me updated | 11 | 7 | 2 | 1 | 1 | - | 4 | 1 | 3 | 4 | 1 | - | 4 | 1 | 2 | 1 | - | - | - | 1 | - | - | 1 |
| | 6% | 6% | 4% | 4% | 7% | - | 5% | 2% | 4% | 6% | 15% | - | 11% | 4% | 6% | 14% | - | - | - | 74% | - | - | 9% |
| They have shown old classics/ shown repeated programmes I enjoy/ made old/ archived content available | 10 | 9 | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | 2 | 2 | 2 | * | - | - | - | - | - | 1 | * |
| | 5%gi | 8%agi | 2% | - | - | - | 1% | 3% | 1% | 1% | - | - | 6% | 7% | 6% | 5% | - | - | - | - | - | 26% | 6% |
| Good catch up services/ player/ BBC Sounds | 9 | 6 | 1 | - | 1 | - | 3 | 2 | 2 | 2 | 1 | 3 | - | 1 | 2 | - | - | - | - | - | - | - | * |
| | 5% | 5% | 2% | - | 8% | - | 4% | 7% | 3% | 3% | 18% | 15% | - | 3% | 6% | - | - | - | - | - | - | - | 6% |
| They have a lot of content/ plenty to watch/ good amount of content | 8 | 6 | - | 1 | 1 | - | 2 | - | 1 | 2 | - | 1 | 3 | 1 | 3 | - | - | - | - | - | - | - | - |
| | 4% | 5% | - | 4% | 5% | - | 2% | - | 2% | 3% | - | 4% | 8% | 4% | 8% | - | - | - | - | - | - | - | - |

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| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 199 | 113 | 44* | 29** | 14** | 3** | 83* | 31* | 74* | 71* | 6** | 24** | 37* | 30** | 36* | 9** | 14** | 5** | 6** | 2** | 7** | 4** | 7** |
| They have followed Covid-19 guidelines/ observed social distancing/ made programmes within the constraints imposed by covid/ lockdown rules | 7 | 4 | - | - | - | 1 | 2 | 2 | 2 | - | - | 1 | 3 | 1 | 1 | - | - | - | - | - | - | - | - |
| | 4% | 4% | - | - | - | 33% | 2% | 7%j | 3% | - | - | 4% | 9% | 4% | 3% | - | - | - | - | - | - | - | - |
| It is better than other services/ broadcasters/ prefer to get my content from the BBC | 7 | 2 | 2 | 2 | 1 | - | 5 | - | 4 | 5 | - | - | 3 | 1 | - | - | - | 1 | - | * | - | - | - |
| | 4% | 2% | 5% | 5% | 10% | - | 6% | - | 5% | 7% | - | - | 9% | 4% | - | - | - | 20% | - | 26% | - | - | - |
| Good series/ box sets/ access to complete series | 7 | 2 | 1 | 2 | 2 | - | 4 | 1 | 2 | 4 | - | 1 | 3 | - | 2 | - | - | - | - | - | - | * | - |
| | 3% | 2% | 3% | 6% | 13% | - | 5%i | 2% | 3% | 6%i | - | 5% | 8% | - | 5% | - | - | - | - | - | - | 11% | - |
| News broadcasting is good/ good quality/ well presented/ trustworthy source of news/ I like the news programmes | 6 | 5 | - | 1 | 1 | - | 1 | - | 1 | 1 | 1 | - | 3 | - | - | 1 | - | - | - | 1 | - | - | - |
| | 3% | 5% | - | 4% | 7% | - | 1% | - | 1% | 1% | 17% | - | 8% | - | - | 12% | - | - | - | 74% | - | - | - |
| They have provided a welcome/ positive distraction/ helped me relax/ feel better/ forget everything else going on | 5 | 4 | - | 1 | - | - | 1 | - | 1 | 1 | - | 1 | 3 | - | 1 | - | - | - | - | - | - | - | - |
| | 3% | 4% | - | 4% | - | - | 1% | - | 1% | 2% | - | 4% | 9%a | - | 3% | - | - | - | - | - | - | - | - |
| They provide content/ programmes that are relevant to the viewer | 5 | - | 2 | 1 | 1 | - | 5 | 2 | 5 | 3 | - | 1 | 2 | - | - | - | - | 1 | - | - | - | - | - |
| | 3% | - | 4%b | 3% | 7% | - | 6%ab | 7%B | 7%aB | 4%b | - | 4% | 5% | - | - | - | - | 20% | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
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Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 403

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Absolutes/col percents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 199 | 113 | 44* | 29** | 14** | 3** | 83* | 31* | 74* | 71* | 6** | 24** | 37* | 30** | 36* | 9** | 14** | 5** | 6** | 2** | 7** | 4** | 7** |
| Good factual programmes/ content/ documentaries, wildlife programmes etc. | 4 | 3 | - | 1 | - | - | 1 | - | 1 | 1 | - | 2 | 1 | - | - | 1 | - | - | - | - | - | - | - |
| Good comedy/ quality comedy/ humour/ comedians/ comedy that I like | 4 | 4 | - | - | - | - | - | - | - | - | - | 1 | 1 | - | 1 | 5 | - | - | - | - | - | - | - |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 3 | 1 | 1 | 1 | - | - | 2 | 2 | 2 | 1 | - | - | 1 | - | 1 | - | 1 | - | - | - | - | - | - |
| Other positive | 19 | 8 | 6 | 4 | 1 | - | 11 | 7 | 11 | 9 | 2 | 3 | - | 2 | 2 | 1 | 2 | - | 1 | 1 | 1 | 1 | 1 |
| NET: Neutral | 25 | 16 | 6 | 2 | 1 | 1 | 8 | 1 | 7 | 8 | 1 | 3 | 4 | 4 | 6 | 1 | 1 | - | - | 2 | - | - | 2 |
| I have paid more attention to the BBC/ had more time use their services | 19 | 14 | 3 | 2 | 1 | 1 | 5 | - | 4 | 5 | - | 1 | 4 | 4 | 5 | 1 | 1 | 1 | - | - | 1 | - | 2 |
| Other neutral | 6 | 2 | 4 | 1 | - | - | 4 | 1 | 4 | 4 | 1 | 2 | - | - | 1 | - | - | - | - | - | 1 | - | 1 |
| NET: Negative | 5 | 3 | 2 | - | - | - | 2 | 2 | 2 | 2 | - | - | 1 | 1 | 2 | - | 1 | - | - | - | - | - | - |
| I do not use BBC services/ I do not use BBC services much | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |

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Ofcom BBC COVID Research
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Absolutes/col percents

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| Weighted base | 199 | 113 | 44* | 29** | 14** | 3** | 83* | 31* | 74* | 71* | 6** | 24** | 37* | 30** | 36* | 9** | 14** | 5** | 6** | 2** | 7** | 4** | 7** |
| Issues with drama programming/ poor quality/ not to my taste/ too many drama series | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| Lack of excitement in their programming/ boring/ bland/ dull content | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| Standards have fallen/ they are not what they were | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | 7% | - | - | - | - | - | - |
| Issues with the information they provide/ do not present the full picture/ withhold information/ spread misinformation | 1 | - | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

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Absolutes/col percents

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| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
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| Weighted base | 199 | 113 | 44* | 29** | 14** | 3** | 83* | 31* | 74* | 71* | 6** | 24** | 37* | 30** | 36* | 9** | 14** | 5** | 6** | 2** | 7** | 4** | 7** |
| Lack of programming for my demographic/ age group/ no content for older/ younger viewers/ families | 1 | - | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | - |
| | 1% | - | 2% | - | - | - | 1% | 3% | 1% | 1% | - | - | - | - | 3% | - | - | - | - | - | - | - | - |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - |
| | * | 1% | - | - | - | - | - | - | - | - | - | - | - | 3% | - | - | - | - | - | - | - | - | - |
| Other negative | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - |
| | 1% | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | 7% | - | - | - | - | - | - | - |
| Nothing/ no particular reason | 2 | 1 | 1 | 1 | - | - | 1 | - | 1 | 1 | - | 1 | 1 | - | - | - | - | - | - | - | - | - | - |
| | 1% | 1% | 2% | 4% | - | - | 1% | - | 1% | 2% | - | 5% | 3% | - | - | - | - | - | - | - | - | - | - |
| Don't know | 4 | 3 | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | - | - | - | - |
| | 2% | 3% | 2% | - | - | - | 1% | 3% | 1% | 1% | - | - | - | 4% | 3% | 12% | 7% | - | - | - | - | - | - |

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| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 200 | 200 | - | 171 | 29 | 178 | 22 | 200 | - | 200 | - |
| Weighted base | 199 | 199 | ** | 168 | 31** | 175 | 23** | 199 | ** | 199 | ** |
| NET: Positive | 174 | 174 | - | 145 | 29 | 153 | 20 | 174 | - | 174 | - |
| | 87% | 87% | - | 86% | 93% | 88% | 87% | 87% | - | 87% | - |
| Entertaining programmes/ content/ have kept people entertained/ engaged | 41 | 41 | - | 36 | 5 | 39 | 2 | 41 | - | 41 | - |
| | 21% | 21% | - | 21% | 18% | 22% | 9% | 21% | - | 21% | - |
| They have increased their output/ created more content/ new programmes | 38 | 38 | - | 32 | 5 | 35 | 3 | 38 | - | 38 | - |
| | 19% | 19% | - | 19% | 18% | 20% | 14% | 19% | - | 19% | - |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content | 37 | 37 | - | 31 | 5 | 32 | 4 | 37 | - | 37 | - |
| | 18% | 18% | - | 19% | 18% | 18% | 19% | 18% | - | 18% | - |
| My BBC usage has increased/ I have enjoyed watching/ listening more than previously | 29 | 29 | - | 27 | 3 | 24 | 5 | 29 | - | 29 | - |
| | 15% | 15% | - | 16% | 8% | 14% | 22% | 15% | - | 15% | - |
| Good dramas/ quality drama/ drama that I like | 19 | 19 | - | 15 | 5 | 14 | 6 | 19 | - | 19 | - |
| | 10% ^f | 10% | - | 9% | 15% | 8% | 24% | 10% | - | 10% | - |
| They have responded well to Covid-19/ worked hard/ stepped up/ risen to the challenge/ provided an important service when it was most needed | 17 | 17 | - | 11 | 5 | 14 | 2 | 17 | - | 17 | - |
| | 8% | 8% | - | 7% | 17% | 8% | 9% | 8% | - | 8% | - |

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Absolutes/col percents

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|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 199 | 199 | -** | 168 | 31** | 175 | 23** | 199 | -** | 199 | -** |
| They provide a variety of programmes/ range of content/ something for everyone | 15 8% | 15 8% | - | 14 8% | 1 4% | 15 9% | - | 15 8% | - | 15 8% | - |
| The BBC have improved/ got better/ standards have risen | 14 7% | 14 7% | - | 12 7% | 2 7% | 12 7% | 2 9% | 14 7% | - | 14 7% | - |
| They provide informative programming/ a good/ interesting source of information/ keep me updated | 11 6% | 11 6% | - | 10 6% | 1 3% | 10 6% | 1 4% | 11 6% | - | 11 6% | - |
| They have shown old classics/ shown repeated programmes I enjoy/ made old/ archived content available | 10 5% | 10 5% | - | 7 4% | 3 11% | 9 5% | 1 5% | 10 5% | - | 10 5% | - |
| Good catch up services/ iplayer/ BBC Sounds | 9 5% | 9 5% | - | 8 5% | 1 3% | 8 5% | 1 4% | 9 5% | - | 9 5% | - |
| They have a lot of content/ plenty to watch/ good amount of content | 8 4%D | 8 4% | - | 3 2% | 4 14% | 8 4% | - | 8 4% | - | 8 4% | - |

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|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 199 | 199 | -** | 168 | 31** | 175 | 23** | 199 | -** | 199 | -** |
| They have followed Covid-19 guidelines/ observed social distancing/ made programmes within the constraints imposed by covid/ lockdown rules | 7 4% | 7 4% | - | 7 4% | - | 5 3% | 2 9% | 7 4% | - | 7 4% | - |
| It is better than other services/ broadcasters/ prefer to get my content from the BBC | 7 4% | 7 4% | - | 5 3% | 2 7% | 7 4% | - | 7 4% | - | 7 4% | - |
| Good series/ box sets/ access to complete series | 7 3% | 7 3% | - | 5 3% | 1 4% | 5 3% | 1 5% | 7 3% | - | 7 3% | - |
| News broadcasting is good/ good quality/ well presented/ trustworthy source of news/ I like the news programmes | 6 3% | 6 3% | - | 6 4% | - | 4 2% | 2 9% | 6 3% | - | 6 3% | - |
| They have provided a welcome/ positive distraction/ helped me relax/ feel better/ forget everything else going on | 5 3%D | 5 3% | - | 2 1% | 3 11% | 4 2% | 1 5% | 5 3% | - | 5 3% | - |
| They provide content/ programmes that are relevant to the viewer | 5 3% | 5 3% | - | 5 3% | - | 5 3% | - | 5 3% | - | 5 3% | - |

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| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 199 | 199 | -** | 168 | 31** | 175 | 23** | 199 | -** | 199 | -** |
| Good factual programmes/ content/ documentaries, wildlife programmes etc. | 4 2% | 4 2% | - | 4 3% | - | 4 3% | - | 4 2% | - | 4 2% | - |
| Good comedy/ quality comedy/ humour/ comedians/ comedy that I like | 4 2% | 4 2% | - | 4 2% | - | 3 1% | 1 5% | 4 2% | - | 4 2% | - |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 3 2% | 3 2% | - | 3 2% | - | 3 2% | - | 3 2% | - | 3 2% | - |
| Other positive | 19 9% | 19 9% | - | 16 10% | 2 8% | 19 11% | - | 19 9% | - | 19 9% | - |
| NET: Neutral | 25 12% | 25 12% | - | 22 13% | 3 10% | 21 12% | 4 18% | 25 12% | - | 25 12% | - |
| I have paid more attention to the BBC/ had more time use their services | 19 10% | 19 10% | - | 19 11% | 1 3% | 16 9% | 3 13% | 19 10% | - | 19 10% | - |
| Other neutral | 6 3% | 6 3% | - | 4 2% | 2 7% | 5 3% | 1 4% | 6 3% | - | 6 3% | - |
| NET: Negative | 5 3% | 5 3% | - | 5 3% | - | 4 2% | 1 4% | 5 3% | - | 5 3% | - |
| I do not use BBC services/ I do not use BBC services much | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |

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|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 199 | 199 | -** | 168 | 31** | 175 | 23** | 199 | -** | 199 | -** |
| Issues with drama programming/ poor quality/ not to my taste/ too many drama series | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| Lack of excitement in their programming/ boring/ bland/ dull content | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| Standards have fallen/ they are not what they were | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| Issues with the information they provide/ do not present the full picture/ withhold information/ spread misinformation | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |

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|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 199 | 199 | -** | 168 | 31** | 175 | 23** | 199 | -** | 199 | -** |
| Lack of programming for my demographic/ age group/ no content for older/ younger viewers/ families | 1 1% | 1 1% | - | 1 1% | - | - | 1 4% | 1 1% | - | 1 1% | - |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 1 * | 1 * | - | 1 1% | - | 1 1% | - | 1 * | - | 1 * | - |
| Other negative | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | - |
| Nothing/ no particular reason | 2 1% | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - |
| Don't know | 4 2% | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - | 4 2% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 405

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|-------------------|------------|-------------|-----------|------------|-----------|-----------|------------|------------|--------------------|--------------------|-----------|------------|-----------|----------------|--------------------|-----------|------------|-----------|------------|------------|-------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 320 | 190 | 130 | 8 | 15 | 29 | 43 | 61 | 51 | 56 | 57 | 23 | 17 | 46 | 104 | 164 | 9 | 93 | 70 | 68 | 87 | 163 | 155 |
| Weighted base | 321 | 186 | 135 | 6** | 13** | 32** | 43* | 65* | 51* | 56* | 56* | 19** | 14** | 46* | 108 | 163 | 7** | 86* | 73* | 75* | 85* | 158 | 161 |
| NET: Negative | 295 92%g | 168 91% | 126 94% | 5 82% | 13 100% | 27 87% | 36 83% | 59 91% | 49 96%g | 52 94% | 53 95% | 18 95% | 14 100% | 42 91% | 95 | 154 88%ago | 6 85% | 76 89% | 68 93% | 72 96% | 78 91% | 144 91% | 150 93% |
| Repeated programmes/ content/ too many repeats | 88 27%BN Uw | 41 22% | 47 35%ab | 1 20% | 2 15% | - | 7 15% | 14 22%n | 17 33%N | 23 41%aGh NO | 25 44%AGh NO | 3 16% | 2 16% | 2 5% | 21 19% n | 64 39%AGh NO | 1 17% | 30 35%U | 22 30% | 21 28% | 14 17% | 52 33%aw | 36 22% |
| Poor programmes/ lack of content that interests me/ BBC content is generally poor quality/ too many programmes I dislike | 73 23%r | 46 25% | 27 20% | - | 4 33% | 7 21% | 9 21% | 19 29% | 10 19% | 11 21% | 13 24% | 4 23% | 4 31% | 11 24% | 28 26% | 34 21% | - | 12 14% | 17 24% | 21 28%r | 23 26%r | 29 19% | 44 27% |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 52 16% | 27 15% | 25 18% | 2 41% | 1 7% | 2 7% | 5 12% | 13 20% | 11 22% | 12 21% | 5 10% | 3 17% | 1 9% | 3 8% | 18 17% | 28 17% | 2 35% | 13 15% | 14 19% | 7 9% | 17 20% | 27 17% | 24 15% |
| Poor entertainment programmes/ poor quality/ not to my taste/ they do not entertain/ engage | 45 14% | 28 15% | 18 13% | - | 1 5% | 6 18% | 7 16% | 7 11% | 9 19% | 8 14% | 8 15% | 1 4% | 1 5% | 6 14% | 14 13% | 25 16% | - | 12 14% | 11 14% | 11 15% | 11 13% | 23 14% | 23 14% |
| Issues with comedy/ poor quality comedy/ comedians/ humour/ not to my taste/ too much comedy | 31 10% | 19 10% | 12 9% | - | - | 2 7% | 1 2% | 7 11% | 9 18%gj | 2 3% | 10 18%agj | - | - | 2 5% | 8 8% | 21 13%J | - | 8 10% | 10 13% | 8 11% | 5 6% | 18 11% | 13 8% |
| Standards have fallen/ they are not what they were | 28 9% | 21 11% | 7 5% | - | 5 35% | 1 4% | 3 7% | 7 11% | 5 10% | 2 4% | 5 9% | 5 25% | 5 33% | 6 13% | 10 9% | 12 7% | 1 15% | 6 7% | 9 12% | 3 4% | 11 12% | 15 9% | 13 8% |

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Absolutes/col percents

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Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | Gender | | | Age | | | | | | | | | | | | | | SEG | | | | | |
|---|-----------------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---|---------|-----------|-----------|------------------------------------|-----------|-----------------------|-----------|------------------------------------|---------|---------|---------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 321 | 186 | 135 | 6** | 13** | 32** | 43* | 65* | 51* | 56* | 56* | 19** | 14** | 46* | 108 | 163 | 7** | 86* | 73* | 75* | 85* | 158 | 161 |
| Too much bias in their programming/ they promote/ support a certain point of view/ agenda/ too much political bias | 23 7% ^c | 18 10% | 5 4% | 1 17% | 3 25% | 3 10% | 4 10% | 4 5% | 2 4% | 3 5% | 3 5% | 4 23% | 3 24% | 7 15% ^p | 8 7% | 8 5% | 1 14% | 9 10% | 2 3% | 6 9% | 6 7% | 10 7% | 13 8% |
| Issues with drama programming/ poor quality/ not to my taste/ too many drama series | 18 6% | 10 5% | 8 6% | - - | - - | 1 3% | 1 2% | 5 8% | 2 4% | 5 10% | 3 6% | - - | - - | 1 2% | 6 6% | 11 7% | - - | 2 2% | 7 9% | 3 5% | 6 7% | 9 5% | 9 6% |
| Lack of excitement in their programming/ boring/ bland/ dull content | 18 6% | 11 6% | 7 5% | - - | 1 7% | 1 4% | 3 7% | 5 8% | 3 6% | 1 2% | 3 5% | 1 5% | 1 7% | 2 5% | 8 8% | 7 4% | - - | 6 7% | 4 6% | 2 3% | 5 6% | 10 6% | 8 5% |
| Issues with reality shows/ poor quality/ not to my taste/ too much reality programming | 17 5% | 8 4% | 9 7% | 1 24% | - - | 1 4% | 3 6% | - - | 2 4% | 7 13% ^a ^h ^o | 3 5% | 1 7% | - - | 1 3% | 3 2% | 12 7% ^h | 1 21% | 9 10% ^a ^t | 3 4% | 1 2% | 4 5% | 12 7% | 5 3% |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 17 5% | 8 4% | 9 6% | - - | - - | 5 17% | 2 5% | 3 5% | 2 4% | 2 4% | 2 3% | - - | - - | 5 12% ^a ^p | 5 5% | 6 4% | - - | 3 3% | 5 6% | 7 9% | 3 4% | 7 4% | 10 6% |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 17 5% | 11 6% | 5 4% | - - | 1 8% | 1 3% | 3 7% | 3 5% | 2 4% | 2 4% | 4 7% | 1 6% | 1 7% | 2 5% | 6 6% | 8 5% | - - | 5 6% | 4 6% | 3 4% | 4 5% | 9 6% | 7 5% |

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Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|------------|-----------|----------|-----------|---------|---------|-----------|----------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 321 | 186 | 135 | 6** | 13** | 32** | 43* | 65* | 51* | 56* | 56* | 19** | 14** | 46* | 108 | 163 | 7** | 86* | 73* | 75* | 85* | 158 | 161 |
| I dislike the cultural attitudes in their programming/ services/ too much/ too little diversity/ they portray the nation in a way I don't recognise/ agree with | 16 5%c | 13 7%ac | 2 2% | - | - | 2 7% | 2 6% | 4 7% | 2 4% | 1 3% | 3 5% | - | - | 2 5% | 7 6% | 7 4% | - | 4 5% | 1 1% | 6 7% | 5 5% | 5 3% | 10 6% |
| I dislike the BBC/ feel it is a poor Broadcaster | 13 4% | 10 5% | 3 2% | 1 17% | 1 5% | 4 13% | 1 2% | 2 3% | 1 2% | 2 4% | 1 2% | 2 9% | 1 5% | 5 11%ap | 3 3% | 4 3% | 1 14% | 4 5% | 2 2% | 2 3% | 5 6% | 6 4% | 7 5% |
| Lack of programming for my demographic/ age group/ no content for older/ younger viewers/ families | 12 4% | 8 4% | 4 3% | - | 1 8% | 1 4% | 2 5% | - | 1 2% | 2 3% | 5 9%aho | 1 6% | 1 8% | 2 5% | 2 2% | 8 5% | - | 4 5% | 3 5% | - | 5 6%t | 7 5% | 5 3% |
| I dislike their presenters/ staff/ journalists/ the actions/ comments of their presenters/ staff/ journalists | 12 4% | 8 4% | 4 3% | - | - | - | 1 2% | 4 6% | 2 4% | 3 6% | 2 3% | - | - | - | 5 4% | 7 4% | - | 3 3% | 4 6% | 1 2% | 3 4% | 7 5% | 4 3% |
| They are excessively woke/ politically correct | 12 4% | 9 5% | 2 2% | - | - | 3 10% | 2 6% | 1 1% | 1 2% | 3 5% | 1 2% | - | - | 3 7% | 3 3% | 5 3% | - | 3 3% | 1 2% | 7 9%au | 1 1% | 4 3% | 8 5% |
| Lack of intellectually stimulating programming/ too dumbled down/ aimed at the lowest common denominator | 11 3%c | 10 5%ac | 1 1% | - | - | - | 1 3% | 1 1% | 2 4% | 1 2% | 6 11%Ahno | - | - | - | 2 2% | 9 6%a | - | 5 6% | 2 3% | 2 3% | 2 2% | 7 4% | 4 3% |

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| | Gender | | | Age | | | | | | | | | | | | | | SEG | | | | | |
|---|------------|----------|------------|-----------|-----------|-----------|-------------------|-----------|-----------|------------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|---------|---------|---------|-----------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 321 | 186 | 135 | 6** | 13** | 32** | 43* | 65* | 51* | 56* | 56* | 19** | 14** | 46* | 108 | 163 | 7** | 86* | 73* | 75* | 85* | 158 | 161 |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 11 3% | 6 3% | 4 3% | - | 1 7% | 1 4% | - | 1 2% | 3 6% | 3 6% | 1 2% | 1 5% | 1 7% | 1 5% | 2 1% | 7 5% | - | 4 5% | 1 1% | 2 3% | 3 4% | 5 3% | 5 3% |
| Issues with celebrity programmes/ poor quality/ not to my taste/ excessive use of celebrities in their programming | 10 3%bw | 2 1% | 8 6%b | - | - | - | 1 2% | - | 3 5% | 3 6%o | 4 6%ho | - | - | - | 1 1% | 9 6%ao | - | 5 6% | 3 5% | 1 1% | 1 1% | 8 5%w | 2 1% |
| Issues with game shows/ poor quality/ not to my taste/ too many game shows | 10 3% | 4 2% | 5 4% | - | 1 7% | 1 3% | - | - | 1 2% | 4 8%ahO | 2 4%o | 1 5% | 1 7% | 2 4%o | - | 8 5%o | 1 15% | 2 2% | 3 4% | 2 3% | 2 2% | 5 3% | 4 3% |
| There is a lack of content/ not enough to watch | 9 3%p | 5 3% | 4 3% | - | - | 1 3% | 4 10%Ajkk p | 4 6%P | - | - | - | - | - | 1 2% | 8 7%AjkkP | - | - | 3 3% | 2 3% | 1 2% | 3 4% | 5 3% | 4 3% |
| Issues with scheduling | 9 3%b | 2 1% | 7 5%b | - | - | 1 4% | - | - | - | 5 9%Aghi O | 2 4%o | - | - | 1 3% | - | 8 5%o | - | 1 1% | 2 3% | 5 6% | 1 1% | 3 2% | 6 4% |
| I do not use BBC services/ I do not use BBC services much | 9 3% | 6 3% | 2 2% | - | - | 2 6% | 2 5% | 1 2% | 1 2% | 2 4% | - | - | - | 2 4% | 3 3% | 3 2% | - | 2 2% | 2 3% | 1 1% | 3 4% | 4 3% | 4 3% |
| Issues with soap operas/ lack of quality/ not to my taste/ too many soaps | 8 3%b | 2 1% | 6 4% | 2 29% | - | - | 2 5% | 1 2% | - | 2 4% | 1 2% | 2 9% | 1 5% | 1 1% | 3 3% | 3 2% | 2 25% | 2 2% | - | 1 2% | 5 6%as | 2 1% | 6 4% |

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| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
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| Weighted base | 321 | 186 | 135 | 6** | 13** | 32** | 43* | 65* | 51* | 56* | 56* | 19** | 14** | 46* | 108 | 163 | 7** | 86* | 73* | 75* | 85* | 158 | 161 |
| Their content/ programming is excessively negative/ depressing/ lack of positive/ uplifting/ feel good programming | 8 2% | 3 2% | 4 3% | - | - | - | 3% | 5% | 2% | 2% | 2% | - | - | - | 5 | 3 | - | 1 | 2 | 2 | 2 | 3 | 5 |
| They have responded poorly to Covid-19/ have been unable to adapt/ respond/ have not risen to the challenge/ services have suffered due to the pandemic | 8 2% | 4 2% | 4 3% | 1 12% | 1 5% | - | 2 | 2 | - | 1 | 1 | 1 | 1 | 1 | 4 | 2 | 1 | 3 | 2 | 2 | 1 | 5 | 3 |
| Their programming is silly/ stupid/ irritating | 7 2% | 3 2% | 4 3% | - | - | - | - | 1 | 2 | 4 | 4 | - | - | - | 1 | 6 | - | 3 | 2 | 2 | - | 5 | 2 |
| Issues with the information they provide/ do not present the full picture/ withhold information/ spread misinformation | 6 2% | 2 1% | 3 2% | - | - | 1 | 1 | - | - | 2 | 1 | - | - | 1 | 1 | 3 | - | 1 | 2 | 1 | 1 | 3 | 2 |
| Their programming contains too much offensive content/ bad language/ violence/ sexual content | 5 2% | 3 2% | 2 1% | - | - | 1 | - | 1 | - | - | 3 | - | - | 1 | 1 | 3 | - | 1 | 1 | 2 | 1 | 2 | 3 |
| Financial mismanagement/ waste money/ too much money spent on salaries | 4 1% | 2 1% | 2 1% | - | - | 1 | - | 1 | 1 | - | 1 | - | - | 1 | 1 | 2 | - | 1 | 1 | 1 | 1 | 2 | 2 |

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| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ their coverage has been disproportionate/ unnecessary | 3 1% | 2 1% | 1 1% | - | - | - | - | 2% | - | - | 4% | - | - | - | 1 | 2 | - | 1 | 1 | - | 1 | 2 | 1 |
| I dislike the political leanings in their programming/ too political/ politics I disagree with | 3 1% | 1 | 2 2% | - | 1 7% | - | - | - | 1 | 1 | 1 | 1 | 1 | 1 | - | 2 | - | 3 3%a | - | - | - | 3 | - |
| Other negative | 25 8% | 11 6% | 13 10% | - | 1 5% | 5 17% | 3 7% | 5 8% | 2 5% | 4 7% | 4 8% | 1 4% | 1 5% | 6 13% | 8 8% | 10 6% | - | 3 4% | 6 8% | 5 6% | 11 13%r | 9 6% | 16 10% |
| NET: Neutral | 28 9%t | 16 9% | 12 9% | 1 24% | 1 5% | 2 7% | 2 5% | 7 11% | 4 7% | 8 15% | 3 5% | 2 11% | 1 7% | 3 7% | 9 9% | 15 9% | 1 21% | 12 15%at | 5 7% | 2 3% | 8 10% | 18 11% | 11 7% |
| Content production has been affected/ hampered by the pandemic | 15 5% | 9 5% | 6 4% | 1 7% | - | 1 3% | - | 4 6% | 2 5% | 7 13%AgKo p | - | 1 2% | 1 3% | 1 3% | 4 4% | 10 6% | 1 6% | 8 10%aT | 2 3% | - | 4 5% | 11 7% | 4 3% |
| I only watch the BBC for specific programmes/ pick and choose what I watch | 9 3% | 3 1% | 6 4% | 1 18% | - | 1 3% | 1 2% | 2 4% | 1 2% | 1 2% | 1 2% | 1 5% | - | 1 2% | 3 3% | 3 2% | 1 15% | 3 4% | 1 1% | 1 2% | 4 5% | 3 2% | 5 3% |
| I have paid more attention to the BBC/ had more time use their services | 1 * | 1 * | - | - | 1 5% | - | - | - | - | - | - | 1 4% | 1 5% | 1 1% | - | - | - | - | 1 1% | - | - | 1 * | - |
| Other neutral | 4 1% | 4 2% | - | - | - | - | 1 2% | 1 2% | - | - | 2 3% | - | - | - | 2 2% | 2 1% | - | 1 1% | 2 3% | 1 1% | - | 3 2% | 1 1% |

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|---|-----------|----------|------------|-----------|-----------|-----------|---------------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|---------|--------|--------|--------|----------|----------|
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| Weighted base | 321 | 186 | 135 | 6** | 13** | 32** | 43* | 65* | 51* | 56* | 56* | 19** | 14** | 46* | 108 | 163 | 7** | 86* | 73* | 75* | 85* | 158 | 161 |
| NET: Positive | 9 | 3 | 6 | 1 | - | 3 | 4 | - | - | 1 | - | 1 | - | 3 | 4 | 1 | 1 | 5 | - | 1 | 3 | 5 | 4 |
| | 3%P | 2% | 5% | 18% | - | 10% | 10%ahik oP | - | - | 2% | - | 5% | - | 7%hp | 4% | 1% | 15% | 6% s | - | 1% | 4% | 3% | 3% |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content | 2 | - | 2 | - | - | 1 | 1 | - | - | - | - | - | - | 1 | 1 | - | - | 1 | - | - | 1 | 1 | 1 |
| | 1% | - | 2% | - | - | 3% | 2% | - | - | - | - | - | - | 2% | 1% | - | - | 1% | - | - | 1% | 1% | 1% |
| Good dramas/ quality drama/ drama that I like | 2 | - | 2 | 1 | - | - | - | - | - | 1 | - | 1 | - | - | - | 1 | 1 | 1 | - | - | 1 | 1 | 1 |
| | 1% | - | 2% | 18% | - | - | - | - | - | 2% | - | 5% | - | - | - | 1% | 15% | 1% | - | - | 1% | 1% | 1% |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 1 | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | 1 |
| | * | - | 1% | - | - | - | 3%ap | - | - | - | - | - | - | - | - | - | - | - | - | 1% | - | - | 1% |
| Good factual programmes/ content/ documentaries, wildlife programmes etc. | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - |
| | * | 1% | - | - | - | - | 2% | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | 1% | - |
| They have followed Covid-19 guidelines/ observed social distancing/ made programmes within the constraints imposed by covid/ lockdown rules | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | 1 |
| | * | 1% | - | - | - | 3% | - | - | - | - | - | - | - | 2% | - | - | - | - | - | - | 1% | - | 1% |
| They have increased their output/ created more content/ new programmes | 1 | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - |
| | * | - | 1% | - | - | - | 2% | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 405

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 321 | 186 | 135 | 6** | 13** | 32** | 43* | 65* | 51* | 56* | 56* | 19** | 14** | 46* | 108 | 163 | 7** | 86* | 73* | 75* | 85* | 158 | 161 |
| They provide informative programming/ a good/ interesting source of information/ keep me updated | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | - | 1 | - |
| | * | 1% | - | - | - | 3% | - | - | - | - | - | - | - | 2% | - | - | - | 1% | - | - | - | 1% | - |
| Nothing/ no particular reason | 7 | 6 | 1 | 1 | - | 2 | 1 | 1 | 1 | 1 | - | 1 | - | 2 | 2 | 2 | 1 | 1 | - | 1 | 4 | 1 | 5 |
| | 2%v | 3% | 1% | 18% | - | 7% | 2% | 2% | 2% | 2% | - | 5% | - | 5% | 2% | 1% | 15% | 1% | - | 1% | 5% | 1% | 3% |
| Don't know | 6 | 4 | 2 | - | - | - | 2 | 2 | - | 1 | 1 | - | - | - | 4 | 2 | - | 1 | 3 | - | 2 | 4 | 2 |
| | 2% | 2% | 2% | - | - | - | 5% | 3% | - | 2% | 2% | - | - | - | 4% | 1% | - | 1% | 4% | - | 2% | 3% | 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
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Table 406

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Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------------|------------------|------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 320 | 26 | 10 | 19 | 29 | 24 | 21 | 25 | 36 | 45 | 34 | 29 | 22 | 247 | 299 | 4 | 11 | 2 | 1 | 18 | 35 | 68 | 212 | 40 | 101 |
| Weighted base | 321 | 27** | 11** | 21** | 30** | 26** | 22** | 18** | 38* | 48* | 38* | 32** | 9** | 267 | 299 | 4** | 12** | 2** | 1** | 19** | 37* | 67* | 213 | 39* | 102* |
| NET: Negative | 295 | 27 | 11 | 20 | 28 | 25 | 20 | 17 | 35 | 43 | 31 | 28 | 9 | 241 | 277 | 4 | 8 | 2 | 1 | 15 | 33 | 63 | 197 | 37 | 92 |
| | 92%k | 100% | 100% | 95% | 93% | 96% | 91% | 96% | 92% | 89% | 82% | 87% | 100% | 90% | 93% | 100% | 66% | 100% | 100% | 79% | 88% | 94% | 93% | 95% | 91% |
| Repeated programmes/content/ too many repeats | 88 | 6 | 4 | 5 | 8 | 5 | 11 | 4 | 12 | 10 | 10 | 8 | 4 | 73 | 87 | - | 1 | - | - | 1 | 9 | 22 | 56 | 13 | 32 |
| | 27% | 23% | 40% | 21% | 27% | 20% | 48% | 25% | 31% | 21% | 26% | 25% | 49% | 27% | 29%a | - | 9% | - | - | 6% | 23% | 33% | 26% | 33% | 31% |
| Poor programmes/ lack of content that interests me/ BBC content is generally poor quality/ too many programmes I dislike | 73 | 4 | 2 | 6 | 8 | 8 | 3 | 3 | 10 | 10 | 6 | 12 | 2 | 64 | 67 | 2 | 5 | - | - | 6 | 8 | 21 | 45 | 16 | 28 |
| | 23% | 16% | 21% | 27% | 27% | 30% | 15% | 16% | 25% | 20% | 15% | 38% | 19% | 24% | 22% | 48% | 38% | - | - | 34% | 21% | 31% | 21% | 40% ^u | 28% ^y |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 52 | 7 | 1 | 5 | 4 | 3 | 8 | 1 | 6 | 4 | 4 | 6 | 2 | 41 | 49 | 1 | 1 | - | - | 2 | 6 | 14 | 34 | 2 | 16 |
| | 16% | 27% | 10% | 21% | 14% | 12% | 34% | 8% | 17% | 9% | 11% | 17% | 18% | 15% | 17% | 27% | 10% | - | - | 12% | 17% | 21% ^x | 16% | 6% | 16% ^x |
| Poor entertainment programmes/ poor quality/ not to my taste/ they do not entertain/ engage | 45 | 4 | 2 | 2 | 3 | 3 | 4 | 3 | 5 | 10 | 2 | 6 | 1 | 38 | 42 | 1 | - | - | - | 1 | 4 | 7 | 36 | 3 | 9 |
| | 14% | 15% | 20% | 11% | 10% | 11% | 19% | 16% | 14% | 20% | 6% | 17% | 9% | 14% | 14% | 27% | - | - | - | 6% | 11% | 10% | 17% ^a | 7% | 9% |
| Issues with comedy/ poor quality comedy/ comedians/ humour/ not to my taste/ too much comedy | 31 | 1 | 1 | 1 | 4 | 2 | 2 | - | 2 | 7 | 4 | 3 | 2 | 28 | 29 | - | - | - | - | - | 3 | 10 | 17 | 6 | 15 |
| | 10% | 4% | 10% | 6% | 14% | 8% | 9% | - | 6% | 15% | 12% | 11% | 22% | 11% | 10% | - | - | - | - | - | 7% | 16% | 8% | 16% | 15% |
| Standards have fallen/ they are not what they were | 28 | 6 | 2 | 1 | 4 | - | - | 1 | 2 | 4 | 2 | 4 | * | 20 | 27 | 1 | - | - | - | 1 | 4 | 7 | 20 | 2 | 9 |
| | 9% | 24% | 21% | 6% | 13% | - | - | 8% | 5% | 8% | 5% | 13% | 5% | 7% | 9% | 23% | - | - | - | 5% | 10% | 10% | 9% | 6% | 8% |

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Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 406

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|-------------------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|----------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 321 | 27** | 11** | 21** | 30** | 26** | 22** | 18** | 38* | 48* | 38* | 32** | 9** | 267 | 299 | 4** | 12** | 2** | 1** | 19** | 37* | 67* | 213 | 39* | 102* |
| Too much bias in their programming/ they promote/ support a certain point of view/ agenda/ too much political bias | 23 7% | 2 7% | 1 9% | - | 1 3% | - | - | 2 12% | 3 8% | 9 18% ^{AkN} | 1 3% | 3 11% | 1 13% | 18 7% | 21 7% | 1 23% | - | - | - | 1 5% | 2 6% | 3 5% | 15 7% | 4 10% | 7 7% |
| Issues with drama programming/ poor quality/ not to my taste/ too many drama series | 18 6% | 2 8% | - | 1 6% | 2 7% | 2 8% | 2 9% | - | 2 6% | 2 5% | 3 9% | - | * 5% | 15 6% | 18 6% | - | - | - | - | - | 1 4% | 3 4% | 14 7% | 2 5% | 4 4% |
| Lack of excitement in their programming/ boring/ bland/ dull content | 18 6% | - | 2 19% | 1 6% | 2 7% | 4 16% | 1 5% | - | 2 5% | 3 7% | 1 3% | - | 1 10% | 17 6% | 15 5% | - | 1 9% | - | - | 1 6% | * 1% | 5 7% | 11 5% | 2 6% | 7 6% |
| Issues with reality shows/ poor quality/ not to my taste/ too much reality programming | 17 5% | 3 11% | - | 2 11% | 2 7% | - | 2 9% | 2 12% | 3 8% | 2 4% | - | - | * 4% | 11 4% | 17 6% | - | - | - | - | - | - | 1 1% | 13 6% | 2 5% | 3 3% |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 17 5% | 1 4% | 1 10% | 1 5% | 1 4% | 3 13% | - | 2 8% | 3 8% | 1 2% | 1 3% | 1 4% | 1 10% | 13 5% | 16 5% | - | - | - | - | - | 2 6% | 2 3% | 10 5% | 1 3% | 4 4% |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 17 5% | 1 4% | 1 10% | - | 1 3% | 1 4% | 1 5% | 1 5% | 3 8% | 4 9% | 2 5% | 1 3% | - | 15 6% | 15 5% | - | 1 8% | 1 47% | - | 2 11% | - | 2 3% | 13 6% | 2 5% | 3 3% |

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|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|-----------|-----------|---------|
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| I dislike the cultural attitudes in their programming/ services/ too much/ too little diversity/ they portray the nation in a way I don't recognise/ agree with | 16 5% | 4 15% | - | 3 16% | - | 2 9% | - | 1 5% | 1 3% | 2 4% | 1 3% | - | 1 9% | 10 4% | 13 4% | - | - | 1 53% | - | 1 6% | 1 3% | 3 4% | 9 4% | 3 7% | 5 5% |
| I dislike the BBC/ feel it is a poor Broadcaster | 13 4%y | 3 11% | - | 2 10% | 3 11% | - | 2 9% | 1 4% | 1 3% | 1 2% | - | - | - | 10 4% | 12 4% | - | 1 9% | - | - | 1 6% | 1 3% | - | 12 6% | - | 1 1% |
| Lack of programming for my demographic/ age group/ no content for older/ younger viewers/ families | 12 4% | 1 4% | - | 1 5% | - | 1 4% | - | 1 4% | 1 3% | 1 2% | 1 3% | 5 17% | - | 11 4% | 11 4% | - | 1 9% | - | - | 1 6% | 2 6% | 6 10%aw | 6 3% | 1 3% | 6 6% |
| I dislike their presenters/ staff/ journalists/ the actions/ comments of their presenters/ staff/ journalists | 12 4% | 1 4% | - | - | 2 7% | 1 5% | 1 5% | - | - | 2 4% | 1 3% | 4 11% | - | 11 4% | 12 4% | - | - | - | - | - | 1 3% | 3 5% | 6 3% | 2 6% | 6 5% |
| They are excessively woke/ politically correct | 12 4%y | 1 4% | - | 2 11% | - | 1 4% | - | - | - | 3 7% | - | 2 7% | 2 18% | 9 3% | 9 3% | - | - | - | - | - | * 1% | * 1% | 11 5%y | * 1% | * * |
| Lack of intellectually stimulating programming/ too dumbed down/ aimed at the lowest common denominator | 11 3% | 1 4% | - | 1 5% | 1 3% | 1 4% | - | 1 4% | - | 2 4% | - | 4 13% | - | 9 4% | 11 4% | - | - | - | - | - | 1 3% | 3 4% | 8 4% | 2 5% | 3 3% |

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|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
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| Weighted base | 321 | 27** | 11** | 21** | 30** | 26** | 22** | 18** | 38* | 48* | 38* | 32** | 9** | 267 | 299 | 4** | 12** | 2** | 1** | 19** | 37* | 67* | 213 | 39* | 102* |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 11 3% | 1 4% | 2 19% | 2 11% | 1 4% | - | - | - | - | 2 4% | 2 5% | - | - | 10 4% | 9 3% | - | - | - | - | - | 2 6% | 3 5% | 5 3% | 2 5% | 4 4% |
| Issues with celebrity programmes/ poor quality/ not to my taste/ excessive use of celebrities in their programming | 10 3% | 1 4% | - | 1 5% | 1 4% | - | - | 2 12% | 2 5% | - | 1 3% | 1 3% | * 4% | 7 2% | 10 3% | - | - | - | - | - | - | 1 2% | 7 3% | 2 5% | 3 3% |
| Issues with game shows/ poor quality/ not to my taste/ too many game shows | 10 3% | 1 4% | - | 1 6% | 1 3% | 1 4% | 1 5% | - | 1 3% | 2 4% | - | 1 3% | - | 9 3% | 10 3% | - | - | - | - | - | - | 2 3% | 8 4% | - | 2 2% |
| There is a lack of content/ not enough to watch | 9 3% | - | - | - | 1 4% | - | 1 5% | - | 2 6% | 1 2% | 2 6% | 1 3% | * 5% | 9 3% | 8 3% | - | - | - | 1 100% | 1 6% | 1 3% | - | 8 4% | 1 3% | 1 1% |
| Issues with scheduling | 9 3% | - | - | 1 6% | - | 1 4% | 1 5% | 1 4% | - | 2 5% | 1 3% | 1 4% | - | 8 3% | 9 3% | - | - | - | - | - | 1 3% | 2 3% | 6 3% | - | 2 2% |
| I do not use BBC services/ I do not use BBC services much | 9 3% | 1 4% | - | 2 10% | - | 1 4% | - | 1 4% | - | 2 5% | 1 3% | - | * 5% | 6 2% | 8 3% | 1 25% | - | - | - | 1 5% | * 1% | 2 3% | 4 2% | 1 3% | 2 2% |
| Issues with soap operas/ lack of quality/ not to my taste/ too many soaps | 8 3% | 1 4% | - | 1 6% | 1 3% | 1 4% | - | 1 4% | 1 3% | 1 2% | - | 1 3% | - | 6 2% | 8 3% | - | - | - | - | - | 1 3% | 1 2% | 6 3% | 1 3% | 2 2% |

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|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|---------|-----------|---------|
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| Their content/ programming is excessively negative/ depressing/ lack of positive/ uplifting/ feel good programming | 8 2% | 1 4% | 1 10% | - | - | 1 4% | - | - | 2 6% | 2 5% | - | - | - | 7 3% | 7 2% | 1 27% | - | - | - | 1 6% | - | 1 2% | 6 3% | 2 6% | 2 2% |
| They have responded poorly to Covid-19/ have been unable to adapt/ respond/ have not risen to the challenge/ services have suffered due to the pandemic | 8 2% | - | - | 1 6% | 1 4% | - | - | 2 11% | 1 3% | - | 1 3% | 1 3% | - | 6 2% | 7 2% | 1 27% | - | - | - | 1 6% | - | 1 1% | 7 3% | 1 2% | 1 1% |
| Their programming is silly/ stupid/ irritating | 7 2% | - | - | - | - | - | 2 10% | 1 4% | - | 3 7% | 1 3% | - | - | 7 2% | 7 2% | - | - | - | - | - | - | 1 1% | 6 3% | - | 1 1% |
| Issues with the information they provide/ do not present the full picture/ withhold information/ spread misinformation | 6 2% | - | 1 10% | 1 6% | - | - | - | - | - | 1 2% | 1 3% | 1 4% | - | 6 2% | 6 2% | - | - | - | - | - | 1 3% | - | 3 2% | 1 3% | 2 2% |
| Their programming contains too much offensive content/ bad language/ violence/ sexual content | 5 2% | - | - | - | 2 7% | - | - | 1 4% | - | 2 5% | - | - | - | 4 2% | 4 1% | - | - | - | - | - | 1 3% | 3 4% | 2 1% | - | 3 3% |

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|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
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| Weighted base | 321 | 27** | 11** | 21** | 30** | 26** | 22** | 18** | 38* | 48* | 38* | 32** | 9** | 267 | 299 | 4** | 12** | 2** | 1** | 19** | 37* | 67* | 213 | 39* | 102* |
| Financial mismanagement/ waste money/ too much money spent on salaries | 4 | - | - | - | - | - | - | 1 | - | 1 | 1 | - | 3 | 4 | - | - | - | - | - | - | 1 | 1 | 1 | 1 | 3 |
| | 1%w | - | - | - | - | - | - | 4% | - | 2% | 3% | 4% | - | 1% | 1% | - | - | - | - | - | 3% | 1% | * | 3% | 3%w |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ their coverage has been disproportionate/ unnecessary | 3 | 1 | 1 | - | 1 | - | - | - | - | - | - | - | 2 | 3 | - | - | - | - | - | - | - | - | 2 | 1 | 1 |
| | 1% | 4% | 10% | - | 3% | - | - | - | - | - | - | - | 1% | 1% | - | - | - | - | - | - | - | - | 1% | 3% | 1% |
| I dislike the political leanings in their programming/ too political/ politics I disagree with | 3 | - | - | - | 1 | - | - | - | - | - | 1 | - | 2 | 3 | - | - | - | - | - | - | 1 | - | 2 | - | 1 |
| | 1% | - | - | - | 3% | - | - | - | - | - | 3% | - | 9% | 1% | - | - | - | - | - | - | 3% | - | 1% | - | 1% |
| Other negative | 25 | 1 | 1 | 2 | 2 | 2 | 1 | 2 | 5 | 5 | 1 | 1 | 1 | 21 | 22 | - | 1 | - | - | 1 | 3 | 4 | 16 | 2 | 7 |
| | 8% | 4% | 10% | 10% | 7% | 9% | 4% | 12% | 14% | 9% | 3% | 3% | 9% | 8% | 7% | - | 10% | - | - | 6% | 8% | 6% | 8% | 5% | 7% |
| NET: Neutral | 28 | 4 | - | - | 2 | 1 | 1 | 2 | 6 | 2 | 6 | 2 | 2 | 20 | 28 | - | - | - | - | - | 5 | 7 | 17 | 6 | 11 |
| | 9% | 15% | - | - | 7% | 4% | 4% | 12% | 16% | 4% | 15% | 7% | 19% | 8% | 9% | - | - | - | - | - | 14% | 10% | 8% | 15% | 11% |
| Content production has been affected/ hampered by the pandemic | 15 | 3 | - | - | 1 | - | 1 | - | 5 | 1 | 2 | - | 1 | 11 | 15 | - | - | - | - | - | 2 | 3 | 10 | 3 | 5 |
| | 5% | 12% | - | - | 4% | - | 4% | - | 13%aN | 2% | 6% | - | 13% | 4% | 5% | - | - | - | - | - | 6% | 5% | 5% | 8% | 5% |
| I only watch the BBC for specific programmes/ pick and choose what I watch | 9 | 1 | - | - | 1 | - | - | 1 | 1 | 1 | 1 | 2 | * | 7 | 8 | - | - | - | - | - | 3 | 2 | 4 | 3 | 4 |
| | 3% | 4% | - | - | 3% | - | - | 4% | 3% | 2% | 3% | 7% | 5% | 2% | 3% | - | - | - | - | - | 9%aw | 3% | 2% | 7% | 4% |

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Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 406

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|--|-----------|---------------|----------------|----------------|-------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|----------------------|-------------------|-----------|-----------|------------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-em Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 321 | 27** | 11** | 21** | 30** | 26** | 22** | 18** | 38* | 48* | 38* | 32** | 9** | 267 | 299 | 4** | 12** | 2** | 1** | 19** | 37* | 67* | 213 | 39* | 102* |
| I have paid more attention to the BBC/ had more time use their services | 1 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| Other neutral | 4 | - | - | - | - | 1 | - | 1 | - | - | 2 | - | 3 | 4 | - | - | - | - | - | - | 2 | 2 | - | - | 2 |
| NET: Positive | 9 | 1 | - | - | 1 | - | 1 | - | 4 | 4 | - | 1 | 8 | 8 | - | 1 | - | - | 1 | 4 | 1 | 4 | 1 | 4 | 4 |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content | 2 | - | - | - | 1 | - | - | - | 1 | - | - | - | 2 | 2 | - | - | - | - | - | 2 | 1 | - | - | - | 2 |
| Good dramas/ quality drama/ drama that I like | 2 | 1 | - | - | - | - | - | - | 1 | - | - | - | 1 | 2 | - | - | - | - | - | - | - | 2 | 1 | - | - |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 1 | - | - | - | - | - | 1 | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - |
| Good factual programmes/ content/ documentaries, wildlife programmes etc. | 1 | - | - | - | - | - | - | - | - | - | 1 | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - | - |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 406

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 321 | 27** | 11** | 21** | 30** | 26** | 22** | 18** | 38* | 48* | 38* | 32** | 9** | 267 | 299 | 4** | 12** | 2** | 1** | 19** | 37* | 67* | 213 | 39* | 102* |
| They have followed Covid-19 guidelines/ observed social distancing/ made programmes within the constraints imposed by covid/ lockdown rules | 1* | - | - | - | - | - | - | - | 1 | - | - | - | - | 1* | 1* | - | - | - | - | - | 1 | - | - | 1 | 102* |
| They have increased their output/ created more content/ new programmes | 1* | - | - | - | - | - | - | - | 1 | - | - | - | - | 1* | - | 1 | - | - | - | 1 | 3%aw | - | - | - | 1 |
| They provide informative programming/ a good/ interesting source of information/ keep me updated | 1* | - | - | - | - | - | - | - | 1 | - | - | - | - | 1* | 1* | - | - | - | - | - | - | 1* | - | - | - |
| Nothing/ no particular reason | 7 | - | - | - | - | 1 | - | 1 | 1 | 1 | 3 | - | 7 | 6 | - | 1 | - | - | 1 | 1 | 2 | 3 | 2 | 4 | |
| | 2% | - | - | - | - | 4% | - | 3% | 2% | 3% | 10% | - | 3% | 2% | - | 9% | - | - | 6% | 3% | 3% | 1% | 5% | 4% | |
| Don't know | 6 | - | - | 1 | 1 | - | - | 1 | 2 | 1 | - | - | 6 | 4 | - | 2 | - | - | 2 | 1 | - | 5 | - | 1 | |
| | 2%o | - | - | 5% | 4% | - | - | 3% | 4% | 3% | - | - | 2% | 1% | - | 17% | - | - | 10% | 3% | - | 2% | - | 1% | |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 407

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 320 | 247 | 37 | 30 | 22 | 2 | 71 | 21 | 62 | 64 | 14 | 46 | 68 | 62 | 50 | 30 | 9 | 10 | 3 | 5 | 1 | 2 | 3 |
| Weighted base | 321 | 246 | 37* | 32** | 23** | 2** | 73* | 21** | 64* | 66* | 14** | 45* | 70* | 64* | 53* | 27** | 9** | 10** | 3** | 4** | 1** | 1** | 3** |
| NET: Negative | 295 | 228 | 32 | 29 | 21 | 1 | 66 | 18 | 58 | 59 | 11 | 43 | 62 | 59 | 51 | 25 | 9 | 10 | 2 | 4 | 1 | 1 | 3 |
| | 92% | 93% | 86% | 91% | 91% | 48% | 90% | 85% | 90% | 89% | 78% | 95% | 89% | 91% | 96% | 92% | 100% | 100% | 63% | 100% | 100% | 100% | 100% |
| Repeated programmes/ content/ too many repeats | 88 | 73 | 9 | 9 | 7 | - | 15 | 1 | 13 | 14 | 1 | 11 | 18 | 20 | 16 | 7 | 2 | 5 | - | 2 | - | - | 1 |
| | 27% | 30% | 23% | 29% | 29% | - | 21% | 7% | 21% | 21% | 8% | 25% | 25% | 31% | 31% | 24% | 28% | 55% | - | 38% | - | - | 35% |
| Poor programmes/ lack of content that interests me/ BBC content is generally poor quality/ too many programmes I dislike | 73 | 55 | 9 | 9 | 3 | - | 18 | 8 | 16 | 16 | 5 | 10 | 13 | 16 | 11 | 6 | 1 | 4 | - | * | 1 | 1 | - |
| | 23% | 22% | 24% | 28% | 12% | - | 25% | 37% | 26% | 24% | 34% | 22% | 18% | 25% | 20% | 22% | 13% | 40% | - | 10% | 100% | 100% | - |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 52 | 43 | 5 | 1 | 4 | - | 9 | 3 | 6 | 7 | 3 | 8 | 8 | 8 | 11 | 3 | 3 | 1 | 1 | 1 | - | - | 1 |
| | 16% | 18% | 13% | 3% | 19% | - | 12% | 14% | 10% | 11% | 22% | 19% | 12% | 12% | 21% | 10% | 41% | 12% | 39% | 27% | - | - | 32% |
| Poor entertainment programmes/ poor quality/ not to my taste/ they do not entertain/ engage | 45 | 40 | 2 | 2 | 3 | - | 5 | - | 3 | 5 | 2 | 4 | 6 | 11 | 14 | 3 | 2 | 1 | - | - | 1 | - | - |
| | 14%i | 16%i | 6% | 6% | 15% | - | 7%i | - | 5% | 8%i | 15% | 9% | 9% | 18% | 26%aim | 12% | 25% | 12% | - | - | 100% | - | - |
| Issues with comedy/ poor quality comedy/ comedians/ humour/ not to my taste/ too much comedy | 31 | 27 | 3 | - | 1 | - | 5 | - | 3 | 5 | - | 3 | 7 | 9 | 7 | 3 | - | 1 | - | * | - | - | - |
| | 10% | 11% | 9% | - | 5% | - | 6% | - | 5% | 7% | - | 7% | 10% | 13% | 12% | 12% | - | 11% | - | 10% | - | - | - |
| Standards have fallen/ they are not what they were | 28 | 21 | - | 6 | 1 | - | 7 | - | 6 | 7 | 2 | 4 | 8 | 3 | 6 | 3 | 1 | - | - | - | - | - | - |
| | 9% | 9% | - | 18% | 5% | - | 9% | - | 9% | 10% | 12% | 8% | 12% | 5% | 11% | 12% | 13% | - | - | - | - | - | - |

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Prepared by Yonder

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Table 407

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|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 321 | 246 | 37* | 32** | 23** | 2** | 73* | 21** | 64* | 66* | 14** | 45* | 70* | 64* | 53* | 27** | 9** | 10** | 3** | 4** | 1** | 1** | 3** |
| Too much bias in their programming/ they promote/ support a certain point of view/ agenda/ too much political bias | 23 | 17 | 4 | - | 2 | - | 6 | 2 | 5 | 5 | - | 5 | 6 | 4 | 5 | 2 | - | 1 | - | - | - | - | - |
| | 7% | 7% | 10% | - | 9% | - | 8% | 9% | 7% | 8% | - | 10% | 9% | 7% | 10% | 6% | - | 12% | - | - | - | - | - |
| Issues with drama programming/ poor quality/ not to my taste/ too many drama series | 18 | 15 | 1 | 2 | 1 | - | 3 | - | 2 | 3 | 1 | 3 | 4 | 7 | 2 | - | 1 | - | - | - | - | - | - |
| | 6% | 6% | 3% | 7% | 5% | - | 4% | - | 3% | 5% | 7% | 6% | 6% | 10% | 4% | - | 13% | - | - | - | - | - | - |
| Lack of excitement in their programming/ boring/ bland/ dull content | 18 | 12 | 3 | 2 | 2 | - | 5 | 1 | 5 | 4 | - | 3 | 5 | 2 | 2 | * | 1 | 1 | - | 1 | - | - | - |
| | 6% | 5% | 8% | 7% | 10% | - | 7% | 5% | 8% | 6% | - | 8% | 8% | 3% | 4% | 2% | 12% | 12% | - | 28% | - | - | - |
| Issues with reality shows/ poor quality/ not to my taste/ too much reality programming | 17 | 15 | 2 | 1 | 2 | - | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 2 | 4 | 3 | - | - | * | - | - | 1 | 1 |
| | 5% | 6% | 6% | 3% | 9% | - | 3% | 6% | 4% | 4% | 7% | 2% | 3% | 3% | 4% | 14% | 33% | - | - | 10% | - | 62% | 32% |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 17 | 12 | 2 | 1 | 1 | - | 5 | 3 | 4 | 4 | 2 | - | 3 | 1 | 3 | 2 | 1 | - | - | - | - | * | - |
| | 5% | 5% | 6% | 4% | 6% | - | 7% | 14% | 7% | 6% | 14% | - | 4% | 2% | 7% | 9% | 14% | - | - | - | - | 38% | - |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 17 | 12 | 2 | 3 | 2 | - | 4 | 1 | 4 | 3 | - | - | 6 | 3 | 2 | 3 | - | 1 | - | 1 | - | - | - |
| | 5% | 5% | 5% | 10% | 9% | - | 6% | 5% | 6% | 5% | - | - | 9% | 5% | 4% | 10% | - | 11% | - | 26% | - | - | - |

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| Weighted base | 321 | 246 | 37* | 32** | 23** | 2** | 73* | 21** | 64* | 66* | 14** | 45* | 70* | 64* | 53* | 27** | 9** | 10** | 3** | 4** | 1** | 1** | 3** |
| I dislike the cultural attitudes in their programming/ services/ too much/ too little diversity/ they portray the nation in a way I don't recognise/ agree with | 16 | 12 | 2 | 1 | - | - | 3 | 1 | 3 | 3 | 1 | - | 4 | 3 | 4 | - | - | - | - | - | - | - | - |
| I dislike the BBC/ feel it is a poor Broadcaster | 13 | 10 | 2 | - | 2 | - | 3 | 1 | 2 | 3 | - | 5 | 6 | - | 2 | - | - | - | - | - | - | - | - |
| Lack of programming for my demographic/ age group/ no content for older/ younger viewers/ families | 12 | 11 | 1 | - | - | - | 1 | - | 1 | 1 | 1 | - | 2 | 3 | 2 | 1 | - | - | - | - | - | - | - |
| I dislike their presenters/ staff/ journalists/ the actions/ comments of their presenters/ staff/ journalists | 12 | 9 | - | 1 | 1 | - | 2 | - | 1 | 2 | 1 | 1 | 2 | 3 | 1 | 3 | - | - | - | - | - | - | - |
| They are excessively woke/ politically correct | 12 | 9 | 2 | - | * | - | 3 | 1 | 2 | 3 | - | * | 1 | 3 | 5 | 2 | - | - | - | - | - | * | - |
| Lack of intellectually stimulating programming/ too dumbed down/ aimed at the lowest common denominator | 11 | 10 | 1 | 1 | - | - | 1 | - | 1 | 1 | - | - | - | 5 | 2 | 3 | 1 | - | - | - | - | - | - |

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Absolutes/col percents

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|---|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 321 | 246 | 37* | 32** | 23** | 2** | 73* | 21** | 64* | 66* | 14** | 45* | 70* | 64* | 53* | 27** | 9** | 10** | 3** | 4** | 1** | 1** | 3** |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 11 | 10 | 1 | - | - | - | 1 | - | 1 | 1 | - | 1 | 4 | 3 | 1 | - | - | - | - | - | - | - | - |
| | 3% | 4% | 3% | - | - | - | 2% | - | 2% | 2% | - | 2% | 6% | 5% | 2% | - | - | - | - | - | - | - | - |
| Issues with celebrity programmes/ poor quality/ not to my taste/ excessive use of celebrities in their programming | 10 | 10 | - | - | - | - | - | - | - | - | - | 2 | 3 | 1 | 1 | 1 | 2 | - | - | - | - | 1 | - |
| | 3% | 4% | - | - | - | - | - | - | - | - | - | 3% | 4% | 2% | 2% | 4% | 21% | - | - | - | - | 62% | - |
| Issues with game shows/ poor quality/ not to my taste/ too many game shows | 10 | 10 | - | - | - | - | - | - | - | - | 1 | 1 | 3 | 1 | 2 | - | - | - | - | - | - | - | - |
| | 3% | 4% | - | - | - | - | - | - | - | - | 7% | 2% | 4% | 2% | 4% | - | - | - | - | - | - | - | - |
| There is a lack of content/ not enough to watch | 9 | 2 | 4 | 4 | 4 | - | 7 | 1 | 6 | 6 | - | 2 | 1 | 1 | 2 | - | - | 1 | - | 1 | - | * | - |
| | 3%B | 1% | 12%AB | 13% | 16% | - | 9%AB | 5% | 10%AB | 9%AB | - | 5% | 2% | 2% | 4% | - | - | 11% | - | 28% | - | 38% | - |
| Issues with scheduling | 9 | 9 | - | - | - | - | - | - | - | - | 1 | - | 1 | 2 | 2 | - | - | 1 | - | - | - | - | - |
| | 3% | 4% | - | - | - | - | - | - | - | - | 7% | - | 2% | 4% | 4% | - | - | 7% | - | - | - | - | - |
| I do not use BBC services/ I do not use BBC services much | 9 | 7 | 1 | 1 | 1 | - | 2 | 1 | 2 | 1 | - | 3 | 2 | 3 | - | - | - | - | - | - | - | - | 1 |
| | 3% | 3% | 3% | 3% | 4% | - | 3%j | 5% | 3% | 2% | - | 6% | 3% | 4% | - | - | - | - | - | - | - | - | 33% |
| Issues with soap operas/ lack of quality/ not to my taste/ too many soaps | 8 | 4 | 3 | 3 | 1 | - | 4 | - | 4 | 4 | 1 | 2 | - | 2 | 1 | - | - | - | 1 | - | - | - | 1 |
| | 3%b | 2% | 8%ab | 10% | 4% | - | 6% | - | 7%ab | 6%b | 7% | 5% | - | 4% | 2% | - | - | 24% | - | - | - | - | 32% |

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Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 407

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| Weighted base | 321 | 246 | 37* | 32** | 23** | 2** | 73* | 21** | 64* | 66* | 14** | 45* | 70* | 64* | 53* | 27** | 9** | 10** | 3** | 4** | 1** | 1** | 3** |
| Their content/ programming is excessively negative/ depressing/ lack of positive/ uplifting/ feel good programming | 8 2% | 6 2% | 2 6% | - | - | - | 2 3% | - | 2 4% | 2 3% | 1 7% | - | 1 1% | 2 4% | - | 1 13% | - | - | - | - | - | - | 1 35% |
| They have responded poorly to Covid-19/ have been unable to adapt/ respond/ have not risen to the challenge/ services have suffered due to the pandemic | 8 2% | 6 3% | 1 3% | - | - | - | 1 2% | - | 1 2% | 1 2% | - | 1 1% | - | 2 3% | 2 4% | 1 4% | 1 13% | - | 1 24% | - | - | - | - |
| Their programming is silly/ stupid/ irritating | 7 2% | 7 3% | - | - | - | - | - | - | - | - | - | 2 5% | 1 2% | 1 2% | 1 2% | 1 4% | - | - | - | - | - | - | 1 62% |
| Issues with the information they provide/ do not present the full picture/ withhold information/ spread misinformation | 6 2% | 4 2% | - | - | - | 1 48% | - | - | - | - | - | 1 3% | 2 3% | 1 2% | - | - | - | - | - | - | - | - | - |
| Their programming contains too much offensive content/ bad language/ violence/ sexual content | 5 2% | 3 1% | 2 6%ab | - | - | - | 2 3% | - | 2 3% | 2 3% | - | - | 2 2% | 2 3% | 1 2% | - | - | - | - | - | - | - | - |
| Financial mismanagement/ waste money/ too much money spent on salaries | 4 1% | 3 1% | - | 1 4% | - | - | 1 2% | - | 1 2% | 1 2% | - | 1 3% | - | - | - | 2 6% | 1 14% | - | - | - | - | - | - |

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| Weighted base | 321 | 246 | 37* | 32** | 23** | 2** | 73* | 21** | 64* | 66* | 14** | 45* | 70* | 64* | 53* | 27** | 9** | 10** | 3** | 4** | 1** | 1** | 3** |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ their coverage has been disproportionate/ unnecessary | 3 | 2 | 1 | - | - | - | 1 | - | 1 | 1 | - | 1 | - | - | - | - | - | - | - | - | - | - | 1 |
| | 1% | 1% | 3% | - | - | - | 2% | - | 2% | 2% | - | 2% | 1% | - | - | - | - | - | - | - | - | - | 35% |
| I dislike the political leanings in their programming/ too political/ politics I disagree with | 3 | 2 | - | * | - | - | * | - | * | * | - | - | - | 1 | 1 | * | - | * | - | - | - | - | - |
| | 1% | 1% | - | 1% | - | - | 1% | - | 1% | 1% | - | - | - | 2% | 2% | 1% | - | 4% | - | - | - | - | - |
| Other negative | 25 | 21 | 2 | - | 1 | - | 4 | 2 | 3 | 2 | 4 | 5 | 3 | 2 | 7 | 2 | - | - | - | - | - | - | * |
| | 8% | 9% | 5% | - | 6% | - | 5% | 10% | 5% | 4% | 29% | 11% | 5% | 3% | 13% | 8% | - | - | - | - | - | - | 38% |
| NET: Neutral | 28 | 24 | 1 | 2 | 2 | - | 5 | 2 | 3 | 4 | - | 4 | 8 | 4 | 8 | 2 | * | - | 1 | - | - | - | * |
| | 9% | 10% | 3% | 7% | 11% | - | 6% | 10% | 5% | 6% | - | 9% | 11% | 7% | 14% | 6% | 5% | - | 37% | - | - | - | 38% |
| Content production has been affected/ hampered by the pandemic | 15 | 14 | - | - | * | - | 1 | 1 | 1 | * | - | 4 | 2 | 2 | 5 | - | * | - | 1 | - | - | - | * |
| | 5% | 6% | - | - | 2% | - | 2%J | 5% | 2% | 1% | - | 8% | 3% | 4% | 10% | - | 5% | - | 37% | - | - | - | 38% |
| I only watch the BBC for specific programmes/ pick and choose what I watch | 9 | 7 | 1 | 2 | 1 | - | 2 | 1 | 2 | 2 | - | - | 3 | 2 | 1 | 2 | - | - | - | - | - | - | 1 |
| | 3% | 3% | 3% | 7% | 4% | - | 3% | 6% | 3% | 3% | - | - | 4% | 3% | 2% | 6% | - | - | - | - | - | - | 32% |
| I have paid more attention to the BBC/ had more time use their services | 1 | 1 | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | - | - | - |
| Other neutral | 4 | 3 | - | - | 1 | - | 1 | - | - | 1 | - | - | 3 | - | 1 | - | - | - | - | - | - | - | - |
| | 1% | 1% | - | - | 5% | - | 1% | - | - | 2% | - | - | 4% | - | 2% | - | - | - | - | - | - | - | - |

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Absolutes/col percents

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| Weighted base | 321 | 246 | 37* | 32** | 23** | 2** | 73* | 21** | 64* | 66* | 14** | 45* | 70* | 64* | 53* | 27** | 9** | 10** | 3** | 4** | 1** | 1** | 3** |
| NET: Positive | 9 | 4 | 4 | 1 | 1 | - | 5 | 3 | 5 | 4 | 1 | 2 | 2 | 1 | 1 | 1 | - | - | - | - | - | - | 1 |
| | 3%b | 2% | 11%AB | 3% | 4% | - | 7%ab | 15% | 8%aB | 6%b | 7% | 4% | 3% | 2% | 4% | - | - | - | - | - | - | - | 32% |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content | 2 | 2 | - | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - |
| | 1% | 1% | - | - | - | - | - | - | - | - | 7% | - | - | - | 4% | - | - | - | - | - | - | - | - |
| Good dramas/ quality drama/ drama that I like | 2 | 1 | 1 | 1 | 1 | - | 1 | - | 1 | 1 | - | - | 1 | - | - | - | - | - | - | - | - | - | 1 |
| | 1% | * | 3% | 3% | 4% | - | 1% | - | 2% | 2% | - | - | 1% | - | - | - | - | - | - | - | - | - | 32% |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 1 | - | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | - | 1 | - | - | - | - | - | - | - | - | - |
| | * | - | 3%aB | - | - | - | 2% | 5% | 2%b | 2%b | - | - | - | 2% | - | - | - | - | - | - | - | - | - |
| Good factual programmes/ content/ documentaries, wildlife programmes etc. | 1 | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - | - | - |
| They have followed Covid-19 guidelines/ observed social distancing/ made programmes within the constraints imposed by covid/ lockdown rules | 1 | - | - | - | - | - | 1 | 1 | 1 | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - |
| | * | - | - | - | - | - | 1% | 5% | 2% | - | - | 2% | - | - | - | - | - | - | - | - | - | - | - |
| They have increased their output/ created more content/ new programmes | 1 | - | 1 | - | - | - | 1 | 1 | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | - | - | - |
| | * | - | 3%ab | - | - | - | 1% | 5% | 2% | 2% | - | - | - | - | 2% | - | - | - | - | - | - | - | - |

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|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 321 | 246 | 37* | 32** | 23** | 2** | 73* | 21** | 64* | 66* | 14** | 45* | 70* | 64* | 53* | 27** | 9** | 10** | 3** | 4** | 1** | 1** | 3** |
| They provide informative programming/ a good/ interesting source of information/ keep me updated | 1 | - | 1 | - | - | - | 1 | - | 1 | 1 | - | 1 | - | - | - | - | - | - | - | - | - | - | - |
| | * | - | 3%ab | - | - | - | 1% | - | 2% | 2% | - | 2% | - | - | - | - | - | - | - | - | - | - | - |
| Nothing/ no particular reason | 7 | 6 | 1 | 1 | - | - | 1 | 1 | 1 | 1 | 1 | - | 4 | 1 | - | 1 | - | - | - | - | - | - | - |
| | 2% | 3% | 3% | 3% | - | - | 1% | 5% | 2% | 2% | 9% | - | 6% | 2% | - | 4% | - | - | - | - | - | - | - |
| Don't know | 6 | 3 | 1 | 2 | 1 | 1 | 2 | - | 2 | 2 | 2 | 1 | - | 1 | - | - | - | - | - | - | - | - | - |
| | 2% | 1% | 3% | 6% | 4% | 52% | 3% | - | 3% | 3% | 14% | 2% | - | 2% | - | - | - | - | - | - | - | - | - |

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|--|-------------------|---------------|-----------|-----------------------|------------------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 320 | 304 | 16 | 212 | 108 | 202 | 118 | 320 | - | 320 | - |
| Weighted base | 321 | 305 | 16** | 210 | 111 | 201 | 120 | 321 | ** | 321 | ** |
| NET: Negative | 295 | 279 | 16 | 191 | 103 | 181 | 114 | 295 | - | 295 | - |
| | 92% | 91% | 100% | 91% | 93% | 90% | 95% | 92% | - | 92% | - |
| Repeated programmes/ content/ too many repeats | 88 | 87 | 1 | 63 | 25 | 52 | 35 | 88 | - | 88 | - |
| | 27% | 28% | 7% | 30% | 23% | 26% | 29% | 27% | - | 27% | - |
| Poor programmes/ lack of content that interests me/ BBC content is generally poor quality/ too many programmes I dislike | 73 | 69 | 4 | 40 | 33 | 41 | 32 | 73 | - | 73 | - |
| | 23% ^d | 23% | 24% | 19% | 30% ^d | 20% | 27% | 23% | - | 23% | - |
| Lack of variety of programmes/ content/ too much of the same type of content/ nothing new | 52 | 51 | 1 | 33 | 19 | 35 | 17 | 52 | - | 52 | - |
| | 16% | 17% | 6% | 16% | 17% | 17% | 14% | 16% | - | 16% | - |
| Poor entertainment programmes/ poor quality/ not to my taste/ they do not entertain/ engage | 45 | 42 | 3 | 37 | 8 | 38 | 8 | 45 | - | 45 | - |
| | 14% ^{EG} | 14% | 20% | 18% ^{ae} | 7% | 19% ^{AG} | 6% | 14% | - | 14% | - |
| Issues with comedy/ poor quality comedy/ comedians/ humour/ not to my taste/ too much comedy | 31 | 31 | - | 20 | 11 | 19 | 12 | 31 | - | 31 | - |
| | 10% | 10% | - | 10% | 10% | 9% | 10% | 10% | - | 10% | - |
| Standards have fallen/ they are not what they were | 28 | 27 | 1 | 20 | 8 | 23 | 5 | 28 | - | 28 | - |
| | 9% ^g | 9% | 7% | 10% | 7% | 11% ^{ag} | 4% | 9% | - | 9% | - |

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|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 321 | 305 | 16** | 210 | 111 | 201 | 120 | 321 | -** | 321 | -** |
| Too much bias in their programming/ they promote/ support a certain point of view/ agenda/ too much political bias | 23 7% | 22 7% | 2 11% | 14 7% | 9 8% | 12 6% | 11 9% | 23 7% | - | 23 7% | - |
| Issues with drama programming/ poor quality/ not to my taste/ too many drama series | 18 6% | 18 6% | - | 13 6% | 5 5% | 14 7% | 3 3% | 18 6% | - | 18 6% | - |
| Lack of excitement in their programming/ boring/ bland/ dull content | 18 6% | 17 5% | 1 6% | 11 5% | 7 6% | 13 7% | 5 4% | 18 6% | - | 18 6% | - |
| Issues with reality shows/ poor quality/ not to my taste/ too much reality programming | 17 5% | 17 6% | - | 12 6% | 5 4% | 10 5% | 7 6% | 17 5% | - | 17 5% | - |
| Negative mention of licence fee/ do not want to pay the licence/ poor value for money/ expensive/ increase in price | 17 5%Bf | 14 4% | 3 21% | 8 4% | 8 8% | 7 3% | 10 8% | 17 5% | - | 17 5% | - |
| Prefer other broadcasters/ feel other providers are better/ go elsewhere for my content | 17 5% | 16 5% | 1 6% | 10 5% | 7 6% | 10 5% | 6 5% | 17 5% | - | 17 5% | - |

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|---|-----------------------|---------------|-----------|-----------------------|----------------------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 321 | 305 | 16** | 210 | 111 | 201 | 120 | 321 | -** | 321 | -** |
| I dislike the cultural attitudes in their programming/ services/ too much/ too little diversity/ they portray the nation in a way I don't recognise/ agree with | 16 5% | 14 5% | 1 7% | 9 4% | 6 6% | 9 4% | 7 6% | 16 5% | - | 16 5% | - |
| I dislike the BBC/ feel it is a poor Broadcaster | 13 4% ^d | 11 4% | 2 13% | 5 2% | 8 7% ^d | 7 4% | 6 5% | 13 4% | - | 13 4% | - |
| Lack of programming for my demographic/ age group/ no content for older/ younger viewers/ families | 12 4% | 12 4% | - | 8 4% | 4 4% | 8 4% | 4 3% | 12 4% | - | 12 4% | - |
| I dislike their presenters/ staff/ journalists/ the actions/ comments of their presenters/ staff/ journalists | 12 4% | 12 4% | - | 7 4% | 4 4% | 8 4% | 4 4% | 12 4% | - | 12 4% | - |
| They are excessively woke/ politically correct | 12 4% | 11 3% | 1 7% | 6 3% | 6 5% | 9 4% | 3 3% | 12 4% | - | 12 4% | - |
| Lack of intellectually stimulating programming/ too dumbed down/ aimed at the lowest common denominator | 11 3% ^e | 11 4% | - | 10 5% | 1 1% | 8 4% | 3 3% | 11 3% | - | 11 3% | - |

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Absolutes/col percents

Table 408

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 321 | 305 | 16** | 210 | 111 | 201 | 120 | 321 | -** | 321 | -** |
| The BBC is out of touch/ do not reflect the views of normal people/ people like me/ they are elitist/ arrogant/ condescending in their reporting/ content | 11 3% | 11 3% | - | 7 3% | 4 4% | 6 3% | 4 4% | 11 3% | - | 11 3% | - |
| Issues with celebrity programmes/ poor quality/ not to my taste/ excessive use of celebrities in their programming | 10 3% | 10 3% | - | 9 4% | 1 1% | 8 4% | 2 2% | 10 3% | - | 10 3% | - |
| Issues with game shows/ poor quality/ not to my taste/ too many game shows | 10 3% | 10 3% | - | 8 4% | 2 2% | 9 4% | 1 1% | 10 3% | - | 10 3% | - |
| There is a lack of content/ not enough to watch | 9 3% | 8 3% | 1 7% | 9 4%ae | - | 8 4% | 1 1% | 9 3% | - | 9 3% | - |
| Issues with scheduling | 9 3% | 9 3% | - | 8 4% | 1 1% | 9 4%ag | - | 9 3% | - | 9 3% | - |
| I do not use BBC services/ I do not use BBC services much | 9 3% | 8 2% | 1 6% | 4 2% | 4 4% | 4 2% | 5 4% | 9 3% | - | 9 3% | - |
| Issues with soap operas/ lack of quality/ not to my taste/ too many soaps | 8 3%f | 7 2% | 1 7% | 4 2% | 4 4% | 2 1% | 6 5% | 8 3% | - | 8 3% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 408

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 321 | 305 | 16** | 210 | 111 | 201 | 120 | 321 | -** | 321 | -** |
| Their content/ programming is excessively negative/ depressing/ lack of positive/ uplifting/ feel good programming | 8 2% | 8 3% | - | 3 2% | 5 4% | 4 2% | 3 3% | 8 2% | - | 8 2% | - |
| They have responded poorly to Covid-19/ have been unable to adapt/ respond/ have not risen to the challenge/ services have suffered due to the pandemic | 8 2% | 8 3% | - | 5 2% | 3 3% | 7 3% | 1 1% | 8 2% | - | 8 2% | - |
| Their programming is silly/ stupid/ irritating | 7 2% | 7 2% | - | 5 2% | 2 2% | 5 3% | 2 2% | 7 2% | - | 7 2% | - |
| Issues with the information they provide/ do not present the full picture/ withhold information/ spread misinformation | 6 2% | 4 1% | 1 7% | 2 1% | 3 3% | 3 2% | 2 2% | 6 2% | - | 6 2% | - |
| Their programming contains too much offensive content/ bad language/ violence/ sexual content | 5 2% | 5 2% | - | 3 1% | 2 2% | 3 1% | 2 2% | 5 2% | - | 5 2% | - |
| Financial mismanagement/ waste money/ too much money spent on salaries | 4 1% | 4 1% | - | 2 1% | 2 2% | - | 4 3%af | 4 1% | - | 4 1% | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 408

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 321 | 305 | 16** | 210 | 111 | 201 | 120 | 321 | -** | 321 | -** |
| There is an excessive focus on the pandemic/ too many programmes/ reports about Covid-19/ their coverage has been disproportionate/ unnecessary | 3 1% | 3 1% | - | 3 1% | - | 1 1% | 2 2% | 3 1% | - | 3 1% | - |
| I dislike the political leanings in their programming/ too political/ politics I disagree with | 3 1% | 3 1% | - | 3 1% | - | 2 1% | 1 1% | 3 1% | - | 3 1% | - |
| Other negative | 25 8% | 22 7% | 3 19% | 15 7% | 10 9% | 13 7% | 11 9% | 25 8% | - | 25 8% | - |
| NET: Neutral | 28 9%g | 28 9% | - | 19 9% | 10 9% | 23 11% | 6 5% | 28 9% | - | 28 9% | - |
| Content production has been affected/ hampered by the pandemic | 15 5%g | 15 5% | - | 13 6% | 2 2% | 15 7%AG | - | 15 5% | - | 15 5% | - |
| I only watch the BBC for specific programmes/ pick and choose what I watch | 9 3%D | 9 3% | - | 2 1% | 7 6%aD | 4 2% | 5 4% | 9 3% | - | 9 3% | - |
| I have paid more attention to the BBC/ had more time use their services | 1 * | 1 * | - | - | 1 1% | 1 * | - | 1 * | - | 1 * | - |
| Other neutral | 4 1% | 4 1% | - | 4 2% | - | 3 1% | 1 1% | 4 1% | - | 4 1% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
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Absolutes/col percents

Table 408

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 321 | 305 | 16** | 210 | 111 | 201 | 120 | 321 | -** | 321 | -** |
| NET: Positive | 9 3% | 9 3% | - | 6 3% | 3 3% | 7 4% | 2 2% | 9 3% | - | 9 3% | - |
| Good programmes/ quality content/ content that I enjoy/ that I want to view/ well made content | 2 1% | 2 1% | - | 1 * | 1 1% | 2 1% | - | 2 1% | - | 2 1% | - |
| Good dramas/ quality drama/ drama that I like | 2 1% | 2 1% | - | - | 2 2% | - | 2 2% | 2 1% | - | 2 1% | - |
| I like the BBC/ they do a good job/ value the corporation/ glad that it is there | 1 * | 1 * | - | 1 1% | - | 1 1% | - | 1 * | - | 1 * | - |
| Good factual programmes/ content/ documentaries, wildlife programmes etc. | 1 * | 1 * | - | 1 * | - | 1 1% | - | 1 * | - | 1 * | - |
| They have followed Covid-19 guidelines/ observed social distancing/ made programmes within the constraints imposed by covid/ lockdown rules | 1 * | 1 * | - | 1 * | - | 1 1% | - | 1 * | - | 1 * | - |
| They have increased their output/ created more content/ new programmes | 1 * | 1 * | - | 1 * | - | 1 1% | - | 1 * | - | 1 * | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Ofcom BBC COVID Research
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Absolutes/col percents

Table 408

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

Base: All respondents whose opinion of the BBC's provision of entertaining programmes and content has got worse since March 2020

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 321 | 305 | 16** | 210 | 111 | 201 | 120 | 321 | -** | 321 | -** |
| They provide informative programming/ a good/ interesting source of information/ keep me updated | 1 * | 1 * | - | 1 * | - | 1 * | - | 1 * | - | 1 * | - |
| Nothing/ no particular reason | 7 2% | 7 2% | - | 4 2% | 3 3% | 4 2% | 3 3% | 7 2% | - | 7 2% | - |
| Don't know | 6 2% | 6 2% | - | 4 2% | 2 2% | 4 2% | 2 2% | 6 2% | - | 6 2% | - |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 409

Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?

Summary

Base: All respondents who ever use each

| | Channels/Stations | | | | | | | | | | |
|---------------------------|-------------------|------------|------------|------------|--------------------|------------|------------|------------|------------------------|------------|-------------|
| | ITV/ STV/ UTV | Channel 4 | Channel 5 | Netflix | Amazon Prime Video | Disney+ | NOW TV | YouTube | Non-BBC radio stations | Twitter | Mail online |
| Unweighted base | 1952 | 1934 | 1722 | 1420 | 1205 | 692 | 507 | 1859 | 1408 | 992 | 894 |
| Weighted base | 1954 | 1940 | 1730 | 1419 | 1210 | 684 | 507 | 1857 | 1415 | 982 | 895 |
| Better than the BBC | 410 21% | 368 19% | 229 13% | 492 35% | 309 26% | 189 28% | 92 18% | 507 27% | 253 18% | 211 21% | 157 18% |
| About the same as the BBC | 934 48% | 835 43% | 574 33% | 286 20% | 269 22% | 162 24% | 163 32% | 382 21% | 512 36% | 257 26% | 311 35% |
| Worse than the BBC | 404 21% | 426 22% | 600 35% | 386 27% | 356 29% | 200 29% | 127 25% | 532 29% | 321 23% | 324 33% | 267 30% |
| Don't know | 206 11% | 312 16% | 327 19% | 255 18% | 276 23% | 134 20% | 126 25% | 435 23% | 328 23% | 191 19% | 160 18% |

Ofcom BBC COVID Research
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Absolutes/col percents

Table 410
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
ITV/ STV/ UTV
Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------------------|-----------|----------|------------|---------------|--------------|-----------|-----------|-----------|-----------|-----------|---------|---------------|---------------|---------------|-----------|---------|--------------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1952 | 994 | 950 | 128 | 188 | 279 | 296 | 296 | 301 | 253 | 211 | 316 | 219 | 498 | 592 | 765 | 144 | 579 | 543 | 358 | 469 | 1122 | 827 |
| Weighted base | 1954 | 963 | 983 | 119 | 181 | 289 | 289 | 320 | 300 | 247 | 210 | 299 | 211 | 500 | 609 | 756 | 133 | 542 | 551 | 394 | 463 | 1094 | 857 |
| Better than the BBC | 410 | 190 | 219 | 19 | 43 | 64 | 55 | 76 | 60 | 47 | 45 | 62 | 50 | 114 | 131 | 152 | 24 | 96 | 108 | 90 | 115 | 204 | 205 |
| | 21%rV | 20% | 22% | 16% | 24% | 22% | 19% | 24% | 20% | 19% | 21% | 21% | 24% | 23% | 22% | 20% | 18% | 18% | 20% | 23% | 25%aRs | 19% | 24%AV |
| About the same as the BBC | 934 | 439 | 491 | 54 | 78 | 139 | 140 | 153 | 132 | 123 | 116 | 132 | 90 | 229 | 293 | 371 | 58 | 261 | 269 | 182 | 222 | 529 | 404 |
| | 48%b | 46% | 50% | 45% | 43% | 48% | 48% | 48% | 44% | 50% | 55%aei | 44% | 43% | 46% | 48% | 49%i | 43% | 48% | 49% | 46% | 48% | 48% | 47% |
| Worse than the BBC | 404 | 242 | 162 | 26 | 34 | 48 | 63 | 68 | 69 | 58 | 38 | 60 | 40 | 88 | 130 | 165 | 31 | 129 | 121 | 72 | 79 | 250 | 152 |
| | 21%CuW | 25%AC | 16% | 22% | 19% | 17% | 22% | 21% | 23% | 24% | 18% | 20% | 19% | 18% | 21% | 22% | 23% | 24%aU | 22% | 18% | 17% | 23%AW | 18% |
| Don't know | 206 | 93 | 111 | 20 | 26 | 38 | 31 | 24 | 38 | 19 | 11 | 45 | 31 | 69 | 55 | 68 | 21 | 57 | 53 | 50 | 46 | 110 | 96 |
| | 11%K | 10% | 11% | 16%aHJ Kop | 14%hJK op | 13%hJK | 11%k | 7% | 13%hKP | 8% | 5% | 15%AHJ KOP | 15%aHj Kop | 14%AHjK oP | 9% | 9%k | 15%HjK op | 10% | 10% | 13% | 10% | 10% | 11% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
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Absolutes/col percents

Table 411
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
ITV/ STV/ UTV
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|---------------------------|-----------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|-------------------|----------------|----------------|------------------------|-------------------|-----------|-----------|------------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|----------|-----------|---------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condi-tion (u) | Physic-al condi-tion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1952 | 139 | 76 | 192 | 158 | 164 | 129 | 134 | 167 | 239 | 250 | 159 | 145 | 1534 | 1740 | 41 | 85 | 42 | 19 | 187 | 211 | 316 | 1417 | 162 | 495 |
| Weighted base | 1954 | 149 | 82* | 214 | 164 | 174 | 135 | 95 | 179 | 248 | 275 | 180 | 60 | 1650 | 1734 | 43* | 88* | 43* | 20** | 194 | 218 | 316 | 1417 | 161 | 497 |
| Better than the BBC | 410 | 36 | 18 | 45 | 44 | 40 | 20 | 19 | 40 | 47 | 51 | 37 | 13 | 342 | 366 | 13 | 12 | 5 | 5 | 35 | 57 | 81 | 270 | 42 | 127 |
| | 21%W | 24% | 22% | 21% | 27%gk | 23% | 15% | 20% | 22% | 19% | 19% | 21% | 21% | 21% | 30%q | 13% | 12% | 5 | 25% | 18% | 26%w | 26%aw | 19% | 26%w | 25%AW |
| About the same as the BBC | 934 | 60 | 40 | 105 | 78 | 88 | 64 | 46 | 86 | 120 | 135 | 78 | 34 | 794 | 817 | 19 | 54 | 21 | 12 | 105 | 100 | 136 | 689 | 83 | 229 |
| | 48% | 40% | 49% | 49% | 48% | 50% | 47% | 49% | 48% | 49% | 49% | 43% | 56%abl | 48% | 47% | 44% | 61%ao | 48% | 60% | 54% | 46% | 43% | 49% | 51%v | 46% |
| Worse than the BBC | 404 | 36 | 14 | 44 | 30 | 33 | 18 | 40 | 42 | 59 | 44 | 11 | 338 | 378 | 6 | 9 | 7 | 1 | 24 | 37 | 62 | 302 | 29 | 94 | |
| | 21%qT | 24% | 17% | 21% | 18% | 19% | 25% | 19% | 22% | 17% | 22% | 24% | 19% | 20% | 22%AqT | 15% | 11% | 17% | 5% | 12% | 17% | 20% | 21% | 18% | 19% |
| Don't know | 206 | 17 | 10 | 19 | 12 | 14 | 18 | 11 | 14 | 39 | 30 | 22 | 3 | 176 | 173 | 5 | 13 | 10 | 2 | 31 | 24 | 37 | 155 | 7 | 47 |
| | 11%MoX | 11% m | 12% m | 9% | 7% | 8% | 13% m | 11% m | 8% | 16% Ade fMN | 11% m | 12% m | 4% | 11% m | 10% | 11% | 15% | 24% AO | 10% | 16% ao | 11% x | 12% Xy | 11% x | 4% | 9% X |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 412
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
ITV/ STV/ UTV
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|--------------------|------------------|-------------------|-------------------|--------------------------|------------------|------------------|-------------------|------------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-----------------------------|------------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1952 | 1376 | 319 | 195 | 117 | 12 | 564 | 219 | 506 | 488 | 93 | 257 | 370 | 362 | 309 | 162 | 79 | 62 | 40 | 25 | 30 | 20 | 36 |
| Weighted base | 1954 | 1372 | 318 | 199 | 117 | 13** | 570 | 222 | 511 | 490 | 95* | 263 | 381 | 369 | 316 | 154 | 77* | 62* | 36* | 23** | 27** | 15** | 30* |
| Better than the BBC | 410 | 286 | 66 | 40 | 29 | 4 | 120 | 42 | 103 | 104 | 21 | 63 | 84 | 81 | 70 | 30 | 10 | 9 | 3 | 3 | 1 | 3 | 6 |
| | 21% _s | 21% | 21% | 20% | 25% | 33% | 21% | 19% | 20% | 21% | 22% | 24% _{qs} | 22% _s | 22% _s | 22% _s | 19% | 13% | 15% | 8% | 14% | 4% | 19% | 18% |
| About the same as the BBC | 934 | 648 | 157 | 97 | 61 | 4 | 281 | 114 | 250 | 244 | 44 | 126 | 186 | 165 | 147 | 79 | 43 | 24 | 26 | 10 | 18 | 8 | 13 |
| | 48% | 47% | 49% | 48% | 52% | 34% | 49% | 51% | 49% | 50% | 47% | 48% | 49% | 45% | 46% | 52% | 56% | 39% | 73% _{AKLM} NOpRw | 42% | 67% | 52% | 42% |
| Worse than the BBC | 404 | 304 | 52 | 38 | 11 | 2 | 97 | 39 | 91 | 82 | 13 | 47 | 76 | 80 | 63 | 30 | 17 | 21 | 5 | 9 | 8 | 4 | 9 |
| | 21% _{cEg} | 22% _{acE} | 16% _e | 19% _E | 9% | 17% | 17% _E | 17% _e | 18% _e | 17% _e | 14% | 18% | 20% | 22% | 20% | 20% | 22% | 34% _{AKLM} nops | 14% | 39% | 29% | 23% | 29% |
| Don't know | 206 | 133 | 42 | 25 | 16 | 2 | 72 | 28 | 66 | 60 | 16 | 26 | 35 | 42 | 36 | 15 | 7 | 7 | 2 | 1 | - | 1 | 3 |
| | 11% | 10% | 13% | 13% | 14% | 15% | 13% | 13% | 13% _{ab} | 12% | 17% _{am} | 10% | 9% | 11% | 11% | 10% | 9% | 12% | 5% | 5% | - | 5% | 10% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 413
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
ITV/ STV/ UTV
Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1952 | 1892 | 60 | 1380 | 572 | 1397 | 555 | 1920 | 32 | 1920 | 32 |
| Weighted base | 1954 | 1892 | 62* | 1372 | 582 | 1382 | 572 | 1920 | 34* | 1920 | 34* |
| Better than the BBC | 410 | 376 | 35 | 230 | 181 | 222 | 188 | 386 | 25 | 386 | 25 |
| | 21%BDF | 20% | 56%AB | 17% | 31%AD | 16% | 33%AF | 20% | 73%AH | 20% | 73%AJ |
| | HJ | | | | | | | | | | |
| About the same as the BBC | 934 | 919 | 15 | 686 | 248 | 688 | 246 | 928 | 5 | 928 | 5 |
| | 48%CEG | 49%AC | 24% | 50%AE | 43% | 50%AG | 43% | 48%AI | 16% | 48%AK | 16% |
| | IK | | | | | | | | | | |
| Worse than the BBC | 404 | 398 | 5 | 331 | 73 | 335 | 69 | 402 | 1 | 402 | 1 |
| | 21%cEG | 21%ac | 8% | 24%AE | 13% | 24%AG | 12% | 21%ai | 3% | 21%ak | 3% |
| | ik | | | | | | | | | | |
| Don't know | 206 | 199 | 7 | 125 | 81 | 138 | 68 | 203 | 3 | 203 | 3 |
| | 11%D | 11% | 11% | 9% | 14%AD | 10% | 12% | 11% | 8% | 11% | 8% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 414
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Channel 4
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1934 | 997 | 929 | 116 | 194 | 287 | 291 | 291 | 294 | 248 | 213 | 310 | 220 | 507 | 582 | 755 | 132 | 580 | 534 | 352 | 465 | 1114 | 817 |
| Weighted base | 1940 | 968 | 965 | 107 | 187 | 298 | 285 | 314 | 294 | 243 | 213 | 294 | 212 | 509 | 599 | 750 | 122 | 544 | 545 | 387 | 461 | 1089 | 848 |
| Better than the BBC | 368 | 191 | 176 | 8 | 36 | 74 | 64 | 62 | 52 | 40 | 32 | 43 | 38 | 112 | 127 | 124 | 13 | 87 | 118 | 72 | 91 | 205 | 163 |
| | 19%Dip | 20% | 18% | 7% | 19%DLq | 25%ADi | 23%Dkl | 20%Dq | 18%D | 16%d | 15%d | 15%D | 18%Dlq | 22%aDk | 21%Dip | 17%d | 11%D | 16% | 22%r | 19% | 20% | 19% | 19% |
| qr | | | | | | jKLpQ | pQ | | | | | | LpQ | Q | | | | | | | | | |
| About the same as the BBC | 835 | 397 | 434 | 49 | 76 | 123 | 127 | 128 | 130 | 112 | 90 | 125 | 87 | 209 | 255 | 331 | 53 | 243 | 215 | 169 | 207 | 458 | 376 |
| | 43% | 41% | 45% | 46% | 41% | 41% | 45% | 41% | 44% | 46% | 42% | 43% | 41% | 41% | 43% | 44% | 44% | 45% | 40% | 44% | 45% | 42% | 44% |
| Worse than the BBC | 426 | 239 | 186 | 31 | 39 | 49 | 54 | 84 | 63 | 55 | 50 | 70 | 49 | 98 | 138 | 169 | 34 | 126 | 129 | 86 | 85 | 255 | 171 |
| | 22%Cfu | 25%AC | 19% | 29%Fgn | 21% | 16% | 19% | 27%aFg | 22% | 23% | 24%f | 24%fn | 23%en | 19% | 23%fg | 23%f | 28%Fgn | 23% | 24%u | 22% | 18% | 23% | 20% |
| Don't know | 312 | 140 | 169 | 19 | 36 | 52 | 39 | 39 | 48 | 37 | 40 | 56 | 37 | 89 | 78 | 125 | 22 | 89 | 83 | 60 | 79 | 171 | 138 |
| | 16%o | 14% | 18% | 18% | 19%ho | 17% | 14% | 12% | 16% | 15% | 19%ho | 19%ho | 18% | 18%o | 13% | 17% | 18% | 16% | 15% | 15% | 17% | 16% | 16% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 415
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Channel 4
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|---------------------|---------------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|--------------|----------------|----------------|------------------------|-------------------|---------------------|-----------|-------------|-------------|---------------------|---------------------------------|-----------------------|--------------------------|--------------------|--------------|--------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condi-tion (u) | Physic-al condi-tion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1934 | 145 | 71 | 191 | 155 | 167 | 123 | 130 | 167 | 244 | 246 | 158 | 137 | 1522 | 1719 | 42 | 84 | 43 | 21 | 190 | 214 | 309 | 1405 | 160 | 488 |
| Weighted base | 1940 | 155 | 76* | 212 | 161 | 177 | 128 | 92 | 180 | 253 | 270 | 179 | 57 | 1636 | 1718 | 44* | 87* | 44* | 22** | 197 | 222 | 310 | 1406 | 160 | 493 |
| Better than the BBC | 368 19%W | 42 27%agj Kmn | 13 17% | 42 20% | 36 22% | 32 18% | 18 14% | 20 22% | 35 20% | 45 18% | 41 15% | 35 20% | 9 15% | 298 18% | 324 19% | 13 29% | 14 16% | 7 16% | 3 15% | 37 19% | 56 25%aW | 70 23%w | 245 17% | 30 19% | 111 23%aw |
| About the same as the BBC | 835 43%oUv y | 62 40% | 37 49% | 90 42% | 65 40% | 87 49% | 54 42% | 37 41% | 75 42% | 115 45% | 118 44% | 69 39% | 24 43% | 711 43% | 722 42% | 18 41% | 49 56%ao | 20 45% | 12 57% | 99 50%ao | 77 35% | 115 37% | 626 45%aUv y | 73 45%uvy | 188 38% |
| Worse than the BBC | 426 22%jpQ rT | 31 20% | 18 24% | 46 22% | 35 22% | 30 17% | 37 29%fJ | 22 24% | 40 22% | 41 16% | 64 24%j | 46 26%j | 17 29%aFJ | 357 22%j | 407 24%ApQr T | 3 7% | 7 8% | 4 9% | 3 14% | 17 9% | 46 21% | 71 23% | 312 22% | 37 23% | 109 22% |
| Don't know | 312 16%o | 21 14% | 7 10% | 34 16% | 25 15% | 27 15% | 20 16% | 12 13% | 29 16% | 52 21%acm | 47 18% | 29 16% | 7 12% | 271 17% | 264 15% | 11 24% | 17 19% | 13 30%aO | 3 14% | 44 22%ao | 43 19%x | 54 17% | 223 16% | 20 13% | 84 17% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 416
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Channel 4
Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|-----------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 1934 | 1371 | 310 | 185 | 114 | 11 | 552 | 219 | 493 | 475 | 95 | 259 | 364 | 364 | 298 | 159 | 79 | 60 | 39 | 27 | 30 | 20 | 36 |
| Weighted base | 1940 | 1370 | 310 | 189 | 115 | 11** | 559 | 222 | 499 | 479 | 97* | 265 | 374 | 372 | 305 | 153 | 78* | 60* | 36* | 25** | 27** | 15** | 30* |
| Better than the BBC | 368 19%w | 260 19% | 57 18% | 34 18% | 20 18% | 3 28% | 105 19% | 48 21% | 95 19% | 86 18% | 24 25%W | 57 22%w | 65 17%w | 79 21%w | 64 21%w | 26 17% | 13 17% | 10 13% | 5 13% | 3 13% | 3 10% | 2 13% | 1 3% |
| About the same as the BBC | 835 43% | 577 42% | 150 48%ab | 88 47% | 51 45% | 6 55% | 251 45% | 103 46% | 228 46% | 222 46% | 34 35% | 120 45% | 164 44% | 144 39% | 127 42% | 70 46% | 38 49% | 20 33% | 22 61%aKmN oR | 13 52% | 12 46% | 7 47% | 16 52% |
| Worse than the BBC | 426 22%C | 313 23%C | 49 16% | 42 22%c | 22 19% | - | 113 20%C | 40 18% | 96 19%c | 95 20%C | 16 17% | 51 19% | 81 22% | 83 22% | 71 23% | 33 22% | 18 23% | 20 34%aklm | 7 21% | 6 25% | 10 37% | 5 32% | 9 31% |
| Don't know | 312 16% | 220 16% | 54 17% | 24 13% | 22 19% | 2 17% | 89 16% | 33 15% | 81 16% | 76 16% | 22 23%ls | 37 14% | 65 17% | 67 18%ss | 44 14% | 24 15% | 9 11% | 10 16% | 2 5% | 2 10% | 2 7% | 1 7% | 4 14% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 417
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Channel 4
Base: All respondents who ever use each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1934 | 1880 | 54 | 1386 | 548 | 1390 | 544 | 1905 | 29 | 1905 | 29 |
| Weighted base | 1940 | 1884 | 56* | 1379 | 561 | 1378 | 562 | 1909 | 31** | 1909 | 31** |
| Better than the BBC | 368 | 338 | 30 | 248 | 120 | 227 | 141 | 347 | 21 | 347 | 21 |
| J | 19%BFH | 18% | 54%AB | 18% | 21% | 16% | 25%AF | 18% | 69% | 18% | 69% |
| About the same as the BBC | 835 | 822 | 13 | 615 | 220 | 617 | 217 | 830 | 4 | 830 | 4 |
| | 43%CEg | 44%AC | 23% | 45%ae | 39% | 45%ag | 39% | 43%A | 14% | 43%A | 14% |
| Worse than the BBC | 426 | 424 | 1 | 331 | 95 | 337 | 89 | 426 | - | 426 | - |
| | 22%CEG | 23%AC | 3% | 24%AE | 17% | 24%AG | 16% | 22%A | - | 22%A | - |
| Don't know | 312 | 300 | 12 | 185 | 127 | 196 | 115 | 306 | 5 | 306 | 5 |
| | 16%DF | 16% | 21% | 13% | 23%AD | 14% | 20%AF | 16% | 17% | 16% | 17% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 418
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Channel 5
Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|----------------|--------------|--------------|------------|-----------|-------------|------------|----------------|--------------|--------------|--------------|------------|-------------|--------------|-------------|---------------|------------|--------------|--------------|-------------|---------------|--------------|--------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1722 | 884 | 834 | 94 | 152 | 233 | 264 | 267 | 279 | 242 | 191 | 246 | 174 | 407 | 531 | 712 | 107 | 501 | 478 | 323 | 417 | 979 | 740 |
| Weighted base | 1730 | 859 | 867 | 87* | 145 | 242 | 259 | 267 | 279 | 239 | 191 | 232 | 166 | 409 | 547 | 709 | 98 | 470 | 486 | 357 | 414 | 956 | 771 |
| Better than the BBC | 229 13%rv | 116 13% | 113 13% | 6 7% | 20 14% | 40 17%dq | 37 14% | 36 12% | 36 13% | 28 12% | 25 13% | 27 11% | 23 14% | 63 16%dlq | 73 13% | 89 13% | 7 | 48 10% | 61 12% | 53 15% | 66 16%r | 109 11% | 118 15%av |
| About the same as the BBC | 574 33%sv | 270 31% | 303 35% | 27 31% | 49 34% | 88 36% | 97 37%i | 85 30% | 80 29% | 75 32% | 73 38%ip | 76 33% | 54 33% | 142 35% | 182 33% | 228 32% | 31 31% | 148 31% | 142 29% | 124 35% | 160 39%ArS | 290 30% | 284 37%AV |
| Worse than the BBC | 600 35%CKUW | 332 39%AC | 266 31% | 37 42%K | 49 34% | 78 32% | 86 33% | 117 41%afKp | 105 38%Kp | 79 33% | 49 26% | 86 37%k | 62 37%ek | 139 34%k | 203 37%K | 234 33%k | 41 41%K | 181 39%aU | 191 39%aU | 118 33%u | 108 26% | 372 39%AW | 226 29% |
| Don't know | 327 19%B | 141 16% | 185 21%ab | 17 20% | 26 18% | 37 15% | 39 15% | 50 17% | 58 21% | 56 23%fgn | 44 23%fgn | 43 19% | 27 16% | 64 16% | 89 16% | 159 22%Afg | 20 20% | 93 20% | 92 19% | 62 17% | 81 19% | 185 19% | 143 18% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 419
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Channel 5
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1722 | 119 | 65 | 173 | 148 | 151 | 111 | 115 | 155 | 220 | 213 | 130 | 122 | 1366 | 1540 | 32 | 71 | 38 | 19 | 160 | 179 | 292 | 1247 | 148 | 439 |
| Weighted base | 1730 | 128 | 70* | 193 | 154 | 160 | 117 | 81 | 167 | 228 | 235 | 148 | 51 | 1471 | 1540 | 34* | 74* | 39* | 20** | 167 | 185 | 294 | 1251 | 147 | 442 |
| Better than the BBC | 229 | 19 | 10 | 29 | 24 | 23 | 13 | 13 | 23 | 27 | 22 | 19 | 7 | 190 | 205 | 8 | 10 | - | 1 | 20 | 37 | 51 | 144 | 25 | 78 |
| | 13%rW | 15% | 14% | 15% | 16% | 14% | 11% | 16% | 14% | 12% | 9% | 13% | 13% | 13%r | 25%Rt | 14%r | - | 6% | 12%r | 20%AW | 17%aW | 12% | 17% | 18%AW | |
| About the same as the BBC | 574 | 37 | 19 | 65 | 51 | 61 | 40 | 27 | 53 | 85 | 80 | 40 | 17 | 494 | 479 | 13 | 40 | 22 | 11 | 85 | 56 | 101 | 416 | 55 | 148 |
| | 33%O | 29% | 27% | 34% | 33% | 38% | 34% | 33% | 32% | 37% | 34% | 27% | 34% | 34% | 31% | 37% | 53%AO | 55%AO | 55% | 51%AO | 30% | 34% | 33% | 38% | 33% |
| Worse than the BBC | 600 | 45 | 29 | 65 | 48 | 57 | 43 | 27 | 58 | 58 | 91 | 59 | 19 | 509 | 564 | 10 | 12 | 7 | 3 | 32 | 63 | 81 | 452 | 45 | 137 |
| | 35%JQr | 35% | 42%j | 34% | 32% | 36%j | 37%j | 33% | 35% | 26% | 39%J | 40%J | 38%j | 35%J | 37%AQr | 29% | 17% | 19% | 14% | 19% | 34% | 28% | 36%aV | 31% | 31%v |
| Don't know | 327 | 27 | 12 | 34 | 30 | 19 | 21 | 15 | 33 | 58 | 41 | 30 | 8 | 278 | 293 | 3 | 12 | 10 | 5 | 31 | 29 | 61 | 238 | 22 | 80 |
| | 19%f | 21%f | 17% | 17% | 20% | 12% | 18% | 18% | 20% | 25%aFm | 17% | 20% | 15% | 19%f | 19% | 9% | 16% | 26% | 26% | 18% | 16% | 21%y | 19% | 15% | 18% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 420
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Channel 5
Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 1722 | 1222 | 274 | 171 | 101 | 12 | 488 | 181 | 434 | 424 | 75 | 243 | 326 | 329 | 259 | 143 | 74 | 49 | 35 | 23 | 27 | 19 | 27 |
| Weighted base | 1730 | 1224 | 275 | 173 | 101* | 12** | 494 | 185 | 439 | 427 | 76* | 249 | 336 | 337 | 266 | 137 | 73* | 49* | 33* | 21** | 24** | 14** | 22** |
| Better than the BBC | 229 | 160 | 34 | 25 | 15 | 4 | 64 | 26 | 58 | 55 | 11 | 42 | 45 | 42 | 41 | 17 | 5 | 5 | 1 | 3 | 2 | - | 2 |
| | 13% | 13% | 12% | 14% | 15% | 32% | 13% | 14% | 13% | 13% | 15% | 17% ^{qs} | 13% | 15% | 13% | 6% | 10% | 3% | 13% | 9% | - | - | 11% |
| About the same as the BBC | 574 | 381 | 113 | 61 | 36 | 4 | 189 | 81 | 171 | 160 | 28 | 88 | 114 | 109 | 87 | 48 | 22 | 9 | 14 | 6 | 5 | 7 | 11 |
| | 33% ^{Br} | 31% | 41% ^{ABj} | 35% | 36% | 34% | 38% ^{AB} | 44% ^{AB} | 39% ^{AB} | 37% ^{ab} | 36% | 35% ^r | 34% ^r | 32% | 33% | 35% | 31% | 19% | 43% ^r | 31% | 22% | 46% | 50% |
| Worse than the BBC | 600 | 442 | 80 | 57 | 31 | 2 | 156 | 52 | 136 | 136 | 21 | 72 | 111 | 112 | 98 | 52 | 31 | 26 | 14 | 11 | 13 | 6 | 7 |
| | 35% ^{cl} | 36% ^{ch} | 29% | 33% | 31% | 18% | 32% | 28% | 31% | 32% | 27% | 29% | 33% | 33% | 37% | 38% | 42% ^l | 53% ^{AKLM} | 41% | 51% | 55% | 45% | 30% |
| Don't know | 327 | 241 | 48 | 31 | 19 | 2 | 85 | 25 | 75 | 75 | 16 | 46 | 66 | 74 | 40 | 20 | 15 | 9 | 4 | 1 | 3 | 1 | 2 |
| | 19% | 20% | 18% | 18% | 19% | 16% | 17% | 14% | 17% | 18% | 22% | 19% | 20% | 22% ^o | 15% | 14% | 21% | 18% | 13% | 5% | 14% | 8% | 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 421
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Channel 5
Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1722 | 1682 | 40 | 1258 | 464 | 1240 | 482 | 1698 | 24 | 1698 | 24 |
| Weighted base | 1730 | 1689 | 41* | 1255 | 475 | 1232 | 498 | 1704 | 26** | 1704 | 26** |
| Better than the BBC | 229 | 207 | 21 | 138 | 91 | 115 | 114 | 212 | 17 | 212 | 17 |
| HJ | 13%BDF | 12% | 52%AB | 11% | 19%AD | 9% | 23%AF | 12% | 66% | 12% | 66% |
| About the same as the BBC | 574 | 562 | 12 | 415 | 169 | 410 | 165 | 568 | 7 | 568 | 7 |
| | 33% | 33% | 30% | 33% | 34% | 33% | 33% | 33% | 26% | 33% | 26% |
| Worse than the BBC | 600 | 598 | 2 | 484 | 116 | 489 | 111 | 600 | - | 600 | - |
| | 35%CEG | 35%AC | 6% | 39%AE | 25% | 40%AG | 22% | 35%A | - | 35%A | - |
| Don't know | 327 | 322 | 5 | 219 | 108 | 218 | 109 | 325 | 2 | 325 | 2 |
| | 19%df | 19% | 13% | 17% | 23%ad | 18% | 22%f | 19% | 8% | 19% | 8% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 422
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?

Netflix
Base: All respondents who ever use each

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|-------------------------|-------------|---------------|--------------|------------------|----------------------|----------------------|--------------------|-------------------------------|-----------------------------|------------|----------------------|--------------------|---------------------|--------------------|------------------------------|-------------------|---------------|---------------|------------|--------------|--------------|--------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1420 | 719 | 693 | 131 | 203 | 296 | 253 | 218 | 153 | 100 | 66 | 334 | 235 | 531 | 471 | 319 | 147 | 431 | 410 | 278 | 300 | 841 | 578 |
| Weighted base | 1419 | 697 | 714 | 122 | 195 | 306 | 246 | 234 | 153 | 96* | 65* | 317 | 226 | 532 | 480 | 315 | 137 | 399 | 417 | 306 | 296 | 815 | 602 |
| Better than the BBC | 492 35%JJP | 247 36% | 242 34% | 48 39%JJP | 78 40%hJ P | 131 43%AH JkoP | 99 40%ahl JkoP | 69 30%Jp | 35 23% | 15 15% | 17 26% | 126 40%ahl JKP | 86 38%JP | 217 41%AH JKP | 168 35%hJ P | 67 21% | 56 41%hJ kP | 137 34% | 130 31% | 103 34% | 121 41%as | 267 33% | 223 37% |
| About the same as the BBC | 286 20%iP | 153 22% | 132 18% | 25 20%l | 37 19%im | 69 23%iP | 62 25%alm P | 52 22%lp | 14 9% | 15 16% | 13 19%i | 62 19%lp | 38 17%i | 107 20%lp | 113 24%alm P | 42 13%i | 26 19%i | 80 20% | 85 20% | 68 22% | 52 18% | 165 20% | 120 20% |
| Worse than the BBC | 386 27%fgU W | 205 29% | 178 25% | 32 26% | 55 28% | 68 22% | 54 22% | 66 28% | 49 32%fg | 41 43%Ade FGHLNO q | 22 33% | 87 27% | 72 32%Efg Ln | 140 26%f | 119 25% | 112 36%AFG INO | 37 27% | 129 32%ATU | 129 31%atU | 69 23% | 59 20% | 258 32%AW | 128 21% |
| Don't know | 255 18%BeF glmNRV | 92 13% | 162 23%AB | 18 15% | 25 13% | 38 12% | 32 13% | 48 20%efg In | 55 36%ADE FGHLM NOpQ | 25 26%ade FGLMNo q | 14 21% | 43 14% | 30 13% | 68 13% | 80 17%g | 94 30%ADE FGHLMN OQ | 18 13% | 53 13% | 72 17% | 66 22%R | 64 22%R | 125 15% | 130 22%AV |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 423

Absolutes/col percents

Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?

Netflix

Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1420 | 117 | 54 | 148 | 102 | 132 | 92 | 104 | 97 | 187 | 179 | 105 | 103 | 1096 | 1210 | 42 | 85 | 39 | 20 | 186 | 175 | 178 | 1064 | 108 | 321 |
| Weighted base | 1419 | 126 | 58* | 164 | 106 | 140 | 96* | 73 | 105* | 193 | 196 | 119 | 43 | 1177 | 1202 | 43* | 88* | 40* | 21** | 192 | 179 | 183 | 1055 | 110 | 329 |
| Better than the BBC | 492 | 46 | 20 | 57 | 35 | 49 | 39 | 27 | 43 | 67 | 59 | 36 | 14 | 405 | 398 | 20 | 40 | 14 | 8 | 83 | 72 | 66 | 355 | 38 | 123 |
| | 35%O | 36% | 35% | 35% | 33% | 35% | 40% | 38% | 41% | 35% | 30% | 30% | 32% | 34% | 33% | 47% | 46%ao | 36% | 37% | 43%aO | 40% | 36% | 34% | 35% | 38% |
| About the same as the BBC | 286 | 28 | 8 | 42 | 20 | 30 | 12 | 17 | 53 | 38 | 16 | 9 | 236 | 230 | 6 | 24 | 13 | 5 | 48 | 30 | 29 | 227 | 16 | 49 | |
| | 20%oY | 22% | 14% | 26%gl | 19% | 21% | 12% | 17% | 16% | 28%AcG | 19% | 13% | 21% | 20% | 19% | 27% | 33%ao | 25% | 25% | 17% | 16% | 22%ay | 15% | 15% | |
| Worse than the BBC | 386 | 29 | 17 | 36 | 26 | 39 | 24 | 21 | 24 | 43 | 65 | 44 | 16 | 320 | 351 | 11 | 5 | 3 | 29 | 47 | 53 | 284 | 32 | 94 | |
| | 27%QrT | 23% | 30% | 22% | 25% | 28% | 25% | 29% | 23% | 22% | 33%djn | 37%abdUn | 38%abDeqUn | 27% | 29%AQrT | 26%qt | 11% | 13% | 13% | 15% | 26% | 29% | 27% | 29% | 29% |
| Don't know | 255 | 23 | 12 | 29 | 25 | 22 | 22 | 12 | 21 | 30 | 34 | 23 | 4 | 216 | 223 | 5 | 14 | 7 | 5 | 32 | 30 | 36 | 189 | 24 | 62 |
| | 18%lm | 18% | 21% | 18% | 23%em | 15% | 23%lm | 16% | 20% | 15% | 17% | 19% | 10% | 18%lm | 19% | 12% | 16% | 18% | 26% | 16% | 16% | 20% | 18% | 22% | 19% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 424
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Netflix
Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 1420 | 875 | 305 | 177 | 103 | 12 | 533 | 221 | 483 | 450 | 65 | 154 | 240 | 263 | 225 | 141 | 68 | 49 | 40 | 20 | 27 | 19 | 34 |
| Weighted base | 1419 | 871 | 303 | 181 | 102* | 12** | 536 | 222 | 486 | 450 | 66* | 159 | 248 | 270 | 230 | 134 | 65* | 48* | 36* | 19** | 24** | 14** | 29* |
| Better than the BBC | 492 | 265 | 135 | 72 | 42 | 4 | 223 | 101 | 207 | 187 | 32 | 55 | 78 | 104 | 79 | 46 | 21 | 12 | 15 | 7 | 9 | 5 | 6 |
| | 35%B | 30% | 45%AB | 40%b | 41%b | 30% | 42%AB | 45%AB | 43%AB | 42%AB | 48%amrw | 34% | 31% | 39% | 34% | 34% | 32% | 25% | 42% | 34% | 39% | 34% | 21% |
| About the same as the BBC | 286 | 153 | 74 | 49 | 25 | 4 | 129 | 54 | 118 | 110 | 12 | 30 | 51 | 49 | 48 | 24 | 12 | 15 | 8 | 4 | 7 | 2 | 9 |
| | 20%B | 18% | 24%ab | 27%aB | 25% | 36% | 24%AB | 24%b | 24%AB | 24%AB | 18% | 19% | 21% | 18% | 21% | 18% | 31%n | 23% | 21% | 28% | 16% | 31% | |
| Worse than the BBC | 386 | 282 | 48 | 35 | 21 | 3 | 101 | 37 | 88 | 84 | 11 | 42 | 71 | 73 | 59 | 34 | 20 | 18 | 10 | 5 | 6 | 6 | 10 |
| | 27%CdG | 32%ACD | 16% | 20% | 21% | 27% | 19%c | 17% | 18% | 19%c | 17% | 27% | 29% | 27% | 26% | 25% | 30% | 39%k | 27% | 28% | 24% | 39% | 36%k |
| | HU | eGHUJ | | | | | | | | | | | | | | | | | | | | | |
| Don't know | 255 | 171 | 46 | 25 | 14 | 1 | 83 | 30 | 73 | 69 | 12 | 32 | 47 | 44 | 44 | 30 | 13 | 3 | 3 | 2 | 2 | 3 | 3 |
| | 18%ir | 20%ahi | 15% | 14% | 14% | 8% | 15% | 13% | 15% | 15% | 18%r | 20%r | 19%r | 16%r | 19%r | 22%R | 19%r | 5% | 8% | 17% | 9% | 11% | 12% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 425

Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Netflix

Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1420 | 1291 | 129 | 960 | 460 | 1013 | 407 | 1342 | 78 | 1342 | 78 | |
| Weighted base | 1419 | 1291 | 127 | 954 | 465 | 1001 | 417 | 1342 | 76* | 1342 | 76* | |
| Better than the BBC | 492 | 419 | 73 | 281 | 210 | 291 | 201 | 442 | 49 | 442 | 49 | |
| | | 35%BDF | 32% | 57%AB | 30% | 45%AD | 29% | 48%AF | 33% | 64%AH | 33% | 64%AJ |
| | | HJ | | | | | | | | | | |
| About the same as the BBC | 286 | 278 | 8 | 232 | 54 | 229 | 56 | 282 | 4 | 282 | 4 | |
| | | 20%CEG | 21%AC | 6% | 24%AE | 12% | 23%AG | 14% | 21%AI | 5% | 21%AK | 5% |
| | | IK | | | | | | | | | | |
| Worse than the BBC | 386 | 365 | 21 | 285 | 101 | 321 | 65 | 378 | 8 | 378 | 8 | |
| | | 27%CEG | 28%AC | 17% | 30%AE | 22% | 32%AG | 16% | 28%AI | 10% | 28%AK | 10% |
| | | IK | | | | | | | | | | |
| Don't know | 255 | 230 | 26 | 155 | 100 | 161 | 95 | 239 | 16 | 239 | 16 | |
| | | 18%df | 18% | 20% | 16% | 22%ad | 16% | 23%AF | 16% | 21% | 18% | 21% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 426
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Amazon Prime Video
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|----------------------|------------|--------------|-------------|--------------|--------------|-------------|-------------|--------------|-------------------------------|-------------------------------|--------------|--------------|---------------|---------------|-------------------------------|-------------|---------------|-------------|-----------|------------|--------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1205 | 633 | 565 | 91 | 169 | 257 | 213 | 182 | 143 | 92 | 58 | 260 | 192 | 449 | 395 | 293 | 104 | 373 | 341 | 235 | 255 | 714 | 490 |
| Weighted base | 1210 | 615 | 589 | 84* | 161 | 266 | 210 | 197 | 143 | 92* | 58* | 245 | 183 | 449 | 407 | 293 | 95* | 352 | 351 | 258 | 249 | 702 | 507 |
| Better than the BBC | 309 26%JP | 159 26% | 149 25% | 24 28%Jp | 49 31%JkP | 80 30%JKP | 58 28%Jp | 45 23%j | 32 22% | 11 12% | 9 16% | 73 30%JkP | 54 30%JKP | 134 30%aJk | 104 25%Jp | 52 18% | 27 28%Jp | 82 23% | 88 25% | 79 31% | 59 24% | 170 24% | 138 27% |
| About the same as the BBC | 269 22%JPs | 147 24% | 118 20% | 16 19% | 39 24%Jmp | 65 25%JP | 56 27%JP | 49 25%JP | 24 17% | 9 9% | 11 19% | 55 22%Jp | 39 21%j | 104 23%JP | 105 26%aJp | 43 15% | 21 22%j | 91 26%S | 62 18% | 57 22% | 59 24% | 153 22% | 116 23% |
| Worse than the BBC | 356 29%tW | 194 32% | 160 27% | 28 34% | 48 30% | 72 27% | 54 26% | 55 28% | 49 34% | 36 39%afg | 14 24% | 76 31% | 61 33%E | 132 30% | 109 27% | 99 34% | 32 34% | 119 34%atu | 113 32%t | 62 24% | 63 25% | 232 33%AW | 124 25% |
| Don't know | 276 23%BeL mNR | 115 19% | 162 27%AB | 16 19% | 25 15% | 49 18% | 42 20% | 47 24% | 38 26%elm | 36 39%ADE FGHILM NOQ | 24 42%ADE FGHILM NOQ | 41 17% | 29 16% | 78 17% | 89 22% | 98 33%ADE FGHILM NOQ | 16 17% | 61 17% | 87 25%r | 60 23% | 68 27%R | 148 21% | 128 25% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 427
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Amazon Prime Video
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|---------------------------|---------------------------|--------------|----------------|------------------------|------------------------------|------------------------|------------------------|--------------------------------|---------------------|----------------------------------|-------------------------|-------------------------|------------------------|-------------------------|---------------------------|-------------------------|--------------------------|--------------------------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1205 | 103 | 47 | 120 | 92 | 100 | 77 | 92 | 85 | 164 | 158 | 92 | 75 | 935 | 1046 | 33 | 64 | 32 | 14 | 143 | 165 | 166 | 874 | 100 | 299 |
| Weighted base | 1210 | 110 | 51* | 133 | 96* | 105* | 81* | 65* | 92* | 170 | 174 | 105* | 31* | 1005 | 1047 | 34* | 66* | 33* | 14** | 147 | 171 | 172 | 871 | 99* | 306 |
| Better than the BBC | 309 26% | 30 27% | 10 19% | 34 26% | 27 29% | 26 25% | 23 28% | 24 36% ^{acj} Kn | 26 28% | 41 24% | 36 21% | 25 24% | 8 25% | 248 25% | 267 26% | 13 39% ^{rt} | 17 25% | 5 16% | 2 15% | 38 26% | 54 32% | 44 26% | 213 24% | 32 33% | 89 29% |
| About the same as the BBC | 269 22% ^{gO} | 21 20% | 10 20% | 32 24% ^g | 20 21% | 23 22% ^g | 9 11% | 12 18% | 14 16% | 54 32% ^{AbG} hILN | 48 28% ^{GI} | 17 17% | 7 21% | 229 23% ^G | 211 20% | 4 12% | 29 44% ^{AOP} | 16 49% ^{AOP} | 5 34% | 54 37% ^{AOP} | 33 20% | 35 20% | 205 24% | 17 17% | 56 18% |
| Worse than the BBC | 356 29% ^{jQT} | 31 28% | 17 35% | 35 27% | 26 27% | 32 31% | 31 39% ^J | 20 31% | 29 31% | 36 21% | 55 32% ^j | 32 31% | 12 39% ^J | 294 29% ^j | 331 32% ^{AQT} | 7 21% | 7 11% | 5 17% | 1 8% | 21 14% | 45 26% | 54 31% | 255 29% | 28 28% | 92 30% |
| Don't know | 276 23% | 28 25% | 13 26% | 32 24% | 22 23% | 23 22% | 18 22% | 10 15% | 23 25% | 39 23% | 34 20% | 30 29% ^{hm} | 5 15% | 234 23% | 238 23% | 9 27% | 13 20% | 6 19% | 6 43% | 35 24% | 39 23% | 39 23% | 198 23% | 22 22% | 70 23% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 428
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Amazon Prime Video
Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 1205 | 767 | 244 | 145 | 78 | 9 | 429 | 183 | 396 | 361 | 56 | 143 | 204 | 219 | 195 | 103 | 59 | 44 | 33 | 17 | 24 | 13 | 32 |
| Weighted base | 1210 | 768 | 244 | 150 | 78* | 9** | 434 | 183 | 401 | 364 | 57* | 148 | 210 | 223 | 200 | 100* | 58* | 43* | 31* | 16** | 23** | 10** | 27** |
| Better than the BBC | 309 | 177 | 78 | 41 | 27 | 1 | 131 | 58 | 122 | 110 | 15 | 43 | 49 | 62 | 53 | 31 | 12 | 9 | 6 | 2 | 7 | 2 | 6 |
| | 26%B | 23% | 32%aB | 27% | 35%b | 16% | 30%AB | 32%ab | 30%AB | 30%ab | 27% | 29% | 24% | 28% | 27% | 31% | 21% | 21% | 13% | 31% | 21% | 22% | |
| About the same as the BBC | 269 | 143 | 72 | 44 | 21 | 3 | 123 | 56 | 113 | 102 | 17 | 25 | 45 | 47 | 49 | 22 | 15 | 8 | 10 | 4 | 8 | 3 | 6 |
| | 22%B | 19% | 29%AB | 30%aB | 27% | 36% | 28%AB | 30%AB | 28%AB | 28%AB | 30%l | 17% | 22% | 21% | 25% | 22% | 26% | 18% | 32% | 27% | 34% | 30% | 22% |
| Worse than the BBC | 356 | 264 | 44 | 35 | 14 | 2 | 90 | 39 | 84 | 75 | 11 | 41 | 61 | 65 | 59 | 25 | 17 | 22 | 10 | 6 | 6 | 3 | 13 |
| | 29%CeG | 34%ACd | 18% | 23% | 17% | 25% | 21% | 21% | 21% | 21% | 20% | 28% | 29% | 29% | 29% | 25% | 29% | 51%AKLM | 31% | 34% | 25% | 30% | 48% |
| | HIJ | EGHIJ | | | | | | | | | | | | | | | | NOPq | | | | | |
| Don't know | 276 | 184 | 50 | 30 | 16 | 2 | 91 | 31 | 81 | 77 | 14 | 39 | 54 | 49 | 39 | 21 | 14 | 5 | 4 | 2 | 2 | 2 | |
| | 23%hr | 24%h | 21% | 20% | 21% | 23% | 21% | 17% | 20% | 21% | 24% | 26%r | 26%r | 22% | 20% | 21% | 25% | 10% | 16% | 26% | 10% | 20% | 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 429

Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?

Amazon Prime Video

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------------|--------------|-----------------------|--------------|--------------------|--------------|---|--------------|---|--------------|-------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1205 | 1112 | 93 | 833 | 372 | 896 | 309 | 1152 | 53 | 1151 | 54 |
| Weighted base | 1210 | 1118 | 92* | 832 | 378 | 890 | 320 | 1158 | 53* | 1157 | 54* |
| Better than the BBC | 309 26%BDF HJ | 261 23% | 48 52%AB | 168 20% | 141 37%AD | 186 21% | 123 39%AF | 278 24% | 31 59%AH | 278 24% | 31 58%AJ |
| About the same as the BBC | 269 22%CEG ik | 262 23%AC | 7 8% | 220 26%AE | 49 13% | 227 25%AG | 42 13% | 264 23%ai | 5 9% | 264 23%ak | 5 9% |
| Worse than the BBC | 356 29%CEG IK | 340 30%AC | 16 17% | 265 32%AE | 91 24% | 301 34%AG | 56 17% | 352 30%AI | 4 8% | 352 30%AK | 4 8% |
| Don't know | 276 23%F | 255 23% | 21 23% | 179 21% | 98 26% | 177 20% | 99 31%AF | 264 23% | 13 24% | 263 23% | 14 25% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 430
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Disney+
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|---------------|-----------------------|-----------|---------|-----------|-----------|-----------|-----------|-----------------------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 692 | 365 | 320 | 80 | 133 | 191 | 138 | 86 | 41 | 19 | 4 | 213 | 150 | 341 | 224 | 64 | 93 | 219 | 198 | 135 | 140 | 417 | 275 |
| Weighted base | 684 | 353 | 324 | 76* | 125 | 196 | 132 | 90* | 41* | 19** | 4** | 201 | 142 | 338 | 223 | 64* | 88* | 202 | 196 | 148 | 137 | 399 | 286 |
| Better than the BBC | 189 | 93 | 96 | 24 | 33 | 64 | 39 | 17 | 7 | 4 | - | 58 | 38 | 102 | 55 | 12 | 25 | 47 | 55 | 43 | 44 | 102 | 87 |
| | 28%h | 26% | 30% | 32%h | 27% | 33%hp | 29% | 18% | 18% | 23% | - | 29% | 27% | 30%h | 25% | 18% | 29% | 23% | 28% | 29% | 32% | 26% | 30% |
| About the same as the BBC | 162 | 95 | 65 | 17 | 26 | 51 | 39 | 22 | 5 | 2 | 1 | 42 | 27 | 78 | 61 | 8 | 19 | 60 | 41 | 33 | 28 | 101 | 61 |
| | 24%cp | 27%ac | 20% | 22% | 20% | 26%p | 29%ip | 25% | 12% | 10% | 26% | 21% | 19% | 23% | 27%ip | 12% | 22% | 30%as | 21% | 22% | 20% | 25% | 21% |
| Worse than the BBC | 200 | 105 | 91 | 22 | 46 | 52 | 36 | 26 | 11 | 7 | - | 68 | 53 | 105 | 62 | 18 | 28 | 68 | 60 | 43 | 30 | 128 | 72 |
| | 29%u | 30% | 28% | 29% | 37%a | 26% | 27% | 28% | 27% | 34% | - | 34% | 38%afn | 31%f | 28% | 27% | 32% | 33%u | 30% | 29% | 21% | 32% | 25% |
| Don't know | 134 | 60 | 73 | 13 | 21 | 29 | 19 | 25 | 18 | 6 | 3 | 34 | 23 | 52 | 44 | 27 | 15 | 28 | 40 | 30 | 36 | 68 | 65 |
| | 20%Nr | 17% | 22% | 17% | 17% | 15% | 14% | 28%fgl mno | 44%ADE FGLMNO Q | 33% | 74% | 17% | 16% | 15% | 20%g | 42%ADE FGLMNO Q | 17% | 14% | 20% | 20% | 26%aR | 17% | 23% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 431
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Disney+
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|--------------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|-----------------------------|----------------|----------------|------------------------|-------------------|--------------|-----------|-------------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|-------------|-----------|------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 692 | 53 | 31 | 73 | 59 | 50 | 34 | 57 | 38 | 97 | 94 | 56 | 50 | 532 | 571 | 26 | 50 | 25 | 8 | 109 | 89 | 75 | 530 | 44 | 146 |
| Weighted base | 684 | 56* | 33* | 80* | 61* | 52* | 35* | 40* | 41* | 98* | 104* | 63* | 21* | 567 | 561 | 27** | 51* | 25** | 8** | 112 | 92* | 78* | 520 | 45* | 150 |
| Better than the BBC | 189 28% | 19 34% | 12 37% | 25 31% | 19 31% | 11 22% | 14 41%jm | 11 28% | 10 24% | 20 20% | 31 30% | 13 20% | 4 20% | 155 27% | 160 28% | 12 46% | 8 16% | 2 8% | 2 29% | 25 22% | 29 32% | 26 34% | 137 26% | 17 38% | 46 31% |
| About the same as the BBC | 162 24%Ov | 12 21% | 4 12% | 24 30%g | 12 20% | 12 22% | 4 12% | 9 22% | 7 17% | 40 41%AbC EFGHK LN | 21 20% | 11 18% | 6 30%g | 135 24% | 114 20% | 5 19% | 25 48%AO | 11 42% | 4 51% | 45 40%AO | 22 24%v | 11 14% | 131 25%v | 7 17% | 29 19% |
| Worse than the BBC | 200 29%dt | 15 26% | 13 38%d | 14 18% | 17 29% | 19 36%cd | 7 21% | 12 29% | 12 31% | 24 24% | 35 34%cd | 24 39%cd | 7 36%cd | 166 29%cd | 174 31%at | 7 27% | 9 18% | 4 17% | 2 20% | 22 20% | 23 25% | 24 31% | 148 28% | 16 37% | 46 31%u |
| Don't know | 134 20% | 11 19% | 4 13% | 17 21% | 13 21% | 11 20% | 9 26% | 8 21% | 12 29% | 15 15% | 17 16% | 15 24% | 3 15% | 111 20% | 114 20% | 2 8% | 10 19% | 8 32% | - | 20 18% | 18 19% | 17 22%x | 104 20% | 4 9% | 29 19%x |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 432
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Disney+
Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 692 | 354 | 200 | 103 | 50 | 10 | 328 | 155 | 310 | 273 | 30 | 82 | 94 | 122 | 122 | 55 | 33 | 29 | 21 | 17 | 16 | 10 | 21 |
| Weighted base | 684 | 346 | 199 | 107* | 50* | 10** | 329 | 155 | 312 | 273 | 30** | 84* | 96* | 125 | 124 | 52* | 30* | 29** | 18** | 16** | 15** | 8** | 18** |
| Better than the BBC | 189 | 82 | 69 | 35 | 16 | 1 | 105 | 54 | 102 | 89 | 15 | 20 | 28 | 45 | 27 | 14 | 6 | 3 | 4 | 6 | 4 | 4 | 3 |
| | 28%b | 24% | 35%AB | 33% | 33% | 14% | 32%ab | 35%aB | 33%ab | 33%ab | 51% | 24% | 29% | 36%ao | 22% | 27% | 20% | 12% | 17% | 25% | 42% | 53% | 19% |
| About the same as the BBC | 162 | 66 | 59 | 32 | 13 | 4 | 93 | 44 | 87 | 79 | 3 | 21 | 23 | 31 | 31 | 10 | 6 | 5 | 7 | 5 | 4 | - | 8 |
| | 24%B | 19% | 30%aB | 30%b | 26% | 43% | 28%aB | 29%b | 28%aB | 29%aB | 11% | 25% | 24% | 25% | 20% | 20% | 17% | 37% | 31% | 26% | - | 46% | |
| Worse than the BBC | 200 | 123 | 38 | 27 | 11 | 2 | 75 | 35 | 72 | 58 | 7 | 23 | 22 | 31 | 39 | 14 | 13 | 18 | 2 | 4 | 5 | 4 | 5 |
| | 29%CGh | 36%ACG | 19% | 25% | 23% | 22% | 23%c | 23% | 23%c | 21% | 24% | 28% | 23% | 25% | 32% | 27% | 42%m | 62% | 10% | 24% | 32% | 47% | 29% |
| | IJ | HJ | | | | | | | | | | | | | | | | | | | | | |
| Don't know | 134 | 76 | 32 | 13 | 9 | 2 | 56 | 21 | 51 | 47 | 4 | 20 | 22 | 18 | 26 | 13 | 5 | 3 | 6 | 3 | - | - | 1 |
| | 20%dh | 22%dh | 16% | 12% | 18% | 20% | 17% | 14% | 16% | 17% | 14% | 23% | 23% | 15% | 21% | 26% | 17% | 9% | 36% | 20% | - | - | 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 433
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Disney+
Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------------|--------------|-----------------------|--------------|--------------------|--------------|---|--------------|---|--------------|-------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 692 | 637 | 55 | 483 | 209 | 520 | 172 | 656 | 36 | 656 | 36 |
| Weighted base | 684 | 633 | 51* | 476 | 208 | 510 | 174 | 651 | 33* | 651 | 33* |
| Better than the BBC | 189 28%BDF HJ | 163 26% | 26 51%AB | 101 21% | 87 42%AD | 115 23% | 73 42%AF | 169 26% | 20 58%AH | 169 26% | 20 59%AJ |
| About the same as the BBC | 162 24%CEG ik | 158 25%aC | 4 9% | 140 29%AE | 22 11% | 141 28%AG | 21 12% | 160 25%ai | 2 7% | 160 25%ak | 2 7% |
| Worse than the BBC | 200 29%G | 188 30% | 11 22% | 148 31% | 51 25% | 163 32%AG | 36 21% | 194 30% | 5 16% | 194 30% | 5 16% |
| Don't know | 134 20%f | 124 20% | 9 18% | 87 18% | 47 23% | 90 18% | 43 25%af | 128 20% | 6 17% | 128 20% | 6 17% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 434
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
NOW TV

Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|-----------|----------|------------|-----------|-----------|---------------|-----------|-----------|-----------------------|-----------|---------|-----------|-----------|-----------|-----------|-------------------------|-----------|--------|--------|--------|----------|-----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 507 | 299 | 205 | 45 | 77 | 119 | 99 | 73 | 51 | 29 | 14 | 122 | 85 | 204 | 172 | 94 | 51 | 166 | 133 | 97 | 111 | 299 | 208 |
| Weighted base | 507 | 294 | 210 | 41* | 72* | 125 | 97* | 78* | 51* | 29** | 14** | 113 | 80* | 204 | 175 | 94* | 46* | 158 | 131 | 109* | 109 | 289 | 218 |
| Better than the BBC | 92 | 57 | 34 | 7 | 7 | 31 | 18 | 16 | 7 | 2 | 2 | 15 | 8 | 40 | 34 | 11 | 8 | 19 | 26 | 21 | 25 | 45 | 46 |
| | 18%mr | 19% | 16% | 18% | 10% | 25%ael mnp | 18% | 21% | 14% | 7% | 14% | 13% | 11% | 20%EIM | 19% | 12% | 16% | 12% | 20% | 19% | 23%r | 16% | 21% |
| About the same as the BBC | 163 | 96 | 66 | 13 | 28 | 47 | 36 | 20 | 14 | 3 | 3 | 41 | 28 | 74 | 56 | 19 | 14 | 57 | 33 | 33 | 41 | 89 | 73 |
| | 32%Ps | 33% | 31% | 33% | 38%mp | 37%P | 37%p | 25% | 26% | 11% | 18% | 36%p | 35%p | 36%P | 32% | 21% | 31% | 36% | 25% | 30% | 37% s | 31% | 34% |
| Worse than the BBC | 127 | 79 | 47 | 13 | 23 | 22 | 26 | 25 | 11 | 6 | 1 | 36 | 27 | 49 | 50 | 18 | 16 | 44 | 39 | 25 | 19 | 82 | 44 |
| | 25%fuw | 27% | 22% | 32% | 32%f | 18% | 26% | 32%f | 21% | 22% | 7% | 32%fnp | 34%fnp | 24%f | 29%f | 19% | 34%f | 28% | 30%u | 23% | 17% | 29% aw | 20% |
| Don't know | 126 | 63 | 62 | 7 | 14 | 24 | 18 | 17 | 19 | 17 | 8 | 22 | 17 | 41 | 35 | 45 | 8 | 39 | 33 | 30 | 24 | 72 | 54 |
| | 25%bn | 21% | 30%ab | 18% | 20% | 19% | 18% | 22% | 38%ade fglmNo q | 59% | 60% | 19% | 21% | 20% | 20% | 48%ADE FGHILM NOQ | 18% | 25% | 25% | 27% | 22% | 25% | 25% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 435
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
NOW TV
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 507 | 34 | 20 | 62 | 37 | 43 | 26 | 33 | 35 | 87 | 60 | 37 | 33 | 407 | 419 | 14 | 38 | 21 | 7 | 80 | 66 | 59 | 382 | 35 | 114 |
| Weighted base | 507 | 36* | 21** | 69* | 38* | 45* | 27** | 23* | 38* | 89* | 65* | 42* | 14* | 434 | 416 | 14** | 39* | 22** | 7** | 82* | 67* | 61* | 378 | 36* | 117 |
| Better than the BBC | 92 | 3 | 5 | 10 | 13 | 6 | 6 | 5 | 6 | 9 | 15 | 8 | 4 | 79 | 81 | 5 | - | 2 | 1 | 9 | 20 | 13 | 60 | 7 | 29 |
| | 18%Qtw | 9% | 25% | 14% | 33%abdfJn | 14% | 23% | 22% | 17% | 10% | 23%j | 19% | 30%bJ | 18%j | 20%Q | 36% | - | 10% | 16% | 10%q | 30%AW | 21% | 16% | 21% | 24%w |
| About the same as the BBC | 163 | 10 | 5 | 26 | 9 | 18 | 7 | 8 | 8 | 44 | 15 | 8 | 5 | 140 | 117 | 4 | 28 | 9 | 3 | 44 | 20 | 12 | 135 | 11 | 28 |
| | 32%Ovy | 27% | 24% | 38% | 24% | 39% | 27% | 35% | 20% | 49%AbeIKLN | 23% | 19% | 37% | 32% | 28% | 27% | 71%AOT | 41% | 43% | 53%AO | 29% | 20% | 36%Avy | 32% | 24% |
| Worse than the BBC | 127 | 13 | 5 | 16 | 11 | 12 | 5 | 7 | 6 | 18 | 16 | 15 | 2 | 105 | 108 | 2 | 4 | 7 | 2 | 15 | 20 | 15 | 90 | 10 | 32 |
| | 25%q | 35% | 25% | 23% | 29% | 28% | 19% | 30% | 17% | 21% | 24% | 35% | 18% | 24% | 26%q | 14% | 10% | 33% | 27% | 18% | 30% | 24% | 24% | 27% | 27% |
| Don't know | 126 | 10 | 5 | 17 | 5 | 9 | 8 | 3 | 18 | 18 | 19 | 11 | 2 | 111 | 110 | 3 | 7 | 3 | 1 | 15 | 7 | 22 | 93 | 8 | 29 |
| | 25%U | 29% | 26% | 25% | 13% | 19% | 31% | 12% | 46%AdEftUmn | 20% | 30% | 27% | 15% | 25% | 26% | 22% | 19% | 16% | 14% | 18% | 11% | 36%aUy | 25%u | 21% | 25%U |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 436
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
NOW TV
Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|----------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 507 | 292 | 111 | 71 | 34 | 4 | 211 | 100 | 195 | 170 | 21 | 68 | 84 | 93 | 80 | 46 | 19 | 15 | 14 | 9 | 9 | 5 | 18 |
| Weighted base | 507 | 292 | 108 | 72* | 34* | 4** | 210 | 98* | 195 | 169 | 21** | 72* | 86* | 94* | 80* | 45* | 17** | 15** | 14** | 8** | 9** | 5** | 14** |
| Better than the BBC | 92 18% ^m | 47 16% | 22 21% | 16 23% | 6 17% | - | 45 21% | 19 20% | 42 21% | 35 21% | 6 28% | 13 18% | 8 9% | 21 23% ^m | 20 25% ^M | 8 17% | 6 34% | * 3% | 2 16% | 2 26% | 1 12% | 1 22% | 1 9% |
| About the same as the BBC | 163 32% | 84 29% | 45 41% ^{ab} | 25 35% | 11 34% | 2 51% | 76 36% | 42 43% ^{ab} | 72 37% | 64 38% ^{ab} | 7 35% | 27 37% | 32 31% | 24 35% | 10 30% | 8 22% | 3 49% | 7 22% | 3 48% | 4 36% | 4 44% | 1 17% | 5 31% |
| Worse than the BBC | 127 25% | 76 26% | 21 19% | 15 21% | 7 21% | 2 49% | 48 23% | 22 22% | 44 23% | 35 21% | 3 13% | 14 20% | 23 24% | 18 22% | 13 29% | 2 10% | 7 50% | 3 21% | 1 11% | 4 44% | 2 40% | 6 45% | |
| Don't know | 126 25% ^{ghi} | 85 29% ^{kacg} | 20 19% | 16 22% | 10 29% | - | 41 19% | 15 15% | 37 19% | 34 20% | 5 25% | 18 25% | 26 31% | 17 18% | 14 32% | 1 7% | 4 26% | 2 16% | 2 27% | 2 - | 1 21% | 2 15% | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 437
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
NOW TV
Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------------------|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 507 | 480 | 27 | 398 | 109 | 403 | 104 | 496 | 11 | 495 | 12 |
| Weighted base | 507 | 482 | 25** | 397 | 110 | 399 | 108 | 496 | 10** | 495 | 11** |
| Better than the BBC | 92 | 81 | 11 | 62 | 29 | 62 | 30 | 86 | 5 | 86 | 5 |
| | 18%BDF | 17% | 42% | 16% | 27%aD | 16% | 27%AF | 17% | 51% | 17% | 47% |
| | Hj | | | | | | | | | | |
| About the same as the BBC | 163 | 160 | 3 | 140 | 22 | 139 | 24 | 162 | 1 | 162 | 1 |
| | 32%Eg | 33%a | 10% | 35%AE | 20% | 35%ag | 22% | 33% | 10% | 33% | 9% |
| Worse than the BBC | 127 | 122 | 5 | 105 | 22 | 110 | 16 | 125 | 2 | 125 | 2 |
| | 25%G | 25% | 19% | 26% | 20% | 28%AG | 15% | 25% | 16% | 25% | 14% |
| Don't know | 126 | 119 | 7 | 90 | 36 | 88 | 38 | 124 | 2 | 123 | 3 |
| | 25%dF | 25% | 28% | 23% | 33%ad | 22% | 35%AF | 25% | 23% | 25% | 30% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 438
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?

YouTube
Base: All respondents who ever use each

| | Total (a) | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | |
|---------------------------|----------------------------------|------------------|------------------|------------------------|---------------------------|---------------------------|--------------------------|---------------------------|----------------------------------|----------------------------------|-------------------------------------|----------------------------|--------------------------|----------------------------|--------------------------|------------------------------------|---------------------------|-------------------|-----------------|------------------|-----------------|------------------|------------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1859 | 981 | 870 | 149 | 217 | 311 | 307 | 290 | 250 | 190 | 145 | 366 | 253 | 564 | 597 | 585 | 166 | 555 | 524 | 332 | 446 | 1079 | 778 |
| Weighted base | 1857 | 950 | 899 | 138 | 209 | 325 | 298 | 311 | 249 | 184 | 143 | 347 | 243 | 568 | 609 | 577 | 153 | 521 | 532 | 365 | 437 | 1053 | 802 |
| Better than the BBC | 507 27% KPSV | 294 31% AC | 213 24% | 51 37% IJKOP | 79 38% AgH JKmOP | 129 40% AGH JKOP | 82 28% LJK P | 77 25% jKP | 47 19% k | 29 16% | 14 10% | 130 38% AGH LJKOP | 85 35% AHI JKOP | 214 38% AGH LJKOP | 159 26% LJK P | 90 16% k | 58 38% AgH LJKOP | 138 26% | 116 22% | 118 32% aS | 134 31% S | 254 24% | 252 31% AV |
| About the same as the BBC | 382 21% IJK P | 210 22% | 169 19% | 39 28% aLJ KP | 46 22% kP | 72 22% ijk P | 83 28% Ahl JKoP | 62 20% kp | 35 14% | 27 15% | 17 12% | 85 25% aLJ KP | 61 25% eLj KP | 133 23% lJK P | 145 24% ahl jKP | 80 14% | 45 29% Ahl JKP | 108 21% | 109 21% | 77 21% | 88 20% | 217 21% | 165 21% |
| Worse than the BBC | 532 29% DIL NQTW | 280 29% | 251 28% | 25 18% | 53 26% | 74 23% | 85 29% dq | 98 32% DIl nQ | 95 38% ADE FgKLMN oQ | 64 35% DFL mNQ | 37 26% | 79 23% q | 61 25% | 135 24% | 183 30% DIl nQ | 196 34% ADE FkLMNQ | 27 18% | 168 32% aTu | 167 31% T | 83 23% | 114 26% | 335 32% AW | 196 24% |
| Don't know | 435 23% BdE FGLMNo Q | 167 18% | 267 30% AB | 22 16% | 30 14% | 49 15% | 48 16% | 75 24% EFg LMNoq | 73 29% aDE FGLMNO Q | 64 35% ADE FGHLMN OQ | 74 52% ADE FGHIJL MNOPQ | 52 15% | 36 15% | 86 15% | 122 20% gn | 212 37% ADE FGHILM NOQ | 23 15% | 107 21% | 139 26% r | 88 24% | 101 23% | 246 23% | 189 24% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 439
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
YouTube
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|---------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|--------------|----------------|----------------|------------------------|------------------|---------------|------------|-------------|-------------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|--------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1859 | 141 | 72 | 186 | 138 | 158 | 119 | 129 | 151 | 247 | 241 | 143 | 134 | 1455 | 1616 | 46 | 97 | 44 | 26 | 213 | 225 | 271 | 1355 | 151 | 458 |
| Weighted base | 1857 | 150 | 77* | 206 | 143 | 167 | 124 | 91 | 162 | 256 | 263 | 162 | 56 | 1561 | 1608 | 47* | 100* | 45* | 27** | 220 | 232 | 272 | 1351 | 151 | 461 |
| Better than the BBC | 507 27%KO | 38 25% | 27 34%K | 55 27% | 42 30%k | 48 29%k | 34 28% | 25 27% | 42 26% | 86 34%aKn | 51 19% | 46 28%k | 13 23% | 431 28%K | 405 25% | 18 39%o | 45 45%AO | 20 45%AO | 11 42% | 95 43%AO | 80 34%avwxy | 75 28% | 363 27% | 37 24% | 130 28% |
| About the same as the BBC | 382 21%bO | 19 13% | 10 12% | 46 22%b | 30 21% | 37 22%b | 21 17% | 20 22%b | 37 23%b | 61 24%bcl | 65 25%Bcl | 24 15% | 13 23%b | 330 21%b | 307 19% | 13 27% | 31 31%aO | 11 25% | 8 31% | 63 29%AO | 43 19% | 48 17% | 282 21% | 29 19% | 87 19% |
| Worse than the BBC | 532 29%JQR | 53 35%J | 19 25% | 64 31%J | 37 26% | 45 27% | 43 35%J | 27 30%j | 44 27% | 51 20% | 81 31%J | 49 30%j | 19 35%J | 433 28%J | 500 31%AQR | 10 22%q | 8 8% | 4 10% | 5 19% | 28 13% | 59 25% | 67 25% | 400 30% | 47 31% | 119 26% |
| Don't know | 435 23%T | 40 27% | 22 28% | 41 20% | 34 24% | 37 22% | 25 20% | 19 21% | 40 24% | 58 23% | 67 25% | 43 27% | 10 19% | 366 23% | 396 25%AT | 6 13% | 16 16% | 9 20% | 2 8% | 34 15% | 50 22% | 82 30%AUW | 307 23% | 38 25% | 125 27%aU |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 440
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
YouTube

Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1859 | 1249 | 343 | 198 | 119 | 15 | 595 | 240 | 541 | 511 | 101 | 240 | 323 | 348 | 295 | 164 | 79 | 59 | 40 | 25 | 30 | 19 | 36 |
| Weighted base | 1857 | 1245 | 341 | 201 | 116 | 15** | 598 | 241 | 544 | 511 | 102* | 246 | 331 | 355 | 301 | 156 | 77* | 59* | 35* | 24** | 28** | 15** | 30* |
| Better than the BBC | 507 | 303 | 120 | 65 | 42 | 5 | 199 | 86 | 181 | 170 | 40 | 79 | 82 | 103 | 78 | 31 | 20 | 11 | 15 | 8 | 8 | 4 | 8 |
| | 27%Bp | 24% | 35%AB | 32%b | 36%aB | 37% | 33%AB | 36%AB | 33%AB | 33%AB | 39%AMoP | 32%Pr | 25% | 29%p | 26% | 20% | 26% | 19% | 41%moPr | 35% | 30% | 25% | 25% |
| About the same as the BBC | 382 | 223 | 88 | 52 | 26 | 7 | 152 | 66 | 143 | 129 | 12 | 50 | 72 | 63 | 62 | 42 | 13 | 9 | 10 | 5 | 7 | 4 | 6 |
| | 21%Bk | 18% | 26%aB | 26%b | 22% | 50% | 25%AB | 27%AB | 26%AB | 25%AB | 12% | 21% | 22%k | 18% | 21% | 27%aKn | 17% | 15% | 29%k | 21% | 27% | 24% | 21% |
| Worse than the BBC | 532 | 401 | 73 | 43 | 20 | 1 | 131 | 48 | 121 | 112 | 28 | 57 | 91 | 102 | 89 | 38 | 31 | 26 | 9 | 11 | 10 | 6 | 11 |
| | 29%CdE | 32%ACD | 21% | 21% | 17% | 7% | 22% | 20% | 22% | 22% | 27% | 23% | 27% | 29% | 30% | 24% | 40%aLmp | 44%aLm | 26% | 44% | 36% | 38% | 37% |
| | GHIJ | EGHIJ | | | | | | | | | | | | | | | noP | | | | | | |
| Don't know | 435 | 318 | 60 | 41 | 29 | 1 | 116 | 41 | 99 | 101 | 22 | 58 | 86 | 87 | 71 | 44 | 13 | 13 | 2 | - | 2 | 2 | 5 |
| | 23%CGh | 26%ACG | 18% | 21% | 25% | 6% | 19%i | 17% | 18% | 20% | 21% _s | 24% _S | 26% _S | 25% _S | 24% _S | 29% _S | 17% | 23% _s | 4% | - | 7% | 13% | 18% |
| | IJS | HJ | | | | | | | | | | | | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 441
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
YouTube

Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------------------|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1859 | 1720 | 139 | 1290 | 569 | 1359 | 500 | 1779 | 80 | 1777 | 82 |
| Weighted base | 1857 | 1720 | 137 | 1284 | 573 | 1344 | 513 | 1777 | 80* | 1776 | 82* |
| Better than the BBC | 507 | 425 | 82 | 294 | 213 | 309 | 198 | 451 | 56 | 451 | 56 |
| | 27%BDF | 25% | 60%AB | 23% | 37%AD | 23% | 39%AF | 25% | 70%AH | 25% | 69%AJ |
| | HJ | | | | | | | | | | |
| About the same as the BBC | 382 | 368 | 14 | 278 | 105 | 300 | 82 | 376 | 7 | 376 | 7 |
| | 21%CGI | 21%AC | 11% | 22% | 18% | 22%AG | 16% | 21%AI | 8% | 21%AK | 8% |
| | K | | | | | | | | | | |
| Worse than the BBC | 532 | 518 | 15 | 430 | 103 | 452 | 81 | 528 | 5 | 528 | 5 |
| | 29%CEG | 30%AC | 11% | 33%AE | 18% | 34%AG | 16% | 30%AI | 6% | 30%AK | 6% |
| | IK | | | | | | | | | | |
| Don't know | 435 | 409 | 26 | 282 | 153 | 283 | 152 | 422 | 13 | 421 | 14 |
| | 23%DF | 24% | 19% | 22% | 27%ad | 21% | 30%AF | 24% | 16% | 24% | 17% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Absolutes/col percents

Table 442
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Non-BBC radio stations
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|---------------------|--------------|--------------|-------------------|-------------------|--------------------|--------------|---------------|--------------|------------------------|----------------------|--------------------|------------------|---------------------|---------------|------------------------------|-------------------|------------|------------|------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1408 | 754 | 650 | 86 | 126 | 210 | 236 | 242 | 211 | 181 | 116 | 212 | 146 | 356 | 478 | 508 | 96 | 419 | 394 | 270 | 323 | 813 | 593 |
| Weighted base | 1415 | 727 | 684 | 80* | 122 | 219 | 229 | 262 | 211 | 178 | 113 | 202 | 141 | 360 | 491 | 502 | 89* | 389 | 405 | 299 | 320 | 794 | 618 |
| Better than the BBC | 253 18% | 144 20% | 109 16% | 10 13% | 18 15% | 43 19% | 49 21%kkq | 46 18% | 38 18% | 35 20% | 14 12% | 29 14% | 20 14% | 63 17% | 95 19% | 87 17% | 10 12% | 65 17% | 66 16% | 61 20% | 62 19% | 131 16% | 122 20% |
| About the same as the BBC | 512 36%JkP | 260 36% | 251 37% | 35 43%iJk P | 52 43%lJK P | 98 45%AJJ KP | 87 38%JkP | 102 39%JkP | 64 31% | 45 25% | 30 26% | 87 43%alJ KP | 60 43%JK P | 158 44%AJJ KP | 189 38%JkP | 139 28% | 41 45%lJK P | 137 35% | 146 36% | 118 39% | 111 35% | 283 36% | 228 37% |
| Worse than the BBC | 321 23%Cft | 191 26%AC | 129 19% | 18 22% | 35 29%fn | 38 17% | 47 20% | 58 22% | 58 28%f | 45 25% | 23 20% | 53 26%f | 40 29%fn | 79 22%f | 105 21% | 125 25%f | 21 24% | 99 25%t | 94 23% | 53 18% | 75 24% | 193 24% | 128 21% |
| Don't know | 328 23%BEI MN | 132 18% | 195 28%AB | 17 21% | 16 13% | 41 19% | 47 20% | 57 22%e | 50 24%emn | 54 30%aEF ghLMNo | 47 42%ADE NOPQ | 33 16% | 20 14% | 61 17% | 103 21%e | 152 30%AEF GHLMN Oq | 17 19% | 89 23% | 99 24% | 68 23% | 72 23% | 188 24% | 140 23% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 443
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Non-BBC radio stations
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|--------------|--------------------|--------------------|----------------|------------------------------|--------------------|------------------------------|--------------------|---------------------|------------|----------------|----------------|------------------------|---------------------|-------------|-----------|-------------|-------------|-------------------|--------------------------------|----------------------|------------------------|---------------|-----------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1408 | 104 | 53 | 128 | 113 | 113 | 87 | 98 | 122 | 192 | 185 | 113 | 100 | 1106 | 1247 | 28 | 66 | 32 | 16 | 142 | 151 | 209 | 1045 | 108 | 329 |
| Weighted base | 1415 | 111 | 57* | 143 | 118 | 120 | 92* | 69* | 132 | 199 | 204 | 129 | 41* | 1194 | 1249 | 29** | 68* | 33* | 17** | 147 | 157 | 213 | 1045 | 108 | 336 |
| Better than the BBC | 253 18%r | 23 21% | 6 11% | 25 18% | 24 20% | 23 19% | 15 16% | 9 14% | 29 22%k | 39 20% | 28 14% | 22 17% | 8 20% | 212 18% | 226 18%r | 7 25% | 12 18%r | 1 3% | 1 7% | 22 15%r | 34 22% | 47 22% | 178 17% | 25 23% | 68 20% |
| About the same as the BBC | 512 36%OX | 35 32% | 22 39% | 52 37% | 50 42%g | 42 35% | 24 27% | 27 38% | 51 39% | 75 38% | 76 38% | 39 30% | 17 42%g | 433 36% | 434 35% | 12 40% | 33 49%ao | 18 55%ao | 6 38% | 70 47%AO | 53 34%x | 64 30%x | 396 38%avX | 24 22% | 107 32%X |
| Worse than the BBC | 321 23% | 24 22% | 13 22% | 38 27% | 22 19% | 25 21% | 19 21% | 17 24% | 26 20% | 42 21% | 43 21% | 40 31%aen | 11 27% | 269 23% | 290 23% | 6 21% | 10 15% | 8 26% | 4 23% | 28 19% | 39 25% | 50 23% | 230 22% | 30 27% | 81 24% |
| Don't know | 328 23%M | 28 25% <i>m</i> | 16 27% <i>m</i> | 27 19% | 22 19% | 29 24% <i>m</i> | 33 36%ADE <i>ijlMN</i> | 17 24% <i>m</i> | 25 19% | 43 22% | 56 28%M | 29 22% | 5 12% | 279 23% <i>m</i> | 298 24% | 4 15% | 12 18% | 5 16% | 5 33% | 27 19% | 31 20% | 52 25% | 241 23% | 30 28% | 79 24% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 444
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Non-BBC radio stations
Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 1408 | 950 | 255 | 162 | 96 | 9 | 449 | 163 | 401 | 391 | 56 | 170 | 251 | 274 | 228 | 132 | 59 | 45 | 34 | 21 | 22 | 16 | 29 |
| Weighted base | 1415 | 950 | 256 | 165 | 97* | 9** | 455 | 165 | 406 | 396 | 57* | 175 | 260 | 282 | 235 | 128 | 59* | 44* | 30* | 19** | 20** | 12** | 24** |
| Better than the BBC | 253 | 164 | 55 | 36 | 20 | 1 | 88 | 26 | 79 | 78 | 15 | 26 | 48 | 49 | 51 | 25 | 7 | 8 | 3 | 3 | 1 | * | 5 |
| | 18% | 17% | 21% | 22% | 21% | 12% | 19% | 16% | 19% | 20% | 26% | 15% | 18% | 17% | 22% | 20% | 12% | 18% | 10% | 16% | 5% | 3% | 22% |
| About the same as the BBC | 512 | 302 | 119 | 77 | 39 | 5 | 205 | 78 | 188 | 180 | 12 | 63 | 84 | 108 | 81 | 51 | 20 | 14 | 19 | 7 | 12 | 5 | 10 |
| | 36%Bk | 32% | 47%AB | 47%AB | 40% | 52% | 45%AB | 47%AB | 46%AB | 46%AB | 21% | 36%k | 32% | 38%k | 34% | 40%k | 35% | 32% | 63%AKLM NOpqr | 38% | 60% | 43% | 39% |
| Worse than the BBC | 321 | 240 | 38 | 28 | 22 | 1 | 80 | 28 | 67 | 69 | 13 | 50 | 60 | 49 | 59 | 19 | 16 | 15 | 6 | 6 | 6 | 4 | 8 |
| | 23%CGI Jnp | 25%ACd GHU | 15% | 17% | 22% | 13% | 18% | 17% | 17% | 17% | 23% | 28%NP | 23% | 17% | 25%np | 15% | 28%p | 34%nP | 21% | 30% | 30% | 32% | 31% |
| Don't know | 328 | 244 | 45 | 24 | 16 | 2 | 82 | 33 | 72 | 69 | 17 | 36 | 68 | 76 | 44 | 32 | 15 | 7 | 2 | 3 | 1 | 3 | 2 |
| | 23%cDG IJs | 26%ACD GU | 18% | 15% | 17% | 24% | 18% | 20% | 18% | 17% | 30% <i>s</i> | 20% | 26% <i>os</i> | 27% <i>os</i> | 19% | 25% <i>s</i> | 26% <i>s</i> | 16% | 7% | 16% | 5% | 22% | 7% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
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Absolutes/col percents

Table 445

Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?

Non-BBC radio stations

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1408 | 1339 | 69 | 1138 | 270 | 1072 | 336 | 1382 | 26 | 1382 | 26 |
| Weighted base | 1415 | 1345 | 69* | 1136 | 278 | 1065 | 349 | 1389 | 26** | 1389 | 26** |
| Better than the BBC | 253 | 221 | 32 | 167 | 86 | 158 | 95 | 234 | 19 | 234 | 19 |
| | 18%BDF | 16% | 45%AB | 15% | 31%AD | 15% | 27%AF | 17% | 71% | 17% | 71% |
| HJ | | | | | | | | | | | |
| About the same as the BBC | 512 | 496 | 17 | 437 | 75 | 401 | 111 | 508 | 5 | 508 | 5 |
| | 36%cE | 37%ac | 24% | 38%AE | 27% | 38%a | 32% | 37% | 18% | 37% | 18% |
| Worse than the BBC | 321 | 313 | 8 | 290 | 31 | 282 | 39 | 319 | 2 | 319 | 2 |
| | 23%cEG | 23%ac | 12% | 26%AE | 11% | 27%AG | 11% | 23% | 8% | 23% | 8% |
| Don't know | 328 | 316 | 13 | 242 | 86 | 223 | 105 | 328 | 1 | 328 | 1 |
| | 23%DF | 23% | 18% | 21% | 31%AD | 21% | 30%AF | 24%a | 3% | 24%a | 3% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 446
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Twitter
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|--------------------|----------|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|------------------|-------------------|-------------------|--------|-------------------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 992 | 564 | 421 | 81 | 152 | 195 | 186 | 157 | 121 | 66 | 34 | 233 | 177 | 372 | 343 | 221 | 95 | 319 | 285 | 179 | 207 | 604 | 386 |
| Weighted base | 982 | 544 | 431 | 74* | 146 | 200 | 182 | 166 | 119 | 63* | 32* | 220 | 170 | 369 | 348 | 214 | 87* | 294 | 291 | 195 | 199 | 585 | 394 |
| Better than the BBC | 211 | 126 | 81 | 14 | 39 | 55 | 38 | 32 | 22 | 10 | 3 | 52 | 41 | 96 | 69 | 35 | 16 | 71 | 44 | 55 | 41 | 115 | 96 |
| | 21% _{pS} | 23% | 19% | 18% | 26% _{kp} | 27% _{akP} | 21% | 19% | 18% | 16% | 8% | 24% _k | 24% _k | 26% _{akP} | 20% | 16% | 19% | 24% _S | 15% | 28% _{aS} | 21% | 20% | 24% |
| About the same as the BBC | 257 | 146 | 110 | 26 | 44 | 63 | 57 | 45 | 13 | 6 | 3 | 70 | 53 | 116 | 101 | 22 | 31 | 74 | 76 | 52 | 54 | 150 | 107 |
| | 26% _{Ijk} | 27% | 26% | 35% _{Ijk} | 30% _{Ijk} | 32% _{Ijk} | 31% _{Ijk} | 27% _{LJP} | 11% | 9% | 11% | 32% _{aIJ} | 31% _{Ijk} | 31% _{ALJ} | 29% _{Ijk} | 10% | 36% _{aIJ} | 25% | 26% | 27% | 27% | 26% | 27% |
| Worse than the BBC | 324 | 187 | 137 | 22 | 40 | 47 | 60 | 65 | 50 | 29 | 10 | 62 | 51 | 98 | 125 | 89 | 25 | 101 | 113 | 47 | 62 | 214 | 109 |
| | 33% _{FNT} | 34% | 32% | 30% | 28% | 24% | 33% | 39% _{eFI} | 42% _{aeF} | 45% _{aeF} | 31% | 28% | 30% | 27% | 36% _{FN} | 41% _{AEF} | 29% | 34% _t | 39% _{aT} | 24% | 31% | 37% _{AW} | 28% |
| Don't know | 191 | 85 | 103 | 13 | 23 | 35 | 27 | 24 | 34 | 18 | 16 | 35 | 25 | 59 | 52 | 69 | 14 | 48 | 58 | 41 | 42 | 106 | 83 |
| | 19% _{BnO} | 16% | 24% _{AB} | 17% | 15% | 17% | 15% | 15% | 29% _{AEF} | 29% _{aef} | 50% _{ADE} | 16% | 14% | 16% | 15% | 32% _{AdE} | 16% | 16% | 20% | 21% | 21% | 18% | 21% |
| | | | | | | | | | GHLMN | ghlmn | O | | | | | FGHJL | | | | | | | |
| | | | | | | | | | q | | MNO | | | | | FGHLMN | | | | | | | |
| | | | | | | | | | | | q | | | | | OQ | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 447
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Twitter
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | |
|---------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|------------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 992 | 80 | 34 | 80 | 61 | 96 | 54 | 74 | 72 | 166 | 122 | 77 | 76 | 762 | 832 | 30 | 63 | 34 | 15 | 142 | 133 | 136 | 736 | 73 | 232 |
| Weighted base | 982 | 84* | 37* | 88* | 63* | 101* | 57* | 52* | 78* | 170 | 134 | 87* | 31* | 814 | 818 | 31** | 64* | 35* | 15** | 145 | 137 | 135 | 726 | 73* | 232 |
| Better than the BBC | 211 | 15 | 10 | 17 | 9 | 20 | 12 | 9 | 24 | 51 | 20 | 19 | 4 | 182 | 167 | 9 | 17 | 8 | 6 | 40 | 35 | 26 | 162 | 13 | 44 |
| | 21% | 18% | 27% | 19% | 14% | 20% | 20% | 16% | 31%aeh | 30%Aeh | 15% | 22% | 14% | 22%k | 20% | 29% | 26% | 24% | 40% | 28%ao | 25%Y | 19% | 22% | 17% | 19% |
| About the same as the BBC | 257 | 20 | 15 | 26 | 20 | 23 | 15 | 9 | 17 | 49 | 38 | 18 | 8 | 220 | 205 | 5 | 26 | 13 | 3 | 47 | 27 | 34 | 195 | 17 | 54 |
| | 26%h | 24% | 40%fh | 30% | 31% | 22% | 27% | 16% | 22% | 29%h | 29% | 20% | 25% | 27%h | 25% | 16% | 41%AO | 37% | 20% | 33% | 19% | 25% | 27% | 23% | 23% |
| Worse than the BBC | 324 | 31 | 7 | 34 | 25 | 33 | 22 | 22 | 24 | 37 | 45 | 30 | 14 | 256 | 288 | 11 | 9 | 8 | 2 | 30 | 47 | 44 | 238 | 26 | 79 |
| | 33%JnQ | 37%j | 20% | 39%J | 39%J | 32% | 39%j | 42%cJ | 30% | 22% | 34%j | 34%j | 46%aCi | 31%J | 35%AQT | 34% | 14% | 24% | 12% | 21% | 34% | 33% | 33% | 36% | 34% |
| Don't know | 191 | 17 | 5 | 11 | 10 | 26 | 8 | 13 | 13 | 33 | 30 | 20 | 5 | 156 | 158 | 6 | 12 | 5 | 4 | 28 | 28 | 31 | 131 | 17 | 55 |
| | 19% | 21% | 13% | 13% | 15% | 26%d | 14% | 25% | 16% | 20% | 23% | 23% | 15% | 19% | 19% | 20% | 19% | 14% | 27% | 19% | 21% | 23% | 18% | 23% | 24% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 448
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Twitter
Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 982 | 637 | 200 | 116 | 70 | 13 | 342 | 132 | 311 | 297 | 51 | 128 | 181 | 169 | 153 | 84 | 41 | 28 | 23 | 20 | 20 | 12 | 30 |
| Weighted base | 982 | 629 | 197 | 116 | 68* | 13** | 340 | 131 | 309 | 294 | 52* | 128 | 184 | 172 | 156 | 79* | 41* | 27** | 20** | 18** | 20** | 8** | 25** |
| Better than the BBC | 211 | 128 | 48 | 27 | 15 | 3 | 79 | 32 | 72 | 69 | 11 | 31 | 41 | 38 | 33 | 16 | 12 | 4 | 3 | 4 | 3 | - | 5 |
| | 21% | 20% | 24% | 23% | 21% | 27% | 23% | 25% | 23% | 22% | 22% | 24% | 22% | 22% | 21% | 20% | 29% | 15% | 16% | 20% | 14% | - | 21% |
| About the same as the BBC | 257 | 138 | 71 | 40 | 12 | 5 | 114 | 52 | 108 | 100 | 10 | 41 | 39 | 49 | 37 | 22 | 9 | 3 | 6 | 8 | 3 | 6 | 6 |
| | 26%B | 22% | 36%ABE | 34%aBE | 17% | 41% | 33%ABE | 40%ABE | 35%ABE | 34%ABE | 20% | 32%m | 21% | 29% | 23% | 28% | 22% | 12% | 47% | 33% | 40% | 36% | 25% |
| Worse than the BBC | 324 | 232 | 43 | 31 | 29 | 3 | 89 | 27 | 74 | 78 | 14 | 28 | 63 | 53 | 57 | 28 | 15 | 6 | 8 | 6 | 3 | 11 | 45% |
| | 33%CGH | 37%ACd | 22% | 27% | 42%CdG | 25% | 26%cl | 21% | 24% | 26%ci | 26% | 22% | 34%l | 31% | 37%L | 35%l | 38%l | 29% | 41% | 30% | 44% | 3 | 45% |
| Don't know | 191 | 131 | 34 | 19 | 14 | 1 | 59 | 19 | 54 | 48 | 16 | 29 | 41 | 31 | 30 | 12 | 4 | 4 | 1 | 1 | 3 | 2 | 2 |
| | 19% | 21% | 17% | 16% | 20% | 7% | 17% | 15% | 18% | 16% | 32%anpq | 22% | 22% | 18% | 19% | 16% | 11% | 16% | 7% | 6% | 16% | 20% | 9% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 449

Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?

Twitter

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 992 | 922 | 70 | 709 | 283 | 809 | 183 | 956 | 36 | 955 | 37 |
| Weighted base | 982 | 913 | 69* | 701 | 281 | 795 | 186 | 946 | 36* | 945 | 37* |
| Better than the BBC | 211 | 180 | 30 | 126 | 84 | 138 | 73 | 194 | 17 | 194 | 17 |
| | 21%BDF | 20% | 44%AB | 18% | 30%AD | 17% | 39%AF | 20% | 48%AH | 20% | 46%AJ |
| | HJ | | | | | | | | | | |
| About the same as the BBC | 257 | 248 | 9 | 186 | 71 | 219 | 38 | 252 | 5 | 252 | 5 |
| | 26%cg | 27%ac | 13% | 27% | 25% | 28%ag | 20% | 27% | 14% | 27% | 14% |
| Worse than the BBC | 324 | 312 | 11 | 270 | 54 | 299 | 24 | 320 | 3 | 320 | 3 |
| | 33%CEG | 34%AC | 16% | 39%AE | 19% | 38%AG | 13% | 34%AI | 10% | 34%AK | 9% |
| | IK | | | | | | | | | | |
| Don't know | 191 | 172 | 18 | 118 | 73 | 139 | 52 | 180 | 10 | 179 | 11 |
| | 19%DF | 19% | 27% | 17% | 26%AD | 17% | 28%AF | 19% | 28% | 19% | 30% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 450

Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?

Mail online

Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------------------|---------------------------|-------------------------|------------------------|-----------|-----------|-------------------------|-------------------------|-------------------------|--------------------------|--------------------------|-------------------------|-----------|-----------|---------------------------|---------------------------|--------------------------|------------------------|------------------------|--------------------------|------------------------|------------------------|--------------------------|-------------------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 894 | 462 | 427 | 48 | 112 | 151 | 133 | 140 | 125 | 102 | 83 | 160 | 127 | 278 | 273 | 310 | 59 | 283 | 245 | 153 | 213 | 528 | 366 |
| Weighted base | 895 | 446 | 445 | 43* | 109 | 156 | 129 | 149 | 127 | 99* | 83* | 151 | 122 | 278 | 279 | 309 | 53* | 266 | 244 | 171 | 214 | 511 | 385 |
| Better than the BBC | 157 18% ^c | 92 21% ^{ac} | 65 15% | 9 20% | 20 19% | 24 15% | 23 18% | 29 19% | 22 18% | 21 21% | 10 12% | 29 19% | 23 19% | 47 17% | 52 19% | 53 17% | 13 24% ^k | 47 18% | 40 16% | 39 23% | 32 15% | 87 17% | 71 18% |
| About the same as the BBC | 311 35% ^{IP} | 149 33% | 161 36% | 16 37% | 33 30% | 66 42% ^{aj} | 52 40% ^{lj} | 58 39% ^{ip} | 30 24% | 27 28% | 29 36% | 49 32% | 37 30% | 103 37% ^{lmp} | 110 39% ^{ljP} | 87 28% | 21 39% ⁱ | 91 34% | 81 33% | 63 37% | 37 36% | 172 34% | 139 36% |
| Worse than the BBC | 267 30% ^{TW} | 138 31% | 127 29% | 12 28% | 33 31% | 45 29% | 35 27% | 43 29% | 48 38% ^{aoq} | 27 27% | 24 29% | 45 30% | 38 31% | 83 30% | 78 28% | 99 32% | 12 22% | 84 32% ^T | 91 37% ^{ATu} | 31 18% | 60 28% ^t | 175 34% ^{AW} | 92 24% |
| Don't know | 160 18% ^{bos} | 66 15% | 91 21% ^b | 7 15% | 22 20% | 22 14% | 19 15% | 20 13% | 26 21% | 25 25% ^{fho} | 20 24% ^{ho} | 29 19% | 24 20% | 46 16% | 39 14% | 71 23% ^{Afh} | 8 14% | 45 17% | 32 13% | 37 22% ^s | 46 21% ^s | 77 15% | 83 22% ^{av} |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 451
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Mail online
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|-------------------------|----------------------------|----------------|-------------------------|------------------------------|------------------------|------------------------|------------------------|------------------------|------------|----------------|------------------------|--------------------------|-------------------------|--------------------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|-------------------------|------------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 894 | 51 | 34 | 103 | 57 | 84 | 52 | 57 | 70 | 148 | 98 | 74 | 66 | 720 | 744 | 20 | 67 | 30 | 17 | 134 | 88 | 131 | 672 | 67 | 203 |
| Weighted base | 895 | 54* | 36* | 114 | 59* | 88* | 55* | 40* | 76* | 153 | 108* | 84* | 27* | 773 | 741 | 21** | 70* | 31** | 18** | 139 | 92* | 133 | 671 | 68* | 205 |
| Better than the BBC | 157 18% ^d | 5 9% | 6 18% | 11 10% | 15 25% ^{bD} | 19 22% ^d | 11 19% | 6 16% | 16 22% ^d | 28 18% | 20 18% | 17 20% ^d | 3 12% | 143 18% ^d | 134 18% | 3 16% | 9 13% | 2 7% | 5 29% | 20 14% | 15 17% | 22 17% | 123 18% | 9 13% | 32 16% |
| About the same as the BBC | 311 35% ^o | 13 24% | 10 28% | 48 42% ^{bl} | 23 38% | 36 40% | 15 28% | 13 31% | 22 29% | 60 39% | 36 34% | 23 27% | 13 49% ^{aBc} | 272 35% | 246 33% | 6 29% | 29 42% | 19 62% | 4 21% | 58 42% | 30 32% | 39 30% | 243 36% | 25 37% | 61 30% |
| Worse than the BBC | 267 30% ^t | 20 37% ^e | 13 37% | 40 35% ^e | 11 19% | 22 25% | 20 37% ^e | 14 35% ^e | 21 28% | 37 24% | 33 31% | 27 33% | 8 28% | 225 29% | 236 32% ^{At} | 7 31% | 15 22% | 6 21% | 1 7% | 30 21% | 32 35% | 39 29% | 192 29% | 23 34% | 68 33% |
| Don't know | 160 18% | 16 30% ^{adfmn} | 6 18% | 15 13% | 11 18% | 12 13% | 9 17% | 7 18% | 16 21% | 29 19% | 18 17% | 17 20% | 3 12% | 133 17% | 124 17% | 5 24% | 16 23% | 3 10% | 8 43% | 31 23% | 14 16% | 32 24% ^{aw} | 113 17% | 11 16% | 44 21% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 452
Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?
Mail online
Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 894 | 599 | 159 | 102 | 57 | 10 | 285 | 111 | 259 | 247 | 43 | 131 | 156 | 152 | 136 | 87 | 32 | 24 | 22 | 15 | 15 | 8 | 18 |
| Weighted base | 895 | 598 | 160 | 103* | 55* | 10** | 287 | 112 | 261 | 249 | 44* | 136 | 162 | 156 | 140 | 80* | 30** | 24** | 19** | 14** | 13** | 6** | 15** |
| Better than the BBC | 157 | 102 | 35 | 20 | 7 | 1 | 54 | 18 | 50 | 49 | 3 | 25 | 25 | 35 | 32 | 10 | 7 | 7 | 1 | 1 | 1 | 2 | 2 |
| | 18% | 17% | 22% | 20% | 13% | 10% | 19% | 16% | 19% | 20% | 7% | 19% | 15% | 22%k | 22%k | 13% | 23% | 28% | 5% | 10% | 8% | 25% | 12% |
| About the same as the BBC | 311 | 196 | 63 | 36 | 25 | 4 | 111 | 51 | 101 | 96 | 14 | 55 | 43 | 59 | 48 | 33 | 12 | 7 | 12 | 5 | 3 | 2 | 7 |
| | 35% ^m | 33% | 39% | 35% | 45% | 44% | 39% | 45% ^{lab} | 39% | 39% | 31% | 41% ^m | 27% | 38% ^m | 34% | 41% ^m | 38% | 30% | 62% | 35% | 24% | 36% | 45% |
| Worse than the BBC | 267 | 195 | 35 | 28 | 13 | 3 | 68 | 25 | 62 | 57 | 19 | 32 | 51 | 43 | 38 | 23 | 9 | 4 | 6 | 9 | 2 | 5 | |
| | 30% ^{cGi} | 33% ^{AcG} | 22% | 27% | 23% | 33% | 24% | 23% | 24% | 23% | 42% ^l | 24% | 32% | 27% | 27% | 28% | 30% | 37% | 22% | 47% | 65% | 28% | 36% |
| Don't know | 160 | 105 | 27 | 20 | 11 | 1 | 53 | 18 | 48 | 46 | 9 | 23 | 43 | 19 | 23 | 14 | 3 | 1 | 2 | 1 | * | 1 | 1 |
| | 18% | 18% | 17% | 19% | 20% | 14% | 19% | 16% | 18% | 19% | 20% | 17% | 27% ^{ANo} | 12% | 16% | 18% | 9% | 5% | 11% | 8% | 3% | 11% | 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 453

Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?

Mail online

Base: All respondents who ever use each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|--------------|--------------------|--------------|-----------------|--------------|--|-------------|--|-------------|----------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 894 | 853 | 41 | 700 | 194 | 726 | 168 | 877 | 17 | 876 | 18 |
| Weighted base | 895 | 856 | 39* | 696 | 199 | 720 | 175 | 880 | 16** | 879 | 17** |
| Better than the BBC | 157 18%bF | 145 17% | 12 31%ab | 117 17% | 41 20% | 113 16% | 45 26%AF | 152 17% | 5 34% | 152 17% | 5 32% |
| About the same as the BBC | 311 35% | 301 35% | 10 27% | 243 35% | 68 34% | 260 36% | 51 29% | 308 35% | 3 20% | 308 35% | 3 19% |
| Worse than the BBC | 267 30%CEG | 262 31%aC | 4 11% | 229 33%AE | 38 19% | 245 34%AG | 22 12% | 267 30%a | - | 267 30%a | - |
| Don't know | 160 18%bDF | 148 17% | 12 32%ab | 108 16% | 52 26%AD | 103 14% | 57 33%AF | 153 17% | 7 46% | 152 17% | 8 49% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 454

Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Summary

Base: All respondents who ever use each

| | Channels/Stations | | | | | | | | | | |
|---------------------------|-------------------|------------|------------|------------|--------------------|------------|------------|------------|------------------------|------------|-------------|
| | ITV/ STV/ UTV | Channel 4 | Channel 5 | Netflix | Amazon Prime Video | Disney+ | NOW TV | YouTube | Non-BBC radio stations | Twitter | Mail online |
| Unweighted base | 1952 | 1934 | 1722 | 1420 | 1205 | 692 | 507 | 1859 | 1408 | 992 | 894 |
| Weighted base | 1954 | 1940 | 1730 | 1419 | 1210 | 684 | 507 | 1857 | 1415 | 982 | 895 |
| Better than the BBC | 263 13% | 251 13% | 190 11% | 415 29% | 257 21% | 183 27% | 77 15% | 549 30% | 156 11% | 126 13% | 95 11% |
| About the same as the BBC | 739 38% | 730 38% | 510 29% | 333 23% | 283 23% | 170 25% | 153 30% | 438 24% | 358 25% | 196 20% | 246 27% |
| Worse than the BBC | 531 27% | 464 24% | 559 32% | 350 25% | 349 29% | 178 26% | 136 27% | 394 21% | 410 29% | 405 41% | 308 34% |
| Don't know | 421 22% | 495 26% | 470 27% | 320 23% | 321 27% | 153 22% | 140 28% | 476 26% | 491 35% | 256 26% | 247 28% |

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Absolutes/col percents

Table 455
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
ITV/ STV/ UTV
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|---------|--------|----------|----------|-----|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) | |
| Unweighted base | 1952 | 994 | 950 | 128 | 188 | 279 | 296 | 296 | 301 | 253 | 211 | 316 | 219 | 279 | 498 | 592 | 765 | 144 | 579 | 543 | 358 | 469 | 1122 | 827 |
| Weighted base | 1954 | 963 | 983 | 119 | 181 | 289 | 289 | 320 | 300 | 247 | 210 | 299 | 211 | 500 | 609 | 756 | 133 | 542 | 551 | 394 | 463 | 1094 | 857 | |
| Better than the BBC | 263 | 133 | 129 | 12 | 26 | 47 | 41 | 49 | 33 | 29 | 26 | 38 | 28 | 75 | 90 | 89 | 13 | 60 | 56 | 67 | 79 | 116 | 146 | |
| | 13%rSV | 14% | 13% | 10% | 14% | 16% | 14% | 15% | 11% | 12% | 13% | 13% | 14% | 15% | 15% | 12% | 10% | 11% | 10% | 17%earS | 17%aRS | 11% | 17%AV | |
| About the same as the BBC | 739 | 345 | 391 | 48 | 66 | 108 | 125 | 118 | 94 | 93 | 86 | 115 | 79 | 186 | 243 | 273 | 55 | 206 | 214 | 148 | 170 | 420 | 318 | |
| | 38%i | 36% | 40% | 41% | 37% | 37% | 43%alp | 37% | 31% | 38% | 41%i | 38% | 37% | 37% | 40%i | 36%i | 42%i | 38% | 39% | 37% | 37% | 38% | 37% | |
| Worse than the BBC | 531 | 306 | 223 | 38 | 50 | 71 | 70 | 106 | 81 | 70 | 44 | 88 | 60 | 132 | 177 | 195 | 43 | 160 | 155 | 99 | 116 | 315 | 215 | |
| | 27%CK | 32%AC | 23% | 32%k | 28% | 25% | 24% | 33%afg | 27% | 29% | 21% | 29%k | 29% | 26% | 29%gk | 26% | 32%k | 30% | 28% | 25% | 25% | 29% | 25% | |
| Don't know | 421 | 178 | 240 | 21 | 38 | 63 | 53 | 47 | 92 | 54 | 53 | 59 | 43 | 106 | 100 | 199 | 22 | 116 | 126 | 81 | 98 | 242 | 179 | |
| | 22%BHO | 19% | 24%AB | 17% | 21% | 22%h | 18% | 15% | 31%ADe | 22%h | 25%HOq | 20% | 20% | 21%ho | 16% | 26%AdG | 16% | 21% | 23% | 20% | 21% | 22% | 21% | |
| | | | | | | | | | IGHJLm | | | | | | | HlnOq | | | | | | | | |
| | | | | | | | | | KnopQ | | | | | | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 456
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

ITV/ STV/ UTV
 Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|---------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (e) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1952 | 139 | 76 | 192 | 158 | 164 | 129 | 134 | 167 | 239 | 250 | 159 | 145 | 1534 | 1740 | 41 | 85 | 42 | 19 | 187 | 211 | 316 | 1417 | 162 | 495 |
| Weighted base | 1954 | 149 | 82* | 214 | 164 | 174 | 135 | 95 | 179 | 248 | 275 | 180 | 60 | 1650 | 1734 | 43* | 88* | 43* | 20** | 194 | 218 | 316 | 1417 | 161 | 497 |
| Better than the BBC | 263 | 28 | 13 | 28 | 28 | 26 | 14 | 13 | 31 | 27 | 26 | 23 | 7 | 216 | 239 | 10 | 6 | 3 | 2 | 22 | 44 | 59 | 167 | 29 | 91 |
| | 13%W | 19%gkJ | 16% | 13% | 17%k | 15% | 10% | 14% | 17%k | 11% | 10% | 13% | 11% | 13% | 14% | 25%aoQrT | 7% | 7% | 9% | 11% | 20%AW | 19%AW | 12% | 18%w | 18%AW |
| About the same as the BBC | 739 | 45 | 26 | 95 | 56 | 67 | 51 | 37 | 63 | 103 | 123 | 46 | 26 | 629 | 629 | 10 | 54 | 19 | 13 | 96 | 72 | 103 | 551 | 53 | 169 |
| | 38%LOv | 31% | 31% | 45%aBceLn | 34% | 38%l | 37%l | 40%L | 35% | 42%bL | 45%aBceLn | 25% | 44%bL | 38%L | 36% | 61%AOP | 44% | 65% | 50%AOP | 33% | 33% | 39%v | 33% | 34% | |
| Worse than the BBC | 531 | 44 | 26 | 54 | 44 | 49 | 36 | 24 | 50 | 55 | 65 | 69 | 16 | 447 | 483 | 14 | 17 | 12 | 3 | 45 | 58 | 79 | 392 | 43 | 129 |
| | 27% | 30% | 32% | 25% | 27% | 28% | 27% | 26% | 28% | 22% | 24% | 38%ADeN | 26% | 27% | 28% | 32% | 19% | 27% | 15% | 23% | 27% | 25% | 28% | 27% | 26% |
| Don't know | 421 | 31 | 18 | 37 | 36 | 32 | 35 | 20 | 35 | 63 | 60 | 43 | 11 | 358 | 384 | 8 | 11 | 9 | 2 | 31 | 43 | 74 | 307 | 36 | 107 |
| | 22%q | 21% | 21% | 17% | 22% | 18% | 26% | 21% | 20% | 25%d | 22% | 24% | 19% | 22% | 22%q | 19% | 13% | 21% | 11% | 16% | 20% | 24% | 22% | 22% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 457
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

ITV/ STV/ UTV

Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|-------------------------|---------------------|--------------------|-------------------|--------------------------|---------------------|--------------------|----------------------|---------------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1952 | 1376 | 319 | 195 | 117 | 12 | 564 | 219 | 506 | 488 | 93 | 257 | 370 | 362 | 309 | 162 | 79 | 62 | 40 | 25 | 30 | 20 | 36 |
| Weighted base | 1954 | 1372 | 318 | 199 | 117 | 13** | 570 | 222 | 511 | 490 | 95* | 263 | 381 | 369 | 316 | 154 | 77* | 62* | 36* | 23** | 27** | 15** | 30* |
| Better than the BBC | 263 13%bs | 169 12% | 47 15% | 33 17% | 20 17% | 2 16% | 92 16%ab | 35 16% | 81 16% | 77 16% | 12 12% <i>s</i> | 41 16% <i>s</i> | 52 14% <i>s</i> | 56 15% <i>s</i> | 43 14% <i>s</i> | 24 16% <i>s</i> | 8 10% | 5 8% | - | 2 9% | 1 4% | 2 14% | 4 12% <i>s</i> |
| About the same as the BBC | 739 38%B | 489 36% | 137 43%ab | 87 43%b | 57 48%aB | 5 42% | 244 43%AB | 99 45%ab | 219 43%AB | 213 43%AB | 33 35% | 105 40% | 145 38% | 139 38% | 115 36% | 57 37% | 28 37% | 24 38% | 25 69%AKLM NOPQRw | 7 31% | 10 36% | 7 43% | 11 37% |
| Worse than the BBC | 531 27% <i>EgHj</i> | 396 29% <i>aEgHj</i> | 81 25% <i>eh</i> | 53 27% <i>E</i> | 17 15% | 3 26% | 132 23% <i>e</i> | 42 19% | 124 24% <i>eh</i> | 115 23% <i>E</i> | 21 22% | 71 27% | 94 25% | 102 28% | 87 28% | 37 24% | 29 37% <i>kmp</i> | 22 35% | 8 21% | 8 36% | 11 42% | 3 23% | 11 36% |
| Don't know | 421 22% <i>cDgJ</i> | 317 23% <i>acdJg</i> | 52 17% | 27 13% | 23 20% | 2 15% | 102 18% <i>d</i> | 45 20% <i>d</i> | 87 17% | 85 17% | 29 31% <i>aLnqs</i> | 46 17% | 89 23% | 72 19% | 70 22% | 36 23% | 12 16% | 11 18% | 3 10% | 6 24% | 5 18% | 3 20% | 4 15% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 458

Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

ITV/ STV/ UTV

Base: All respondents who ever use each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------------|--------------|--------------------|--------------|-----------------|--------------|--|--------------|--|--------------|-------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1952 | 1892 | 60 | 1380 | 572 | 1397 | 555 | 1920 | 32 | 1920 | 32 |
| Weighted base | 1954 | 1892 | 62* | 1372 | 582 | 1382 | 572 | 1920 | 34* | 1920 | 34* |
| Better than the BBC | 263 13%BDF HJ | 237 13% | 26 43%AB | 145 11% | 118 20%AD | 130 9% | 134 23%AF | 245 13% | 18 54%AH | 245 13% | 18 54%AJ |
| About the same as the BBC | 739 38%cIK | 725 38%Ac | 14 22% | 527 38% | 211 36% | 539 39% | 200 35% | 733 38%AI | 5 16% | 733 38%AK | 5 16% |
| Worse than the BBC | 531 27%cEG | 523 28%ac | 9 14% | 430 31%AE | 101 17% | 442 32%AG | 89 16% | 527 27% | 4 13% | 527 27% | 4 13% |
| Don't know | 421 22%DF | 407 22% | 13 22% | 269 20% | 151 26%AD | 272 20% | 149 26%AF | 415 22% | 6 18% | 415 22% | 6 18% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 459
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Channel 4
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|---------------------------|----------------------|------------------|------------------|------------------|-------------------------|---------------------------|-------------------------|------------------|-----------------------------------|----------------------------------|----------------------------|------------------------|-------------------------|---------------------------|-------------------|-----------------------------------|------------------|------------|------------|------------|------------|------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1934 | 997 | 929 | 116 | 194 | 287 | 291 | 291 | 294 | 248 | 213 | 310 | 220 | 507 | 582 | 755 | 132 | 580 | 534 | 352 | 465 | 1114 | 817 |
| Weighted base | 1940 | 968 | 965 | 107 | 187 | 298 | 285 | 314 | 294 | 243 | 213 | 294 | 212 | 509 | 599 | 750 | 122 | 544 | 545 | 387 | 461 | 1089 | 848 |
| Better than the BBC | 251 13% K P | 129 13% | 122 13% | 9 8% | 33 18% dJ KIPq | 60 20% ADh UKoPQ | 47 16% diJ KPq | 41 13% kp | 28 9% | 19 8% | 15 7% | 42 14% djk Pq | 35 17% diJ KPq | 96 19% ADh UKIPQ | 87 15% iJKP | 62 8% | 10 8% | 60 11% | 74 14% | 52 14% | 65 14% | 134 12% | 117 14% |
| About the same as the BBC | 730 38% lp | 357 37% | 369 38% | 44 41% i | 70 37% | 111 37% | 117 41% lp | 131 42% lp | 88 30% | 87 36% | 81 38% | 113 39% i | 78 37% i | 190 37% i | 248 41% alP | 257 34% | 49 41% i | 213 39% | 205 38% | 142 37% | 170 37% | 417 38% | 312 37% |
| Worse than the BBC | 464 24% C | 268 28% AC | 196 20% | 33 31% fgn | 41 22% | 58 19% | 61 21% | 88 28% fn | 77 26% | 55 23% | 51 24% | 74 25% | 52 25% E | 110 22% | 149 25% | 183 24% | 37 31% fgn | 144 27% | 124 23% | 92 24% | 103 22% | 268 25% | 194 23% |
| Don't know | 495 26% BHO | 214 22% | 278 29% AB | 22 20% | 44 23% | 68 23% | 60 21% | 54 17% | 101 34% ADe FGHLMN OQ | 81 33% ADe FGHLMN OQ | 66 31% dfg HlmnOq | 65 22% | 46 22% | 114 22% | 114 19% | 248 33% ADe FGHLMN OQ | 25 20% | 126 23% | 143 26% | 101 26% | 123 27% | 269 25% | 224 26% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 460
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Channel 4
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|---------------------------|--------------|--------------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|---------------------|----------------|----------------|------------------------|-------------------|--------------|--------------------|--------------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1934 | 145 | 71 | 191 | 155 | 167 | 123 | 130 | 167 | 244 | 246 | 158 | 137 | 1522 | 1719 | 42 | 84 | 43 | 21 | 190 | 214 | 309 | 1405 | 160 | 488 |
| Weighted base | 1940 | 155 | 76* | 212 | 161 | 177 | 128 | 92 | 180 | 253 | 270 | 179 | 57 | 1636 | 1718 | 44* | 87* | 44* | 22** | 197 | 222 | 310 | 1406 | 160 | 493 |
| Better than the BBC | 251 13%w | 29 19%aJK mn | 9 11% | 29 14% | 34 21%AgJ KlMn | 24 14% | 15 11% | 13 14% | 24 13% | 24 9% | 25 9% | 20 11% | 6 10% | 204 12% | 219 13% | 13 31%AOQ RT | 9 11% | 3 7% | 3 13% | 29 15% | 40 18%aw | 42 14% | 167 12% | 22 14% | 72 15% |
| About the same as the BBC | 730 38%O | 58 37% | 30 39% | 86 40% | 50 31% | 66 37% | 39 30% | 31 34% | 64 36% | 110 44%aeg ln | 116 43%egl | 58 32% | 23 40% | 618 38% | 624 36% | 15 33% | 49 56%AOp | 20 46% | 12 54% | 96 49%AOp | 73 33% | 107 34% | 543 39% | 60 37% | 174 35% |
| Worse than the BBC | 464 24%Jt | 33 21% | 18 23% | 53 25%j | 40 25%j | 43 24%j | 39 31%JK | 26 28%J | 45 25%j | 42 16% | 56 21% | 53 30%Jk | 17 29%Jk | 389 24%J | 425 25%at | 8 19% | 16 19% | 8 19% | 2 10% | 35 18% | 54 24% | 75 24% | 343 24% | 33 21% | 118 24% |
| Don't know | 495 26%qt | 35 23% | 20 26% | 44 21% | 37 23% | 44 25% | 36 28% | 22 24% | 47 26% | 77 31%dm | 73 27% | 48 27% | 12 20% | 426 26% | 449 26%qt | 8 17% | 12 14% | 12 28% | 5 24% | 38 19% | 56 25% | 86 28% | 353 25% | 45 28% | 128 26% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 461
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Channel 4
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1934 | 1371 | 310 | 185 | 114 | 11 | 552 | 219 | 493 | 475 | 95 | 259 | 364 | 364 | 298 | 159 | 79 | 60 | 39 | 27 | 30 | 20 | 36 |
| Weighted base | 1940 | 1370 | 310 | 189 | 115 | 11** | 559 | 222 | 499 | 479 | 97* | 265 | 374 | 372 | 305 | 153 | 78* | 60* | 36* | 25** | 27** | 15** | 30* |
| Better than the BBC | 251 | 162 | 42 | 32 | 18 | 5 | 85 | 36 | 77 | 68 | 15 | 34 | 45 | 55 | 43 | 20 | 9 | 6 | 3 | 2 | 4 | 2 | 2 |
| | 13%b | 12% | 14% | 17% | 16% | 45% | 15%b | 16% | 15%b | 14% | 16% | 13% | 12% | 15% | 14% | 13% | 12% | 10% | 9% | 7% | 13% | 14% | 8% |
| About the same as the BBC | 730 | 491 | 135 | 83 | 49 | 3 | 235 | 96 | 211 | 204 | 34 | 101 | 146 | 146 | 105 | 59 | 26 | 15 | 17 | 10 | 9 | 9 | 11 |
| | 38%b | 36% | 44%ab | 44%b | 43% | 29% | 42%ab | 43%b | 42%ab | 43%aB | 35% | 38% | 39% | 39% | 34% | 39% | 33% | 28% | 48%r | 40% | 34% | 61% | 38% |
| Worse than the BBC | 464 | 340 | 70 | 42 | 27 | 1 | 123 | 38 | 109 | 110 | 15 | 60 | 87 | 85 | 83 | 35 | 26 | 24 | 9 | 7 | 9 | 4 | 8 |
| | 24%h | 25%h | 23%h | 22% | 23% | 9% | 22%h | 17% | 22%h | 23%h | 16% | 23% | 23% | 23% | 27%k | 23% | 33%K | 40%AKLM | 26% | 27% | 34% | 26% | 27% |
| Don't know | 495 | 377 | 62 | 32 | 21 | 2 | 116 | 53 | 103 | 96 | 32 | 70 | 97 | 86 | 74 | 39 | 17 | 15 | 6 | 6 | 5 | - | 8 |
| | 26%cDG | 28%ACD | 20% | 17% | 18% | 17% | 21% | 24% | 21% | 20% | 33% | 27% | 26% | 23% | 24% | 25% | 22% | 25% | 17% | 26% | 19% | - | 27% |
| | IJ | eGIJ | | | | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 462

Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Channel 4

Base: All respondents who ever use each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|--------------|--------------------|--------------|-----------------|--------------|--|-------------|--|-------------|-----------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1880 | 54 | 1386 | 548 | 1390 | 544 | 1905 | 29 | 1905 | 29 | |
| Weighted base | 1884 | 56* | 1379 | 561 | 1378 | 562 | 1909 | 31** | 1909 | 31** | |
| Better than the BBC | 251 13%BDF | 227 12% | 25 44%AB | 152 11% | 100 18%AD | 148 11% | 104 18%AF | 235 12% | 16 52% | 235 12% | 16 52% |
| About the same as the BBC | 730 38%g | 714 38% | 16 28% | 538 39% | 192 34% | 544 39%ag | 186 33% | 722 38% | 7 24% | 722 38% | 7 24% |
| Worse than the BBC | 464 24%CEG | 461 24%AC | 3 6% | 367 27%AE | 96 17% | 368 27%AG | 96 17% | 463 24%A | 1 3% | 463 24%A | 1 3% |
| Don't know | 495 26%DF | 483 26% | 12 22% | 323 23% | 173 31%AD | 318 23% | 177 31%AF | 489 26% | 6 21% | 489 26% | 6 21% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 463
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Channel 5
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|---------------------------|----------------|----------|------------|-----------|-----------|----------------|-------------|-----------|------------------------|------------------------|------------------------|-----------|-----------|----------------|-----------|------------------------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1722 | 884 | 834 | 94 | 152 | 233 | 264 | 267 | 279 | 242 | 191 | 246 | 174 | 407 | 531 | 712 | 107 | 501 | 478 | 323 | 417 | 979 | 740 |
| Weighted base | 1730 | 859 | 867 | 87* | 145 | 242 | 259 | 287 | 279 | 239 | 191 | 232 | 166 | 409 | 547 | 709 | 98 | 470 | 486 | 357 | 414 | 956 | 771 |
| Better than the BBC | 190 | 98 | 91 | 6 | 21 | 38 | 37 | 29 | 23 | 19 | 17 | 27 | 23 | 61 | 66 | 59 | 7 | 36 | 42 | 53 | 58 | 78 | 111 |
| | 11%PRV | 11% | 11% | 7% | 14%p | 16%adi jkPq | 14%ijP | 10% | 8% | 8% | 9% | 12% | 14%p | 15%Adi jkPq | 12%p | 8% | 7% | 8% | 9% | 15%aRS | 14%aRs | 8% | 14%AV |
| About the same as the BBC | 510 | 251 | 259 | 29 | 49 | 78 | 93 | 84 | 61 | 63 | 53 | 78 | 55 | 134 | 177 | 177 | 34 | 131 | 145 | 108 | 126 | 276 | 234 |
| | 29%IP | 29% | 30% | 34%i | 34%lp | 32%lp | 36%ajl p | 29%il | 22% | 26% | 28% | 34%IP | 33%lp | 33%IP | 32%IP | 25% | 34%ip | 28% | 30% | 30% | 30% | 29% | 30% |
| Worse than the BBC | 559 | 309 | 251 | 36 | 44 | 68 | 74 | 107 | 99 | 74 | 58 | 80 | 55 | 123 | 181 | 230 | 39 | 179 | 156 | 109 | 116 | 334 | 224 |
| | 32%Cuw | 36%AC | 29% | 41%fgn | 31% | 28% | 29% | 37%fg | 35% | 31% | 30% | 35% | 33% | 30% | 33%g | 32% | 40%fgn | 38%AU | 32% | 30% | 28% | 35%aw | 29% |
| Don't know | 470 | 200 | 267 | 16 | 31 | 58 | 55 | 68 | 97 | 82 | 64 | 47 | 33 | 91 | 123 | 243 | 18 | 125 | 143 | 87 | 115 | 268 | 202 |
| | 27%BgL mNOq | 23% | 31%AB | 18% | 21% | 24% | 21% | 23% | 35%ADE FGHLMN OQ | 35%ADE FGHLMN OQ | 33%ade FGHLMN OQ | 20% | 20% | 22% | 22% | 34%ADE FGHLMN OQ | 18% | 26% | 29% | 24% | 28% | 28% | 26% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 464
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Channel 5
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|---------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|----------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1722 | 119 | 65 | 173 | 148 | 151 | 111 | 115 | 155 | 220 | 213 | 130 | 122 | 1366 | 1540 | 32 | 71 | 38 | 19 | 160 | 179 | 292 | 1247 | 148 | 439 |
| Weighted base | 1730 | 128 | 70* | 193 | 154 | 160 | 117 | 81 | 167 | 228 | 235 | 148 | 51 | 1471 | 1540 | 34* | 74* | 39* | 20** | 167 | 185 | 294 | 1251 | 147 | 442 |
| Better than the BBC | 190 | 17 | 9 | 22 | 27 | 19 | 8 | 12 | 16 | 22 | 19 | 16 | 3 | 158 | 168 | 7 | 5 | 3 | 3 | 18 | 33 | 42 | 119 | 23 | 66 |
| | 11%W | 13% | 12% | 12% | 18%Agi | 12% | 7% | 14% | 10% | 10% | 8% | 11% | 7% | 11% | 21%qt | 7% | 8% | 14% | 11% | 18%AW | 14%aw | 9% | 15%w | 15%AW | |
| About the same as the BBC | 510 | 34 | 17 | 53 | 32 | 53 | 35 | 22 | 52 | 77 | 87 | 33 | 16 | 438 | 430 | 9 | 41 | 16 | 9 | 76 | 51 | 76 | 384 | 43 | 122 |
| | 29%eO | 27% | 24% | 28% | 21% | 33%el | 30% | 27% | 31%e | 34%EI | 37%aEL | 22% | 32%e | 30%el | 28% | 56%AOpt | 41% | 44% | 45%AOp | 27% | 28% | 31% | 29% | 28% | |
| Worse than the BBC | 559 | 43 | 27 | 74 | 51 | 53 | 38 | 27 | 52 | 53 | 64 | 57 | 21 | 468 | 515 | 10 | 15 | 8 | 4 | 38 | 57 | 86 | 417 | 41 | 131 |
| | 32%LqT | 34%j | 38%j | 39%Jkn | 33%j | 33%j | 32% | 33%j | 31% | 23% | 27% | 39%Jk | 40%aJk | 32%J | 33%AqT | 31% | 21% | 21% | 21% | 23% | 31% | 29% | 33% | 28% | 30% |
| Don't know | 470 | 33 | 17 | 43 | 43 | 36 | 36 | 21 | 47 | 76 | 66 | 42 | 11 | 406 | 428 | 7 | 13 | 11 | 4 | 35 | 44 | 90 | 332 | 41 | 123 |
| | 27%q | 26% | 25% | 22% | 28% | 22% | 31% | 26% | 28% | 33%adf | 28% | 29% | 21% | 28% | 28%q | 19% | 17% | 29% | 21% | 24% | 31%u | 27% | 28% | 28% | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 465
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Channel 5
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|-----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1722 | 1222 | 274 | 171 | 101 | 12 | 488 | 181 | 434 | 424 | 75 | 243 | 326 | 329 | 259 | 143 | 74 | 49 | 35 | 23 | 27 | 19 | 27 |
| Weighted base | 1730 | 1224 | 275 | 173 | 101* | 12** | 494 | 185 | 439 | 427 | 76* | 249 | 336 | 337 | 266 | 137 | 73* | 49* | 33* | 21** | 24** | 14** | 22** |
| Better than the BBC | 190 | 125 | 32 | 22 | 10 | 4 | 61 | 27 | 55 | 51 | 9 | 34 | 39 | 45 | 31 | 12 | 3 | 2 | 1 | 1 | 3 | 2 | 2 |
| | 11% | 10% | 12% | 13% | 10% | 32% | 12% | 15% | 13% | 12% | 12% | 14%q | 12% | 13%q | 12% | 9% | 5% | 5% | 3% | 4% | 12% | 12% | 9% |
| About the same as the BBC | 510 | 316 | 115 | 65 | 38 | 2 | 191 | 74 | 175 | 168 | 23 | 80 | 104 | 91 | 79 | 47 | 19 | 9 | 15 | 3 | 7 | 5 | 10 |
| | 29%B | 26% | 42%AB | 38%aB | 37%b | 17% | 39%AB | 40%AB | 40%AB | 39%AB | 30% | 32% | 31% | 27% | 30% | 34% | 27% | 19% | 47%anoqr | 13% | 28% | 35% | 46% |
| Worse than the BBC | 559 | 417 | 77 | 53 | 29 | 3 | 139 | 48 | 125 | 118 | 22 | 68 | 102 | 117 | 87 | 41 | 30 | 25 | 12 | 11 | 8 | 6 | 6 |
| | 32%gj | 34%agghj | 28% | 31% | 28% | 26% | 28% | 26% | 29% | 28% | 29% | 27% | 30% | 35% | 33% | 30% | 41%l | 52%AkLMnoP | 37% | 52% | 35% | 40% | 26% |
| Don't know | 470 | 366 | 51 | 33 | 25 | 3 | 102 | 35 | 84 | 89 | 22 | 68 | 91 | 83 | 69 | 37 | 20 | 12 | 4 | 7 | 6 | 2 | 4 |
| | 27%CdGHIJ | 30%ACDGHJ | 18% | 19% | 25% | 25% | 21%i | 19% | 19% | 21% | 29% | 27% | 27% | 25% | 26% | 27% | 28% | 24% | 13% | 31% | 25% | 13% | 19% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Table 466

Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Channel 5

Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------------------|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 1722 | 1682 | 40 | 1258 | 464 | 1240 | 482 | 1698 | 24 | 1698 | 24 |
| Weighted base | 1730 | 1689 | 41* | 1255 | 475 | 1232 | 498 | 1704 | 26** | 1704 | 26** |
| Better than the BBC | 190 | 172 | 19 | 105 | 85 | 95 | 96 | 176 | 14 | 176 | 14 |
| | | 11%BDF | 10% | 45%AB | 8% | 18%AD | 8% | 19%AF | 10% | 54% | 54% |
| | | HJ | | | | | | | | | |
| About the same as the BBC | 510 | 500 | 10 | 375 | 135 | 372 | 138 | 506 | 4 | 506 | 4 |
| | | 29% | 30% | 25% | 30% | 28% | 30% | 28% | 30% | 17% | 30% |
| Worse than the BBC | 559 | 555 | 5 | 452 | 108 | 453 | 106 | 557 | 2 | 557 | 2 |
| | | 32%CEG | 33%AC | 11% | 36%AE | 23% | 37%AG | 21% | 33%A | 8% | 33%A |
| | | | | | | | | | | | |
| Don't know | 470 | 463 | 7 | 323 | 148 | 312 | 158 | 465 | 5 | 465 | 5 |
| | | 27%dF | 27% | 18% | 26% | 31%ad | 25% | 32%AF | 27% | 21% | 21% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 467
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Netflix
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|-----|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) | |
| Unweighted base | 1420 | 719 | 693 | 131 | 203 | 296 | 253 | 218 | 153 | 100 | 66 | 334 | 235 | 531 | 471 | 319 | 147 | 431 | 410 | 278 | 300 | 841 | 578 | |
| Weighted base | 1419 | 697 | 714 | 122 | 195 | 306 | 246 | 234 | 153 | 96* | 65* | 317 | 226 | 532 | 480 | 315 | 137 | 399 | 417 | 306 | 296 | 815 | 602 | |
| Better than the BBC | 415 | 209 | 204 | 38 | 72 | 120 | 80 | 61 | 22 | 11 | 11 | 109 | 79 | 200 | 142 | 44 | 41 | 105 | 115 | 89 | 105 | 220 | 194 | |
| | 29%Lk | 30% | 29% | 31%Jk | 37%ahl | 39%AHl | 33%Ljk | 26%LJP | 14% | 11% | 17% | 34%ahl | 35%ahl | 38%AHl | 29%Ljk | 14% | 30%Jk | 26% | 28% | 29% | 35%aRs | 27% | 32%av | |
| | Pv | | | P | JkP | JKOP | P | | | | | JKP | JKP | JKOP | P | P | | | | | | | | |
| About the same as the BBC | 333 | 164 | 166 | 32 | 51 | 76 | 70 | 60 | 22 | 13 | 9 | 83 | 60 | 136 | 130 | 44 | 37 | 88 | 98 | 80 | 68 | 185 | 148 | |
| | 23%lJP | 24% | 23% | 26%ijP | 26%ljk | 25%ijP | 29%alJ | 26%lJP | 14% | 13% | 14% | 26%Ljk | 27%Ljk | 26%ljk | 27%alJ | 14% | 27%ljk | 22% | 23% | 26% | 23% | 23% | 25% | |
| | P | | | P | kP | kP | | | | | | P | P | P | kP | P | P | | | | | | | |
| Worse than the BBC | 350 | 193 | 156 | 31 | 45 | 57 | 48 | 62 | 48 | 39 | 20 | 76 | 55 | 112 | 109 | 108 | 36 | 120 | 114 | 63 | 52 | 234 | 116 | |
| | 25%cFG | 28%ac | 22% | 25% | 23% | 19% | 19% | 26%f | 31%aFG | 41%AdE | 31%fg | 24% | 24% | 21% | 23% | 34%AEF | 27% | 30%ATU | 27%tU | 21% | 18% | 29%AW | 19% | |
| | nUW | | | | | | | | No | FGHLMN | Oq | | | | | GLmNO | | | | | | | | |
| Don't know | 320 | 131 | 187 | 22 | 27 | 53 | 48 | 51 | 22%em | 61 | 40%ADE | 33 | 34%ADE | 38%ADE | 49 | 31 | 84 | 99 | 119 | 23 | 86 | 90 | 74 | 71 |
| | 23%BEf | 19% | 26%AB | 18% | 14% | 17% | 19% | | | 40%ADE | 34%ADE | 38%ADE | 15% | 14% | 16% | 21%m | 38%ADE | 16% | 22% | 21% | 24% | 24% | 22% | 24% |
| | LMN | | | | | | | | FGHLMN | FGHLMN | FGHLMN | OQ | OQ | OQ | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

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Absolutes/col percents

Table 468
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Netflix
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|---------------------------|---------------|----------------|----------------|----------------|------------------------------|-------------------|-------------------|----------------|---------------------|------------|----------------|-------------------------|-----------------------|-------------------|--------------------|------------------|-------------|-------------|---------------------|---------------------------------|-----------------------|--------------------------|------------|-----------|-----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1420 | 117 | 54 | 148 | 102 | 132 | 92 | 104 | 97 | 187 | 179 | 105 | 103 | 1096 | 1210 | 42 | 85 | 39 | 20 | 186 | 175 | 178 | 1064 | 108 | 321 |
| Weighted base | 1419 | 126 | 58* | 164 | 106 | 140 | 96* | 73 | 105* | 193 | 196 | 119 | 43 | 1177 | 1202 | 43* | 88* | 40* | 21** | 192 | 179 | 183 | 1055 | 110 | 329 |
| Better than the BBC | 415 29%o | 34 27% | 17 30% | 52 32% | 29 27% | 43 31% | 36 37%l | 20 27% | 35 33% | 58 30% | 54 27% | 26 22% | 11 26% | 350 30% | 336 28% | 22 51%AO t | 32 37% | 10 26% | 6 27% | 71 37%ao | 64 36%vY | 50 27% | 310 29% | 30 27% | 96 29% |
| About the same as the BBC | 333 23%O | 29 23% | 13 22% | 47 28%g | 22 21% | 30 21% | 15 16% | 14 20% | 22 21% | 54 28%g | 51 26% | 24 20% | 11 26% | 278 24% | 263 22% | 8 19% | 31 35%aO | 15 38%ao | 7 33% | 61 32%AO p | 38 21% | 40 22% | 246 23% | 21 19% | 75 23% |
| Worse than the BBC | 350 25%pqT | 30 24% | 14 23% | 36 22% | 24 23% | 41 29% | 23 24% | 19 26% | 20 19% | 43 22% | 54 27% | 32 27% | 15 34%adi jn | 287 24% | 322 27%Apq T | 4 10% | 12 14% | 5 13% | 2 10% | 24 13% | 39 22% | 43 23% | 267 25% | 28 25% | 78 24% |
| Don't know | 320 23%mq | 33 26% m | 14 24% | 30 18% | 31 29% dm | 26 19% | 22 23% | 20 27% m | 28 27% m | 37 19% | 38 19% | 36 31% adf jkM | 6 14% | 262 22% m | 281 23% q | 9 20% | 12 14% | 9 23% | 7 31% | 36 19% | 38 21% | 50 27% | 233 22% | 31 29% | 80 24% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 469
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Netflix
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|-------------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1420 | 875 | 305 | 177 | 103 | 12 | 533 | 221 | 483 | 450 | 65 | 154 | 240 | 263 | 225 | 141 | 68 | 49 | 40 | 20 | 27 | 19 | 34 |
| Weighted base | 1419 | 871 | 303 | 181 | 102* | 12** | 536 | 222 | 486 | 450 | 66* | 159 | 248 | 270 | 230 | 134 | 65* | 48* | 36* | 19** | 24** | 14** | 29* |
| Better than the BBC | 415 | 224 | 114 | 62 | 39 | 1 | 190 | 82 | 176 | 160 | 31 | 53 | 64 | 88 | 74 | 37 | 13 | 12 | 7 | 5 | 5 | 3 | 9 |
| | 29%B | 26% | 38%AB | 34%b | 38%b | 8% | 35%AB | 37%AB | 36%AB | 36%AB | 47%AMno PQrS | 33% | 26% | 33% | 32% | 28% | 20% | 25% | 19% | 26% | 22% | 21% | 31% |
| About the same as the BBC | 333 | 180 | 83 | 57 | 27 | 5 | 149 | 67 | 139 | 123 | 12 | 37 | 65 | 62 | 44 | 32 | 18 | 12 | 13 | 3 | 10 | 3 | 7 |
| | 23%B | 21% | 27%b | 31%aB | 26% | 38% | 28%AB | 30%aB | 29%AB | 27%aB | 18% | 23% | 26% | 23% | 19% | 24% | 28% | 25% | 36%ko | 18% | 41% | 23% | 23% |
| Worse than the BBC | 350 | 249 | 51 | 35 | 18 | 4 | 97 | 33 | 84 | 82 | 7 | 33 | 62 | 63 | 57 | 32 | 23 | 19 | 12 | 5 | 5 | 6 | 9 |
| | 25%CGH IJk | 29%ACd eGHJ | 17% | 20% | 18% | 36% | 18% | 15% | 17% | 18% | 11% | 21% | 25%k | 23%k | 25%k | 24%k | 36%aKin nop | 40%aKlm | 33%K | 27% | 21% | 38% | 31%k |
| Don't know | 320 | 218 | 55 | 27 | 18 | 2 | 100 | 40 | 86 | 84 | 16 | 36 | 57 | 57 | 55 | 34 | 11 | 5 | 5 | 6 | 4 | 3 | 4 |
| | 23%cDG Ijr | 25%AcD Ghj | 18% | 15% | 18% | 18% | 19% | 18% | 18% | 19% | 24% | 23% | 23% | 21% | 24%r | 25%r | 16% | 11% | 13% | 29% | 17% | 18% | 15% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 470

Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Netflix

Base: All respondents who ever use each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------------|--------------|--------------------|--------------|-----------------|--------------|--|--------------|--|--------------|-------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1420 | 1291 | 129 | 960 | 460 | 1013 | 407 | 1342 | 78 | 1342 | 78 |
| Weighted base | 1419 | 1291 | 127 | 954 | 465 | 1001 | 417 | 1342 | 76* | 1342 | 76* |
| Better than the BBC | 415 29%BDF HJ | 345 27% | 70 55%AB | 230 24% | 186 40%AD | 244 24% | 171 41%AF | 368 27% | 47 62%AH | 368 27% | 47 62%AJ |
| About the same as the BBC | 333 23%CEG IK | 320 25%AC | 13 10% | 252 26%AE | 81 17% | 260 26%AG | 73 17% | 328 24%AI | 5 7% | 328 24%AK | 5 7% |
| Worse than the BBC | 350 25%CEG IK | 335 26%AC | 15 12% | 272 29%AE | 78 17% | 291 29%AG | 59 14% | 342 25%AI | 8 11% | 342 25%AK | 8 11% |
| Don't know | 320 23%dF | 291 23% | 30 23% | 200 21% | 121 26%ad | 206 21% | 115 27%AF | 304 23% | 16 21% | 304 23% | 16 21% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 471
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Amazon Prime Video
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|---------|-----------|-----------|-----------|-----------|----------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1205 | 633 | 565 | 91 | 169 | 257 | 213 | 182 | 143 | 92 | 58 | 260 | 192 | 449 | 395 | 293 | 104 | 373 | 341 | 235 | 255 | 714 | 490 |
| Weighted base | 1210 | 615 | 589 | 84* | 161 | 266 | 210 | 197 | 143 | 92* | 58* | 245 | 183 | 449 | 407 | 293 | 95* | 352 | 351 | 258 | 249 | 702 | 507 |
| Better than the BBC | 257 | 142 | 114 | 16 | 40 | 72 | 49 | 43 | 22 | 7 | 7 | 56 | 43 | 115 | 93 | 37 | 17 | 63 | 80 | 63 | 51 | 144 | 114 |
| | 21%JP | 23% | 19% | 19%j | 25%iJP | 27%aJkP | 24%JP | 22%JP | 15% | 8% | 13% | 23%JP | 24%JP | 26%AiJkP | 23%JP | 13% | 18%j | 18% | 23% | 24% | 20% | 20% | 22% |
| About the same as the BBC | 283 | 144 | 135 | 25 | 47 | 67 | 53 | 51 | 21 | 14 | 5 | 72 | 55 | 122 | 104 | 40 | 31 | 91 | 75 | 56 | 61 | 166 | 117 |
| | 23%KP | 23% | 23% | 29%jKP | 29%jKP | 25%iKP | 25%iKP | 26%ijK | 15% | 15% | 9% | 29%aJkP | 30%aJkP | 27%aJkP | 26%ijK | 14% | 32%aJkP | 26% | 21% | 22% | 25% | 24% | 23% |
| Worse than the BBC | 349 | 195 | 153 | 25 | 41 | 68 | 56 | 57 | 53 | 34 | 15 | 67 | 47 | 115 | 113 | 102 | 27 | 115 | 107 | 68 | 58 | 222 | 126 |
| | 29%cuw | 32%ac | 26% | 30% | 26% | 25% | 27% | 29% | 37%aefglnNo | 37%fn | 26% | 27% | 26% | 26% | 28% | 35%aefmN | 29% | 33%u | 30% | 26% | 24% | 32%aw | 25% |
| Don't know | 321 | 134 | 187 | 18 | 32 | 59 | 52 | 46 | 47 | 37 | 30 | 51 | 38 | 97 | 97 | 114 | 20 | 82 | 89 | 72 | 78 | 171 | 150 |
| | 27%BelNv | 22% | 32%AB | 22% | 20% | 22% | 25% | 23% | 33%efLmNoq | 40%ADEF | 52%ADEF | 21% | 21% | 22% | 24% | 39%ADEF | 21% | 23% | 25% | 28% | 31%r | 24% | 30%v |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 472
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Amazon Prime Video
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|---------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1205 | 103 | 47 | 120 | 92 | 100 | 77 | 92 | 85 | 164 | 158 | 92 | 75 | 935 | 1046 | 33 | 64 | 32 | 14 | 143 | 165 | 166 | 874 | 100 | 299 |
| Weighted base | 1210 | 110 | 51* | 133 | 96* | 105* | 81** | 65* | 92* | 170 | 174 | 105* | 31** | 1005 | 1047 | 34* | 66* | 33* | 14** | 147 | 171 | 172 | 871 | 99* | 306 |
| Better than the BBC | 257 | 25 | 7 | 27 | 26 | 23 | 18 | 16 | 18 | 39 | 36 | 16 | 6 | 211 | 226 | 11 | 10 | 3 | 3 | 28 | 44 | 41 | 183 | 23 | 69 |
| | 21% | 23% | 15% | 20% | 28%l | 22% | 22% | 24% | 20% | 23% | 21% | 15% | 18% | 21% | 22% | 33%rt | 16% | 10% | 23% | 19% | 26% | 24% | 21% | 23% | 22% |
| About the same as the BBC | 283 | 22 | 15 | 37 | 18 | 29 | 7 | 10 | 21 | 47 | 43 | 24 | 9 | 242 | 224 | 7 | 29 | 14 | 5 | 55 | 38 | 36 | 206 | 18 | 70 |
| | 23%GO | 20% | 30%G | 28%Gh | 19% | 28%Gh | 9% | 16% | 23%g | 28%Gh | 25%G | 23%g | 29%Gh | 24%G | 21% | 44%AOp | 43%aO | 34% | 37%AOp | 22% | 21% | 24% | 18% | 23% | |
| Worse than the BBC | 349 | 31 | 17 | 41 | 28 | 26 | 30 | 18 | 27 | 37 | 53 | 31 | 12 | 288 | 318 | 6 | 12 | 5 | 3 | 27 | 47 | 47 | 257 | 26 | 81 |
| | 29%J | 28% | 34% | 31% | 29% | 24% | 37%j | 28% | 29% | 22% | 30% | 29% | 38%J | 29%j | 30%AqT | 18% | 19% | 17% | 22% | 18% | 27% | 27% | 29% | 27% | 27% |
| Don't know | 321 | 32 | 11 | 27 | 23 | 27 | 26 | 21 | 26 | 47 | 42 | 34 | 5 | 263 | 280 | 10 | 14 | 10 | 3 | 37 | 43 | 47 | 225 | 32 | 86 |
| | 27%m | 29%m | 22% | 20% | 24% | 26% | 32%m | 32%dm | 28% | 28%m | 24% | 33%dm | 15% | 26%m | 27% | 28% | 22% | 31% | 22% | 25% | 25% | 28% | 26% | 32% | 28% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 473
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Amazon Prime Video
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1205 | 767 | 244 | 145 | 78 | 9 | 429 | 183 | 396 | 361 | 56 | 143 | 204 | 219 | 195 | 103 | 59 | 44 | 33 | 17 | 24 | 13 | 32 |
| Weighted base | 1210 | 768 | 244 | 150 | 78* | 9** | 434 | 183 | 401 | 364 | 57* | 148 | 210 | 223 | 200 | 100* | 58* | 43* | 31* | 16** | 23** | 10** | 27** |
| Better than the BBC | 257 | 147 | 62 | 37 | 21 | 1 | 110 | 49 | 105 | 90 | 17 | 34 | 37 | 54 | 44 | 29 | 10 | 9 | 4 | - | 5 | 2 | 6 |
| | 21%b | 19% | 25%b | 25% | 26% | 12% | 25%ab | 27%b | 26%AB | 25%b | 30% <i>m</i> | 23% | 18% | 24% | 22% | 29% <i>m</i> | 17% | 12% | - | 23% | 21% | 21% | |
| About the same as the BBC | 283 | 155 | 75 | 42 | 21 | 4 | 125 | 60 | 115 | 107 | 14 | 36 | 50 | 49 | 46 | 21 | 12 | 11 | 5 | 8 | 3 | 9 | |
| | 23%B | 20% | 31%AB | 28%b | 27% | 41% | 29%AB | 33%AB | 29%AB | 29%AB | 24% | 24% | 24% | 22% | 23% | 21% | 21% | 30% | 34% | 28% | 36% | 34% | 35% |
| Worse than the BBC | 349 | 241 | 54 | 41 | 18 | 3 | 105 | 37 | 97 | 87 | 8 | 30 | 67 | 65 | 61 | 26 | 22 | 18 | 10 | 3 | 5 | 2 | 8 |
| | 29%CGH | 31%aCg | 22% | 27% | 23% | 36% | 24% | 20% | 24% | 24% | 13% | 20% | 32%KI | 29%k | 31%kl | 26% | 38%KI | 42%KL | 33%k | 20% | 21% | 22% | 29% |
| Don't know | 321 | 226 | 53 | 30 | 19 | 1 | 94 | 38 | 83 | 80 | 19 | 47 | 57 | 55 | 48 | 25 | 14 | 3 | 6 | 9 | 5 | 2 | 4 |
| | 27%Gij | 29%Accd | 22% | 20% | 24% | 11% | 22% | 21% | 21% | 22% | 33%R | 32%R | 27%R | 25%r | 24%r | 25%r | 24%r | 8% | 21% | 52% | 20% | 23% | 16% |
| | R | Ghij | | | | | | | | | | | | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 474

Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Amazon Prime Video

Base: All respondents who ever use each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------------|--------------|--------------------|--------------|-----------------|--------------|--|--------------|--|--------------|-------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1205 | 1112 | 93 | 833 | 372 | 896 | 309 | 1152 | 53 | 1151 | 54 |
| Weighted base | 1210 | 1118 | 92* | 832 | 378 | 890 | 320 | 1158 | 53* | 1157 | 54* |
| Better than the BBC | 257 21%BDF HJ | 212 19% | 46 49%AB | 142 17% | 116 31%AD | 149 17% | 109 34%AF | 227 20% | 30 57%AH | 227 20% | 30 56%AJ |
| About the same as the BBC | 283 23%cEG ik | 271 24%ac | 12 13% | 219 26%AE | 64 17% | 236 27%AG | 47 15% | 278 24%ai | 5 10% | 278 24%ak | 5 10% |
| Worse than the BBC | 349 29%CEG iK | 337 30%AC | 12 13% | 268 32%AE | 81 21% | 291 33%AG | 58 18% | 342 30%ai | 7 13% | 342 30%aK | 7 13% |
| Don't know | 321 27%dF | 299 27% | 22 24% | 203 24% | 118 31%ead | 214 24% | 107 33%AF | 310 27% | 11 20% | 309 27% | 12 22% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 475
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Disney+
Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 692 | 365 | 320 | 80 | 133 | 191 | 138 | 86 | 41 | 19 | 4 | 213 | 150 | 341 | 224 | 64 | 93 | 219 | 198 | 135 | 140 | 417 | 275 |
| Weighted base | 684 | 353 | 324 | 76* | 125 | 196 | 132 | 90* | 41* | 19** | 4** | 201 | 142 | 338 | 223 | 64* | 88* | 202 | 196 | 148 | 137 | 399 | 286 |
| Better than the BBC | 183 | 85 | 98 | 22 | 37 | 62 | 35 | 16 | 6 | 5 | - | 58 | 43 | 104 | 51 | 12 | 25 | 43 | 49 | 41 | 49 | 93 | 90 |
| | 27%hrv | 24% | 30% | 29% | 29% | 31%hip | 27% | 17% | 15% | 27% | - | 29%h | 30%h | 31%ahi | 23% | 18% | 29% | 21% | 25% | 28% | 36%ARs | 23% | 31%av |
| About the same as the BBC | 170 | 94 | 75 | 17 | 33 | 51 | 38 | 22 | 6 | 2 | 1 | 50 | 35 | 86 | 60 | 10 | 19 | 61 | 46 | 35 | 28 | 107 | 63 |
| | 25% | 26% | 23% | 23% | 26% | 26% | 28%p | 24% | 15% | 12% | 29% | 25% | 25% | 26% | 27% | 15% | 22% | 30%au | 24% | 24% | 20% | 27% | 22% |
| Worse than the BBC | 178 | 103 | 72 | 22 | 34 | 47 | 31 | 27 | 12 | 4 | 1 | 57 | 40 | 87 | 58 | 17 | 27 | 63 | 53 | 40 | 22 | 116 | 62 |
| | 26%cUw | 29%c | 22% | 29% | 27% | 24% | 23% | 30% | 29% | 20% | 26% | 28% | 28% | 26% | 26% | 26% | 31% | 31%U | 27%u | 27%u | 16% | 29%aw | 22% |
| Don't know | 153 | 72 | 79 | 14 | 22 | 37 | 28 | 26 | 17 | 8 | 2 | 36 | 24 | 61 | 54 | 26 | 16 | 35 | 47 | 33 | 38 | 82 | 71 |
| | 22%Nr | 20% | 24% | 19% | 17% | 19% | 21% | 28%mn | 41%AdE | 41% | 45% | 18% | 17% | 18% | 24% | 41%ADE | 19% | 17% | 24% | 22% | 28%r | 21% | 25% |
| | | | | | | | | | FgLMNo | | | | | | | FGLMNO | | | | | | | |
| | | | | | | | | | Q | | | | | | | Q | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 476
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Disney+
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|---------------------------|--------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|----------------|---------------------|----------------|----------------|----------------|------------------------|------------------|-----------|-----------|----------------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|--------------|---------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 692 | 53 | 31 | 73 | 59 | 50 | 34 | 57 | 38 | 97 | 94 | 56 | 50 | 532 | 571 | 26 | 50 | 25 | 8 | 109 | 89 | 75 | 530 | 44 | 146 |
| Weighted base | 684 | 56* | 33* | 80* | 61* | 52* | 35* | 40* | 41* | 98* | 104* | 63* | 21* | 567 | 561 | 27** | 51* | 25** | 8** | 112 | 92* | 78* | 520 | 45* | 150 |
| Better than the BBC | 183 | 18 | 13 | 26 | 15 | 12 | 14 | 11 | 7 | 23 | 26 | 13 | 5 | 149 | 151 | 13 | 9 | 4 | 2 | 29 | 33 | 25 | 126 | 17 | 51 |
| | 27%w | 32% | 39% <i>i</i> | 33% | 24% | 24% | 41% <i>il</i> | 28% | 16% | 24% | 25% | 20% | 22% | 26% | 27% | 50% | 18% | 16% | 29% | 26% | 36% <i>aw</i> | 32% | 24% | 38% <i>w</i> | 34% <i>aw</i> |
| About the same as the BBC | 170 | 11 | 7 | 21 | 13 | 16 | 6 | 7 | 12 | 34 | 24 | 14 | 7 | 146 | 127 | 4 | 25 | 9 | 3 | 40 | 17 | 14 | 136 | 7 | 31 |
| | 25% <i>O</i> | 19% | 23% | 26% | 22% | 30% | 18% | 17% | 29% | 35% <i>abh</i> | 23% | 22% | 32% | 26% | 23% | 16% | 48% <i>AOt</i> | 34% | 32% | 36% <i>AO</i> | 18% | 18% | 26% | 15% | 21% |
| Worse than the BBC | 178 | 14 | 9 | 19 | 18 | 11 | 4 | 9 | 11 | 28 | 29 | 21 | 5 | 150 | 5 | 10 | 6 | 2 | 24 | 22 | 17 | 142 | 12 | 33 | |
| | 26% | 25% | 29% | 24% | 29% | 22% | 13% | 23% | 26% | 29% | 28% | 33% <i>g</i> | 24% | 26% | 19% | 20% | 25% | 25% | 21% | 24% | 22% | 27% | 27% | 22% | |
| Don't know | 153 | 14 | 3 | 14 | 15 | 13 | 10 | 13 | 12 | 12 | 25 | 16 | 5 | 121 | 131 | 4 | 7 | 6 | 1 | 19 | 20 | 21 | 114 | 9 | 35 |
| | 22% <i>j</i> | 25% | 10% | 18% | 25% <i>j</i> | 25% | 29% <i>j</i> | 32% <i>ccJ</i> | 29% <i>j</i> | 13% | 24% <i>j</i> | 26% <i>j</i> | 23% | 21% <i>j</i> | 23% | 16% | 14% | 25% | 14% | 17% | 22% | 27% | 22% | 20% | 24% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 477
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Disney+
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 692 | 354 | 200 | 103 | 50 | 10 | 328 | 155 | 310 | 273 | 30 | 82 | 94 | 122 | 122 | 55 | 33 | 29 | 21 | 17 | 16 | 10 | 21 |
| Weighted base | 684 | 346 | 199 | 107* | 50* | 10** | 329 | 155 | 312 | 273 | 30** | 84* | 96* | 125 | 124 | 52* | 30* | 29** | 18** | 16** | 15** | 8** | 18** |
| Better than the BBC | 183 | 86 | 59 | 31 | 12 | 2 | 95 | 49 | 92 | 78 | 13 | 27 | 31 | 41 | 29 | 13 | 3 | 4 | 2 | 3 | 3 | 4 | 3 |
| | 27%q | 25% | 30% | 29% | 23% | 21% | 29% | 32% | 29% | 29% | 43% | 31%q | 33%q | 33%Q | 23% | 26% | 9% | 13% | 12% | 19% | 21% | 42% | 16% |
| About the same as the BBC | 170 | 67 | 63 | 32 | 14 | 4 | 100 | 54 | 97 | 80 | 6 | 25 | 20 | 25 | 30 | 15 | 7 | 6 | 9 | 5 | 6 | 3 | 7 |
| | 25%B | 19% | 32%aB | 30%b | 28% | 36% | 30%AB | 35%AB | 31%AB | 29%aB | 20% | 29% | 21% | 20% | 24% | 29% | 25% | 19% | 50% | 34% | 42% | 36% | 38% |
| Worse than the BBC | 178 | 104 | 42 | 30 | 12 | 2 | 72 | 22 | 67 | 62 | 6 | 17 | 25 | 32 | 29 | 13 | 13 | 16 | 2 | 3 | 5 | 1 | 5 |
| | 26%gHi | 30%acg | 21%h | 28%H | 24% | 22% | 22%H | 14% | 22%H | 23%H | 20% | 21% | 26% | 26% | 23% | 25% | 43%alo | 55% | 9% | 19% | 35% | 16% | 29% |
| Don't know | 153 | 89 | 35 | 14 | 12 | 2 | 62 | 30 | 55 | 53 | 5 | 16 | 20 | 26 | 37 | 10 | 7 | 4 | 5 | 4 | * | * | 3 |
| | 22%dgl | 26%acd | 18% | 13% | 25%d | 20% | 19%i | 19% | 18% | 19%d | 17% | 18% | 21% | 21% | 30%a | 20% | 24% | 12% | 28% | 28% | 3% | 5% | 17% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 478
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Disney+
Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------------------|---------------------|---------------|-------------|--------------------|-------------|-----------------|-------------|--|-------------|--|-------------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 692 | 637 | 55 | 483 | 209 | 520 | 172 | 656 | 36 | 656 | 36 |
| Weighted base | 684 | 633 | 51* | 476 | 208 | 510 | 174 | 651 | 33* | 651 | 33* |
| Better than the BBC | 183 27%BDF HJ | 158 25% | 25 49%AB | 95 20% | 87 42%AD | 107 21% | 75 43%AF | 164 25% | 19 58%AH | 164 25% | 19 56%AJ |
| About the same as the BBC | 170 25%CEG ik | 166 26%aC | 5 9% | 146 31%AE | 25 12% | 144 28%AG | 26 15% | 168 26%ai | 2 7% | 168 26%ak | 2 7% |
| Worse than the BBC | 178 26%eG | 169 27% | 10 19% | 137 29%ae | 41 20% | 149 29%AG | 29 17% | 172 26% | 6 19% | 172 26% | 6 19% |
| Don't know | 153 22% | 141 22% | 12 23% | 98 21% | 55 27% | 110 21% | 44 25% | 147 23% | 6 19% | 147 23% | 6 19% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 479
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

NOW TV
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | SEG | | | | | | | | |
|---------------------------|---------------|-------------|-------------|------------|--------------|--------------|--------------|-----------|--------------|-----------|----------|--------------|--------------|--------------|-------------|--------------|------------|-----------|-----------|-----------|------------|-----------|-----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 507 | 299 | 205 | 45 | 77 | 119 | 99 | 73 | 51 | 29 | 14 | 122 | 85 | 204 | 172 | 94 | 51 | 166 | 133 | 97 | 111 | 299 | 208 |
| Weighted base | 507 | 294 | 210 | 41* | 72* | 125 | 97* | 78* | 51* | 29** | 14** | 113 | 80* | 204 | 175 | 94* | 46* | 158 | 131 | 109* | 109 | 289 | 218 |
| Better than the BBC | 77 15%p | 46 16% | 31 15% | 7 17% | 7 10% | 25 20%ip | 17 17% | 14 18% | 3 7% | 2 7% | 2 14% | 14 12% | 8 10% | 33 16%lm | 31 17%p | 8 8% | 7 15% | 18 11% | 19 15% | 17 16% | 23 21%r | 37 13% | 40 18% |
| About the same as the BBC | 153 30%IP | 85 29% | 66 31% | 13 32%p | 28 39%hIP | 47 37%hIP | 35 36%hio | 16 21% | 9 17% | 2 7% | 3 18% | 42 37%hIP | 29 37%hIP | 76 37%Ahl | 52 30%hP | 13 14% | 16 34%P | 47 30% | 36 28% | 36 26% | 35 26% | 83 29% | 71 32% |
| Worse than the BBC | 136 27%c | 92 31%Ac | 44 21% | 12 28% | 20 28% | 27 22% | 27 28% | 23 30% | 18 36% | 7 23% | 2 14% | 32 28% | 22 28% | 49 24% | 50 29% | 27 29% | 13 27% | 48 31% | 36 28% | 28 26% | 23 21% | 85 29% | 51 24% |
| Don't know | 140 28%bgn | 72 24% | 68 33%ab | 9 23% | 16 23% | 26 21% | 18 19% | 24 31% | 21 41%aeF | 18 62% | 8 53% | 25 23% | 20 25% | 46 22% | 42 24% | 46 49%ADE | 11 24% | 45 28% | 39 30% | 28 26% | 28 26% | 84 29% | 56 26% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 480
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

NOW TV
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|---------------------------|--------------------|------------------|----------------|--------------------|------------------------------|-------------------|-------------------|------------------|---------------------|--------------------|--------------------|------------------|------------------------|-------------------|-----------|--------------------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|------------------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 507 | 34 | 20 | 62 | 37 | 43 | 26 | 33 | 35 | 87 | 60 | 37 | 33 | 407 | 419 | 14 | 38 | 21 | 7 | 80 | 66 | 59 | 382 | 35 | 114 |
| Weighted base | 507 | 36* | 21** | 69* | 38* | 45* | 27** | 23* | 38* | 89* | 65* | 42* | 14* | 434 | 416 | 14** | 39* | 22** | 7** | 82* | 67* | 61* | 378 | 36* | 117 |
| Better than the BBC | 77 | 4 | 4 | 9 | 10 | 3 | 7 | 2 | 5 | 12 | 13 | 6 | 1 | 69 | 65 | 6 | 2 | 1 | 1 | 11 | 19 | 10 | 52 | 9 | 24 |
| | 15% | 11% | 20% | 13% | 25% ^f | 7% | 26% | 9% | 14% | 14% | 20% | 14% | 9% | 16% | 43% | 6% | 5% | 16% | 13% ^q | 28% ^{AWy} | 17% | 14% | 24% | 21% | |
| About the same as the BBC | 153 | 6 | 5 | 29 | 8 | 15 | 6 | 7 | 7 | 40 | 16 | 7 | 7 | 133 | 110 | 2 | 25 | 10 | 4 | 40 | 20 | 12 | 123 | 5 | 29 |
| | 30% ^{Ox} | 18% | 25% | 42% ^{abe} | 21% ^{lin} | 33% | 23% | 32% | 17% | 45% ^{ABe} | 25% ^{kLN} | 16% | 51% ^{ABE} | 26% | 15% | 63% ^{AOT} | 45% | 52% | 49% ^{AO} | 30% | 20% | 33% ^x | 15% | 25% | |
| Worse than the BBC | 136 | 15 | 6 | 18 | 12 | 17 | 4 | 5 | 8 | 14 | 18 | 16 | 3 | 114 | 117 | 2 | 8 | 5 | 1 | 16 | 18 | 18 | 98 | 12 | 32 |
| | 27% ^J | 41% ^J | 30% | 26% | 32% ^j | 39% ^J | 15% | 21% | 22% | 16% | 27% | 38% ^J | 21% | 26% ^j | 13% | 21% | 24% | 18% | 20% | 27% | 29% | 26% | 33% | 27% | |
| Don't know | 140 | 10 | 5 | 13 | 8 | 10 | 10 | 9 | 18 | 23 | 18 | 14 | 2 | 118 | 124 | 4 | 4 | 5 | 1 | 15 | 11 | 22 | 105 | 10 | 32 |
| | 28% ^{qtu} | 29% | 26% | 19% | 21% | 21% | 35% | 38% ^d | 47% ^{kaDe} | 25% ^{fmN} | 28% | 32% | 18% | 30% ^{aq} | 29% | 11% | 25% | 14% | 18% | 16% | 35% ^U | 28% ^u | 29% | 27% ^U | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 481
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

NOW TV
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 507 | 292 | 111 | 71 | 34 | 4 | 211 | 100 | 195 | 170 | 21 | 68 | 84 | 93 | 80 | 46 | 19 | 15 | 14 | 9 | 9 | 5 | 18 |
| Weighted base | 507 | 292 | 108 | 72* | 34* | 4** | 210 | 98* | 195 | 169 | 21** | 72* | 86* | 94* | 80* | 45* | 17** | 15** | 14** | 8** | 9** | 5** | 14** |
| Better than the BBC | 77 | 42 | 24 | 15 | 3 | - | 35 | 15 | 34 | 32 | 3 | 16 | 8 | 19 | 16 | 5 | 2 | * | 1 | - | 1 | 1 | 3 |
| | 15% | 14% | 22%ag | 21% | 10% | - | 17% | 15% | 17% | 19% | 15% | 22%m | 9% | 21%am | 20% | 11% | 12% | 3% | 8% | - | 12% | 22% | 20% |
| About the same as the BBC | 153 | 69 | 48 | 25 | 10 | 3 | 82 | 45 | 78 | 65 | 8 | 20 | 32 | 26 | 22 | 11 | 6 | 2 | 6 | 3 | 5 | 2 | 5 |
| | 30%B | 23% | 44%AB | 34% | 31% | 74% | 39%AB | 46%ABg | 40%AB | 39%AB | 39% | 28% | 37% | 27% | 27% | 24% | 35% | 15% | 43% | 41% | 54% | 38% | 34% |
| Worse than the BBC | 136 | 88 | 20 | 20 | 9 | 1 | 47 | 19 | 43 | 37 | 4 | 14 | 25 | 29 | 19 | 15 | 5 | 11 | 2 | 1 | 3 | - | 4 |
| | 27%ch | 30%ch | 18% | 27% | 25% | 26% | 22% | 19% | 22% | 21% | 21% | 19% | 29% | 31% | 23% | 34% | 28% | 72% | 14% | 8% | 34% | - | 31% |
| Don't know | 140 | 94 | 17 | 12 | 12 | - | 46 | 19 | 40 | 34 | 5 | 22 | 22 | 20 | 24 | 14 | 4 | 2 | 5 | 4 | - | 2 | 2 |
| | 28%Cdg | 32%aCd | 16% | 17% | 34%cdj | - | 22%c | 20% | 21%c | 20%c | 25% | 31% | 25% | 22% | 29% | 31% | 25% | 10% | 35% | 50% | - | 40% | 15% |
| | hij | ghU | | | | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Table 482

Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

NOW TV

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|--------------------|-----------|-----------------|-----------|--|-----------|--|-----------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 507 | 480 | 27 | 398 | 109 | 403 | 104 | 496 | 11 | 495 | 12 |
| Weighted base | 507 | 482 | 25** | 397 | 110 | 399 | 108 | 496 | 10** | 495 | 11** |
| Better than the BBC | 77 | 66 | 11 | 50 | 27 | 52 | 25 | 71 | 6 | 71 | 6 |
| | 15%BDf | 14% | 43% | 13% | 25%AD | 13% | 23%af | 14% | 55% | 14% | 50% |
| HJ | | | | | | | | | | | |
| About the same as the BBC | 153 | 151 | 2 | 137 | 16 | 132 | 22 | 153 | - | 153 | - |
| | 30%Eg | 31%a | 8% | 35%AE | 15% | 33%ag | 20% | 31%a | - | 31%a | - |
| Worse than the BBC | 136 | 130 | 7 | 114 | 22 | 119 | 17 | 134 | 2 | 134 | 2 |
| | 27%G | 27% | 26% | 29% | 20% | 30%AG | 16% | 27% | 22% | 27% | 20% |
| Don't know | 140 | 134 | 6 | 95 | 45 | 96 | 44 | 138 | 2 | 137 | 3 |
| | 28%DF | 28% | 22% | 24% | 41%AD | 24% | 41%AF | 28% | 23% | 28% | 30% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 483
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

YouTube
Base: All respondents who ever use each

| | Total (a) | Gender | | Age | | | | | | | | | | | SEG | | | | | | | | |
|---------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1859 | 981 | 870 | 149 | 217 | 311 | 307 | 290 | 250 | 190 | 145 | 366 | 253 | 564 | 597 | 585 | 166 | 555 | 524 | 332 | 446 | 1079 | 778 |
| Weighted base | 1857 | 950 | 899 | 138 | 209 | 325 | 298 | 311 | 249 | 184 | 143 | 347 | 243 | 568 | 609 | 577 | 153 | 521 | 532 | 365 | 437 | 1053 | 802 |
| Better than the BBC | 549 | 314 | 233 | 57 | 94 | 143 | 88 | 87 | 36 | 29 | 14 | 150 | 112 | 255 | 176 | 80 | 67 | 130 | 155 | 124 | 138 | 285 | 262 |
| | 30%CIJ | 33%AC | 26% | 41%AgH | 45%AGH | 44%AGH | 30%IJK | 28%JK | 15% | 16% | 10% | 43%AGH | 46%AGH | 45%AGH | 29%IJK | 14% | 44%AdG | 25% | 29% | 34%R | 32%r | 27% | 33%aV |
| | KPRV | | | IJKOP | IJKOP | IJKOP | P | P | | | | IJKOP | IJKOP | IJKOP | P | | HIJKOP | | | | | | |
| About the same as the BBC | 438 | 219 | 215 | 38 | 64 | 87 | 94 | 68 | 45 | 27 | 15 | 102 | 72 | 158 | 162 | 87 | 42 | 130 | 119 | 88 | 100 | 249 | 188 |
| | 24%JK | 23% | 24% | 28%JK | 30%ahl | 27%JK | 32%AHl | 22%Kp | 18% | 15% | 11% | 29%AhI | 29%ahl | 28%AJJ | 27%ahi | 15% | 28%JK | 25% | 22% | 24% | 23% | 24% | 23% |
| | P | | | P | JKP | P | JKOP | | | | | JKP | JKP | KP | | P | | | | | | | |
| Worse than the BBC | 394 | 216 | 177 | 24 | 25 | 46 | 58 | 83 | 71 | 49 | 37 | 49 | 30 | 76 | 142 | 158 | 25 | 129 | 113 | 59 | 93 | 242 | 153 |
| | 21%EFL | 23% | 20% | 17% | 12% | 14% | 20%emn | 27%adE | 28%AdE | 27%dEF | 26%EFL | 14% | 12% | 13% | 23%EFg | 27%AdE | 16% | 25%aT | 21% | 16% | 21% | 23%aw | 19% |
| | MNtw | | | | | | FgLMNq | FgLMNQ | FgLMNQ | LMNq | MNq | | | | LMN | FgLMNQ | | | | | | | |
| Don't know | 476 | 200 | 275 | 19 | 27 | 49 | 57 | 73 | 97 | 79 | 76 | 46 | 30 | 78 | 130 | 252 | 19 | 132 | 145 | 94 | 105 | 277 | 199 |
| | 26%BDE | 21% | 31%AB | 14% | 13% | 15% | 19%lmn | 23%dEf | 39%ADE | 43%ADE | 53%ADE | 13% | 12% | 14% | 21%dEf | 44%ADE | 12% | 25% | 27% | 26% | 24% | 26% | 25% |
| | FGLMNO | | | | | | LMNQ | LMNQ | FGHLMN | FGHLMN | FGHILM | | | | LMNq | FGHILM | | | | | | | |
| | Q | | | | | | | | OQ | OQ | NOQ | | | | NOQ | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
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Absolutes/col percents

Table 484
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

YouTube
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|---------------------------|----------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|-----------------|----------------|----------------|----------------------|------------------|----------------|-------------|-------------|-------------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1859 | 141 | 72 | 186 | 138 | 158 | 119 | 129 | 151 | 247 | 241 | 143 | 134 | 1455 | 1616 | 46 | 97 | 44 | 26 | 213 | 225 | 271 | 1355 | 151 | 458 |
| Weighted base | 1857 | 150 | 77* | 206 | 143 | 167 | 124 | 91 | 162 | 256 | 263 | 162 | 56 | 1561 | 1608 | 47* | 100* | 45* | 27** | 220 | 232 | 272 | 1351 | 151 | 461 |
| Better than the BBC | 549 30%O | 39 26% | 26 33% | 61 30% | 46 32% | 57 34% | 33 27% | 26 29% | 44 27% | 81 32% | 69 26% | 49 30% | 16 29% | 468 30% | 444 28% | 25 52%AO | 40 40%aO | 21 46%aO | 8 30% | 94 43%AO | 86 37%awwxy | 78 29% | 392 29% | 43 28% | 140 30% |
| About the same as the BBC | 438 24%O | 29 19% | 19 25% | 48 23% | 33 23% | 45 27% | 23 19% | 21 23% | 34 21% | 78 31%AbgimN | 61 23% | 35 22% | 11 21% | 376 24% | 361 22% | 11 24% | 37 37%AO | 11 23% | 8 31% | 67 31%aO | 47 20% | 54 20% | 327 24% | 31 21% | 98 21% |
| Worse than the BBC | 394 21%JQrT | 40 26%fJ | 13 16% | 54 26%fJn | 27 19% | 27 16% | 32 26%J | 21 23%J | 36 22%j | 31 12% | 68 26%fJn | 31 19% | 15 28%fJ | 318 20%J | 369 23%AQrT | 5 11% | 8 8% | 3 7% | 4 16% | 21 10% | 47 20% | 58 21% | 291 22% | 33 22% | 93 20% |
| Don't know | 476 26%pQT | 42 28% | 20 25% | 44 21% | 38 26% | 37 22% | 36 29% | 22 25% | 48 30% | 65 25% | 65 25% | 47 29% | 13 23% | 399 26% | 434 27%ApQT | 6 13% | 14 14% | 10 23% | 6 24% | 37 17% | 52 22% | 82 30%u | 340 25% | 44 29% | 129 28%U |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 485
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

YouTube
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1859 | 1249 | 343 | 198 | 119 | 15 | 595 | 240 | 541 | 511 | 101 | 240 | 323 | 348 | 295 | 164 | 79 | 59 | 40 | 25 | 30 | 19 | 36 |
| Weighted base | 1857 | 1245 | 341 | 201 | 116 | 15** | 598 | 241 | 544 | 511 | 102* | 246 | 331 | 355 | 301 | 156 | 77* | 59* | 35* | 24** | 28** | 15** | 30* |
| Better than the BBC | 549 | 331 | 118 | 65 | 43 | 5 | 212 | 91 | 191 | 173 | 37 | 91 | 90 | 103 | 87 | 42 | 20 | 15 | 12 | 5 | 7 | 5 | 10 |
| | 30%B | 27% | 35%aB | 32% | 37%b | 37% | 36%ABj | 38%AB | 35%AB | 34%aB | 36% | 37%Amnp | 27% | 29% | 27% | 26% | 25% | 34% | 20% | 27% | 27% | 33% | 33% |
| About the same as the BBC | 438 | 256 | 111 | 60 | 28 | 6 | 176 | 73 | 166 | 156 | 22 | 53 | 82 | 85 | 66 | 39 | 15 | 13 | 11 | 8 | 8 | 6 | 9 |
| | 24%B | 21% | 32%AB | 30%aB | 24% | 42% | 29%AB | 30%aB | 31%AB | 31%AB | 21% | 21% | 25% | 24% | 22% | 25% | 20% | 22% | 32% | 33% | 29% | 39% | 29% |
| Worse than the BBC | 394 | 287 | 58 | 46 | 18 | 2 | 105 | 34 | 99 | 94 | 20 | 41 | 70 | 70 | 70 | 28 | 26 | 21 | 7 | 6 | 8 | 3 | 5 |
| | 21%cGH | 23%AcG | 17% | 23%cgh | 15% | 15% | 18% | 14% | 18%h | 18% | 19% | 17% | 21% | 20% | 23% | 18% | 34%AkLm | 37%AkLm | 20% | 27% | 28% | 22% | 18% |
| | i | Hj | | ij | | | | | | | | | | | | | NP | NoP | | | | | |
| Don't know | 476 | 371 | 54 | 29 | 28 | 1 | 104 | 43 | 87 | 88 | 23 | 61 | 90 | 98 | 78 | 46 | 15 | 9 | 5 | 5 | 5 | 1 | 6 |
| | 26%CDG | 30%ACD | 16% | 14% | 24%cdgi | 6% | 17%l | 18% | 16% | 17% | 23% | 25% | 27% | 28% | 26% | 30%r | 20% | 16% | 14% | 19% | 17% | 6% | 20% |
| | HJ | GHIJ | | j | | | | | | | | | | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 486

Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

YouTube

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------------|--------------|--------------------|--------------|-----------------|--------------|--|--------------|--|--------------|-------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1859 | 1720 | 139 | 1290 | 569 | 1359 | 500 | 1779 | 80 | 1777 | 82 |
| Weighted base | 1857 | 1720 | 137 | 1284 | 573 | 1344 | 513 | 1777 | 80* | 1776 | 82* |
| Better than the BBC | 549 30%BDF HJ | 465 27% | 84 61%AB | 326 25% | 223 39%AD | 346 26% | 203 40%AF | 492 28% | 57 71%AH | 491 28% | 58 71%AJ |
| About the same as the BBC | 438 24%CGI K | 423 25%AC | 15 11% | 315 25% | 123 21% | 346 26%AG | 92 18% | 431 24%AI | 7 9% | 431 24%AK | 7 9% |
| Worse than the BBC | 394 21%CEG IK | 385 22%AC | 10 7% | 314 24%AE | 80 14% | 331 25%AG | 63 12% | 391 22%AI | 3 4% | 391 22%AK | 3 4% |
| Don't know | 476 26%FI | 448 26% | 28 20% | 330 26% | 146 26% | 321 24% | 155 30%AF | 463 26%ai | 13 16% | 462 26% | 14 17% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 487
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Non-BBC radio stations
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1408 | 754 | 650 | 86 | 126 | 210 | 236 | 242 | 211 | 181 | 116 | 212 | 146 | 356 | 478 | 508 | 96 | 419 | 394 | 270 | 323 | 813 | 593 |
| Weighted base | 1415 | 727 | 684 | 80* | 122 | 219 | 229 | 262 | 211 | 178 | 113 | 202 | 141 | 360 | 491 | 502 | 89* | 389 | 405 | 299 | 320 | 794 | 618 |
| Better than the BBC | 156 | 93 | 63 | 7 | 15 | 33 | 31 | 30 | 18 | 14 | 9 | 22 | 16 | 48 | 61 | 41 | 8 | 36 | 39 | 42 | 39 | 74 | 81 |
| 11%cPv | | 13%ac | 9% | 8% | 12% | 15%ijP | 14%p | 11% | 8% | 8% | 8% | 11% | 11% | 13%p | 12%p | 8% | 9% | 10% | 14% | 12% | 9% | 13%av | |
| About the same as the BBC | 358 | 194 | 163 | 24 | 43 | 63 | 76 | 70 | 36 | 30 | 16 | 67 | 48 | 111 | 146 | 82 | 27 | 104 | 100 | 77 | 76 | 205 | 153 |
| 25%JKP | | 27% | 24% | 30%ijK | 35%ALJ | 29%LUK | 33%ALJ | 27%ijK | 17% | 17% | 14% | 33%ALJ | 34%aLJ | 31%ALJ | 30%ALJ | 16% | 30%ijK | 27% | 25% | 26% | 24% | 26% | 25% |
| Worse than the BBC | 410 | 252 | 158 | 30 | 34 | 64 | 61 | 77 | 69 | 50 | 25 | 64 | 42 | 106 | 137 | 144 | 33 | 129 | 119 | 75 | 86 | 248 | 161 |
| 29%Cw | | 35%AC | 23% | 38%k | 28% | 29% | 26% | 29% | 33% | 28% | 22% | 32% | 30% | 30% | 28% | 29% | 37%k | 33%at | 29% | 25% | 27% | 31%aw | 26% |
| Don't know | 491 | 188 | 300 | 20 | 29 | 60 | 62 | 86 | 88 | 84 | 63 | 49 | 35 | 94 | 148 | 235 | 21 | 120 | 146 | 105 | 118 | 267 | 223 |
| 35%Bde | | 26% | 44%AB | 24% | 24% | 27% | 27% | 33% | 42%aDE | 47%ADE | 56%ADE | 24% | 25% | 26% | 30% | 47%ADE | 24% | 31% | 36% | 35% | 37% | 34% | 36% |
| fGLMNO | | | | | | | | | FGLMNO | FGHLMN | FGHLM | | | | | FGHLMN | | | | | | | |
| q | | | | | | | | | Q | OQ | NOpQ | | | | | OQ | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 488
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Non-BBC radio stations
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|---------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1408 | 104 | 53 | 128 | 113 | 113 | 87 | 98 | 122 | 192 | 185 | 113 | 100 | 1106 | 1247 | 28 | 66 | 32 | 16 | 142 | 151 | 209 | 1045 | 108 | 329 |
| Weighted base | 1415 | 111 | 57* | 143 | 118 | 120 | 92* | 69* | 132 | 199 | 204 | 129 | 41* | 1194 | 1249 | 29** | 68* | 33* | 17** | 147 | 157 | 213 | 1045 | 108 | 336 |
| Better than the BBC | 156 | 11 | 3 | 13 | 18 | 16 | 7 | 7 | 14 | 22 | 24 | 18 | 3 | 135 | 135 | 6 | 10 | - | 1 | 17 | 28 | 31 | 105 | 16 | 48 |
| | 11%nw | 10% | 5% | 9% | 15% | 13% | 8% | 9% | 11% | 11% | 12% | 14% | 7% | 11% | 21% | 15%r | - | 7% | 12%r | 18%AW | 14% | 10% | 15% | 14%aw | |
| About the same as the BBC | 358 | 18 | 20 | 41 | 29 | 30 | 16 | 16 | 31 | 65 | 61 | 19 | 12 | 312 | 290 | 5 | 34 | 16 | 7 | 62 | 28 | 47 | 280 | 23 | 71 |
| | 25%bLOuy | 16% | 36%BgL | 28%bL | 25% | 25%l | 18% | 24% | 23% | 32%aBgLn | 30%bgL | 14% | 29%bL | 26%bL | 23% | 18% | 50%AO | 48%AO | 42% | 42%AO | 18% | 22% | 27%auy | 21% | 21% |
| Worse than the BBC | 410 | 38 | 12 | 47 | 32 | 33 | 24 | 22 | 44 | 49 | 50 | 42 | 17 | 333 | 373 | 13 | 10 | 7 | 3 | 34 | 49 | 55 | 304 | 30 | 95 |
| | 29%q | 34% | 22% | 33% | 27% | 27% | 27% | 31% | 33% | 25% | 24% | 32% | 41%AcefgJKN | 30%aq | 43% | 15% | 23% | 19% | 23%q | 31% | 26% | 29% | 28% | 28% | |
| Don't know | 491 | 43 | 21 | 42 | 39 | 41 | 44 | 25 | 43 | 64 | 69 | 51 | 10 | 414 | 450 | 6 | 13 | 10 | 5 | 34 | 52 | 80 | 357 | 39 | 122 |
| | 35%MQT | 39%am | 37% | 29% | 33% | 34% | 48%ADeijkMN | 36% | 33% | 32% | 34% | 39%m | 23% | 35%am | 36%AQT | 19% | 20% | 29% | 33% | 23% | 33% | 38% | 34% | 36% | 36% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 489
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Non-BBC radio stations
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1408 | 950 | 255 | 162 | 96 | 9 | 449 | 163 | 401 | 391 | 56 | 170 | 251 | 274 | 228 | 132 | 59 | 45 | 34 | 21 | 22 | 16 | 29 |
| Weighted base | 1415 | 950 | 256 | 165 | 97* | 9** | 455 | 165 | 406 | 396 | 57* | 175 | 260 | 282 | 235 | 128 | 59* | 44* | 30* | 19** | 20** | 12** | 24** |
| Better than the BBC | 156 | 92 | 42 | 25 | 13 | 1 | 63 | 16 | 57 | 58 | 8 | 18 | 26 | 34 | 31 | 16 | 4 | 7 | 1 | - | 2 | 1 | 3 |
| | 11%b | 10% | 17%ABH | 15%b | 13% | 12% | 14%abh | 10% | 14%abh | 15%ABh | 14% | 10% | 10% | 12% | 13% | 12% | 7% | 15% | 4% | - | 10% | 10% | 14% |
| About the same as the BBC | 358 | 194 | 87 | 59 | 27 | 5 | 160 | 70 | 148 | 133 | 14 | 45 | 58 | 60 | 64 | 35 | 18 | 13 | 18 | 5 | 5 | 1 | 6 |
| | 25%B | 20% | 34%AB | 36%AB | 28% | 52% | 35%AB | 42%ABc | 37%ABj | 34%AB | 25% | 26% | 22% | 21% | 27% | 27% | 31% | 29% | 58%AKLM | 24% | 27% | 11% | 26% |
| | | | | | | | | egj | | | | | | | | | | | NOPqr | | | | |
| Worse than the BBC | 410 | 295 | 68 | 41 | 25 | 1 | 114 | 36 | 99 | 102 | 14 | 54 | 74 | 87 | 57 | 35 | 19 | 16 | 6 | 6 | 11 | 8 | 9 |
| | 29%ghi | 31%agh | 27% | 25% | 26% | 13% | 25% | 22% | 24% | 26% | 25% | 31% | 28% | 31% | 24% | 27% | 33% | 36% | 21% | 32% | 52% | 70% | 39% |
| Don't know | 491 | 370 | 59 | 41 | 32 | 2 | 120 | 44 | 101 | 102 | 20 | 58 | 102 | 100 | 83 | 43 | 17 | 9 | 5 | 9 | 2 | 1 | 5 |
| | 35%CDG | 39%ACD | 23% | 25% | 33%c | 24% | 26% | 27% | 25% | 26% | 36% | 33% | 39%rs | 35%st | 35%st | 33% | 30% | 21% | 17% | 44% | 11% | 9% | 21% |
| | hUs | GHU | | | | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 490

Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Non-BBC radio stations

Base: All respondents who ever use each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1408 | 1339 | 69 | 1138 | 270 | 1072 | 336 | 1382 | 26 | 1382 | 26 |
| Weighted base | 1415 | 1345 | 69* | 1136 | 278 | 1065 | 349 | 1389 | 26** | 1389 | 26** |
| Better than the BBC | 156 | 129 | 27 | 100 | 56 | 90 | 66 | 141 | 15 | 141 | 15 |
| | 11%BDF | 10% | 39%AB | 9% | 20%AD | 8% | 19%AF | 10% | 57% | 10% | 57% |
| | HJ | | | | | | | | | | |
| About the same as the BBC | 358 | 348 | 10 | 307 | 51 | 286 | 72 | 354 | 4 | 354 | 4 |
| | 25%cEg | 26% | 15% | 27%AE | 18% | 27%ag | 21% | 26% | 14% | 26% | 14% |
| Worse than the BBC | 410 | 398 | 12 | 365 | 45 | 358 | 52 | 407 | 2 | 407 | 2 |
| | 29%cEG | 30%ac | 18% | 32%AE | 16% | 34%AG | 15% | 29%a | 9% | 29%a | 9% |
| Don't know | 491 | 472 | 19 | 365 | 127 | 331 | 160 | 486 | 5 | 486 | 5 |
| | 35%DF | 35% | 28% | 32% | 45%AD | 31% | 46%AF | 35% | 20% | 35% | 20% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 491
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Twitter
Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|-----------|----------|------------|------------|------------|-----------|-----------|---------------|---------------|---------------|------------|------------|------------|-----------|---------------|-----------|--------------|--------|--------------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 992 | 564 | 421 | 81 | 152 | 195 | 186 | 157 | 121 | 66 | 34 | 233 | 177 | 372 | 343 | 221 | 95 | 319 | 285 | 179 | 207 | 604 | 386 |
| Weighted base | 982 | 544 | 431 | 74* | 146 | 200 | 182 | 166 | 119 | 63* | 32* | 220 | 170 | 369 | 348 | 214 | 87* | 294 | 291 | 195 | 199 | 585 | 394 |
| Better than the BBC | 126 | 87 | 37 | 10 | 33 | 37 | 26 | 14 | 3 | 4 | - | 42 | 34 | 71 | 40 | 6 | 12 | 43 | 27 | 31 | 26 | 70 | 56 |
| 13%ClkPs | 16%AC | 9% | 13%lkP | 22%AHlJKoP | 19%AHlJKoP | 14%lkP | 8%ip | 2% | 6% | - | 19%AHlJKoP | 20%AHlJKoP | 19%AHlJKoP | 11%lkP | 3% | 13%lkP | 15% <i>s</i> | 9% | 16% <i>s</i> | 13% | 12% | 14% | |
| About the same as the BBC | 196 | 105 | 87 | 23 | 37 | 47 | 45 | 28 | 8 | 5 | 3 | 60 | 41 | 88 | 73 | 15 | 27 | 65 | 56 | 36 | 40 | 120 | 75 |
| 20%lJP | 19% | 20% | 30%ahlJKP | 25%LJKP | 24%LUP | 25%LUP | 17%lP | 6% | 8% | 9% | 27%AhJKP | 24%LUP | 24%aJlP | 21%lJP | 7% | 31%AhJKoP | 22% | 19% | 18% | 20% | 21% | 19% | |
| Worse than the BBC | 405 | 235 | 167 | 31 | 50 | 74 | 69 | 82 | 59 | 28 | 11 | 81 | 66 | 140 | 151 | 98 | 36 | 126 | 128 | 72 | 79 | 254 | 151 |
| 41% | 43% | 39% | 42% | 34% | 37% | 38% | 49%aEfgln | 49%efln | 45% | 34% | 37% | 39%E | 38% | 44%g | 46%e | 41% | 43% | 44% | 37% | 40% | 43% | 38% | |
| Don't know | 256 | 116 | 139 | 11 | 26 | 41 | 41 | 42 | 50 | 26 | 18 | 37 | 28 | 70 | 83 | 94 | 13 | 61 | 81 | 57 | 55 | 142 | 112 |
| 26%BdeLMNQr | 21% | 32%AB | 14% | 18% | 21% | 23% | 25%l | 42%ADEFHLMNOQ | 42%ADEFHLMNOQ | 57%ADEFHLMNOQ | 17% | 17% | 19% | 24%l | 44%ADEFHLMNOQ | 15% | 21% | 28%r | 29%r | 28% | 24% | 28% | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

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Table 492
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Twitter
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|---------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|----------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 992 | 80 | 34 | 80 | 61 | 96 | 54 | 74 | 72 | 166 | 122 | 77 | 76 | 762 | 832 | 30 | 63 | 34 | 15 | 142 | 133 | 136 | 736 | 73 | 232 |
| Weighted base | 982 | 84* | 37* | 88* | 63* | 101* | 57* | 52* | 78* | 170 | 134 | 87* | 31* | 814 | 818 | 31** | 64* | 35* | 15** | 145 | 137 | 135 | 726 | 73* | 232 |
| Better than the BBC | 126 | 11 | 6 | 14 | 8 | 15 | 9 | 6 | 12 | 26 | 9 | 5 | 4 | 104 | 96 | 7 | 12 | 6 | 3 | 29 | 21 | 13 | 98 | 7 | 24 |
| | 13%ko | 13% | 17% | 16%k | 13% | 15% | 16%k | 12% | 15% | 15%kl | 7% | 6% | 12% | 13%k | 12% | 23% | 19% | 18% | 21% | 20%AO | 15%vY | 9% | 14% | 9% | 10% |
| About the same as the BBC | 196 | 8 | 12 | 18 | 15 | 17 | 8 | 7 | 16 | 50 | 29 | 10 | 6 | 174 | 143 | 8 | 23 | 12 | 3 | 46 | 17 | 18 | 155 | 13 | 36 |
| | 20%bOuvy | 10% | 32%Bghl | 21% | 25%b | 16% | 13% | 14% | 20% | 29%ABFghLN | 22%b | 12% | 18% | 21%abl | 18% | 26% | 37%AO | 33%ao | 17% | 31%AO | 12% | 13% | 21%uv | 18% | 15% |
| Worse than the BBC | 405 | 39 | 11 | 42 | 25 | 43 | 23 | 21 | 30 | 48 | 65 | 42 | 16 | 329 | 360 | 9 | 16 | 10 | 4 | 38 | 60 | 58 | 296 | 31 | 100 |
| | 41%JQT | 46%J | 29% | 48%J | 40% | 43%j | 41% | 41% | 39% | 28% | 48%J | 48%J | 50%cJ | 40%J | 44%AQT | 27% | 26% | 28% | 26% | 26% | 44% | 43% | 41% | 42% | 43% |
| Don't know | 256 | 26 | 8 | 14 | 14 | 27 | 17 | 17 | 21 | 46 | 31 | 30 | 6 | 207 | 219 | 7 | 12 | 7 | 5 | 32 | 38 | 47 | 177 | 22 | 73 |
| | 26%dw | 31%d | 22% | 15% | 23% | 26% | 29% | 33%d | 26% | 27%d | 23% | 34%D | 20% | 25%d | 27% | 24% | 19% | 21% | 36% | 22% | 28% | 34%aw | 24% | 31% | 31%aw |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 493
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Twitter
Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 992 | 637 | 200 | 116 | 70 | 13 | 342 | 132 | 311 | 297 | 51 | 128 | 181 | 169 | 153 | 84 | 41 | 28 | 23 | 20 | 20 | 12 | 30 |
| Weighted base | 982 | 629 | 197 | 116 | 68* | 13** | 340 | 131 | 309 | 294 | 52* | 128 | 184 | 172 | 156 | 79* | 41* | 27** | 20** | 18** | 20** | 8** | 25** |
| Better than the BBC | 126 | 72 | 34 | 17 | 7 | 4 | 50 | 26 | 48 | 44 | 9 | 19 | 22 | 25 | 16 | 12 | 5 | 1 | 3 | 2 | 2 | - | 5 |
| | 13% | 11% | 17%ab | 15% | 10% | 32% | 15% | 20%aBg | 15% | 15% | 17% | 15% | 12% | 14% | 10% | 16% | 13% | 5% | 14% | 10% | 10% | 6% | 20% |
| About the same as the BBC | 196 | 91 | 65 | 25 | 11 | 5 | 100 | 50 | 95 | 85 | 7 | 33 | 34 | 34 | 28 | 18 | 5 | 3 | 5 | 4 | 6 | 2 | 7 |
| | 20%B | 14% | 33%ABD | 21% | 16% | 36% | 29%ABD | 38%ABD | 31%ABD | 29%ABdE | 13% | 26% | 18% | 20% | 18% | 23% | 14% | 11% | 27% | 21% | 33% | 24% | 29% |
| | | | Ej | | | E | Egij | E | | | | | | | | | | | | | | | |
| Worse than the BBC | 405 | 286 | 60 | 49 | 29 | 3 | 116 | 33 | 103 | 102 | 18 | 41 | 72 | 80 | 68 | 33 | 19 | 15 | 8 | 7 | 8 | 4 | 9 |
| | 41%CGH | 45%ACG | 31% | 42%cgH | 43%H | 25% | 34%H | 25% | 33%H | 35%ch | 34% | 32% | 39% | 46%i | 44%i | 43% | 46% | 57% | 40% | 39% | 42% | 53% | 34% |
| | Ij | Hj | | ij | | | | | | | | | | | | | | | | | | | |
| Don't know | 256 | 181 | 38 | 26 | 21 | 1 | 74 | 22 | 64 | 64 | 18 | 35 | 56 | 34 | 44 | 15 | 11 | 7 | 4 | 5 | 3 | 1 | 4 |
| | 26%cgH | 29%aCg | 19% | 22% | 31%cgH | 7% | 22% | 17% | 21% | 22% | 36%np | 27% | 30%n | 20% | 28% | 19% | 27% | 27% | 19% | 30% | 16% | 17% | 17% |
| | Ijn | Hj | | | j | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 494

Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Twitter

Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------------------|---------------------|---------------|-------------|-----------------------|-------------|--------------------|-------------|---|-------------|---|-------------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 992 | 922 | 70 | 709 | 283 | 809 | 183 | 956 | 36 | 955 | 37 |
| Weighted base | 982 | 913 | 69* | 701 | 281 | 795 | 186 | 946 | 36* | 945 | 37* |
| Better than the BBC | 126 13%BDF HJ | 106 12% | 20 29%AB | 74 11% | 52 19%AD | 79 10% | 47 25%AF | 114 12% | 11 32%AH | 114 12% | 11 31%AJ |
| About the same as the BBC | 196 20% | 188 21% | 8 11% | 149 21% | 47 17% | 166 21% | 30 16% | 190 20% | 6 16% | 190 20% | 6 16% |
| Worse than the BBC | 405 41%cEG iK | 386 42%ac | 18 27% | 320 46%AE | 84 30% | 362 46%AG | 43 23% | 397 42%ai | 7 20% | 397 42%AK | 7 20% |
| Don't know | 256 26%DF | 233 26% | 23 33% | 158 23% | 98 35%AD | 189 24% | 67 36%AF | 245 26% | 11 32% | 244 26% | 12 33% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 495
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Mail online
Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------------------|------------------------|---------------|---------------|-------------------------------|----------------|---------------------|----------------|----------------|--------------------------------|--------------------------------|--------------------------------|------------------------|----------------|--------------------|----------------|--------------------------------|--------------------------------|--------|---------------|--------|--------|---------------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 894 | 462 | 427 | 48 | 112 | 151 | 133 | 140 | 125 | 102 | 83 | 160 | 127 | 278 | 273 | 310 | 59 | 283 | 245 | 153 | 213 | 528 | 366 |
| Weighted base | 895 | 446 | 445 | 43* | 109 | 156 | 129 | 149 | 127 | 99* | 83* | 151 | 122 | 278 | 279 | 309 | 53* | 266 | 244 | 171 | 214 | 511 | 385 |
| Better than the BBC | 95 | 58 | 37 | 3 | 13 | 19 | 16 | 16 | 8 | 14 | 7 | 16 | 14 | 33 | 31 | 29 | 4 | 25 | 23 | 25 | 23 | 47 | 48 |
| | 11% <i>c</i> | 13% <i>ac</i> | 8% | 8% | 12% | 12% | 12% | 11% | 6% | 14% | 8% | 11% | 11% | 12% | 11% | 9% | 8% | 9% | 9% | 15% | 11% | 9% | 12% |
| About the same as the BBC | 246 | 125 | 120 | 20 | 32 | 55 | 43 | 45 | 17 | 16 | 18 | 52 | 37 | 92 | 88 | 51 | 25 | 75 | 65 | 47 | 58 | 140 | 106 |
| | 27% <i>JLP</i> | 28% | 27% | 47% <i>Aeh</i> JKlMn oP | 29% <i>IJP</i> | 35% <i>aJ</i> kP | 33% <i>JLP</i> | 30% <i>IJP</i> | 13% | 16% | 22% | 34% <i>ael</i> JkMP | 30% <i>IJP</i> | 33% <i>aJ</i> P | 31% <i>JLP</i> | 17% | 48% <i>Aeh</i> LJKlMn oP | 28% | 26% | 28% | 27% | 27% | 27% |
| Worse than the BBC | 308 | 159 | 147 | 12 | 41 | 50 | 45 | 53 | 52 | 30 | 25 | 52 | 47 | 97 | 98 | 107 | 14 | 93 | 98 | 48 | 69 | 191 | 117 |
| | 34% <i>w</i> | 36% | 33% | 28% | 37% | 32% | 35% | 36% | 41% | 30% | 30% | 35% | 38% | 35% | 35% | 35% | 26% | 35% | 40% <i>at</i> | 28% | 32% | 37% <i>aw</i> | 30% |
| Don't know | 247 | 103 | 141 | 7 | 23 | 32 | 26 | 36 | 50 | 40 | 33 | 31 | 24 | 57 | 62 | 122 | 10 | 73 | 59 | 50 | 64 | 133 | 114 |
| | 28% <i>Bfg</i> ImNo | 23% | 32% <i>aB</i> | 17% | 21% | 21% | 20% | 24% | 39% <i>ADE</i> FGHLMN OQ | 40% <i>ADE</i> FGHLMN OQ | 40% <i>ade</i> FGHLMN OQ | 20% | 20% | 20% | 22% | 40% <i>ADE</i> FGHLMN OQ | 18% | 28% | 24% | 29% | 30% | 26% | 30% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

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Absolutes/col percents

Table 496
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?
Mail online
Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|---------------------------|------------------------|--------------|----------------|-----------------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------------|----------------|----------------|---------------------|-------------------|------------------|-----------|-----------------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|------------------------|-----------|----------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | Northem Ireland (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 894 | 51 | 34 | 103 | 57 | 84 | 52 | 57 | 70 | 148 | 98 | 74 | 66 | 720 | 744 | 20 | 67 | 30 | 17 | 134 | 88 | 131 | 672 | 67 | 203 |
| Weighted base | 895 | 54* | 36* | 114 | 59* | 88* | 55* | 40* | 76* | 153 | 108* | 84* | 27* | 773 | 741 | 21** | 70* | 31** | 18** | 139 | 92* | 133 | 671 | 68* | 205 |
| Better than the BBC | 95 11%Dq | 3 5% | 1 3% | 3 3% | 8 14%D | 12 13%D | 5 9% | 6 16%D | 9 12% d | 16 11% d | 18 16%D | 10 12% d | 3 10% d | 83 11%D | 82 11% q | 2 10% | 2 3% | 2 7% | 3 18% | 9 7% q | 9 10% | 14 10% | 70 10% | 8 12% | 23 11% |
| About the same as the BBC | 246 27% OvX Y | 12 22% | 7 21% | 39 34% | 12 20% | 32 36% eg | 11 19% | 10 26% | 17 23% | 53 34% aeg | 27 25% | 19 23% | 7 27% | 216 28% | 184 25% | 6 28% | 34 49% AO | 15 48% | 2 13% | 57 41% AO | 23 25% x | 25 19% | 200 30% AvX Y | 8 12% | 41 20% |
| Worse than the BBC | 308 34% j | 21 39% | 17 46% j | 50 44% afJ n | 21 36% | 24 27% | 20 37% | 13 31% | 23 31% | 41 27% | 39 36% | 29 34% | 11 39% | 263 34% j | 269 36% At | 8 36% | 18 26% | 7 22% | 5 31% | 38 27% | 39 43% | 48 36% | 221 33% | 30 45% | 80 39% |
| Don't know | 247 28% | 18 34% | 11 30% | 22 20% | 18 30% | 20 23% | 19 35% d | 11 26% | 26 35% d | 44 28% | 25 23% | 26 31% | 7 24% | 211 27% | 205 28% | 5 26% | 16 23% | 7 24% | 7 38% | 35 25% | 20 22% | 46 35% aU | 180 27% | 21 31% | 62 30% u |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 497
Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Mail online

Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 894 | 599 | 159 | 102 | 57 | 10 | 285 | 111 | 259 | 247 | 43 | 131 | 156 | 152 | 136 | 87 | 32 | 24 | 22 | 15 | 15 | 8 | 18 |
| Weighted base | 895 | 598 | 160 | 103* | 55* | 10** | 287 | 112 | 261 | 249 | 44* | 136 | 162 | 156 | 140 | 80* | 30** | 24** | 19** | 14** | 13** | 6** | 15** |
| Better than the BBC | 95 | 62 | 22 | 10 | 5 | 1 | 32 | 12 | 29 | 29 | 3 | 15 | 13 | 22 | 16 | 12 | 6 | 2 | 1 | 1 | - | 2 | 1 |
| | 11% | 10% | 14% | 10% | 9% | 10% | 11% | 11% | 11% | 12% | 7% | 11% | 8% | 14% | 11% | 15% | 18% | 10% | 5% | 7% | - | 25% | 9% |
| About the same as the BBC | 246 | 131 | 66 | 35 | 20 | 5 | 110 | 49 | 101 | 97 | 10 | 48 | 41 | 36 | 33 | 21 | 9 | 8 | 11 | 3 | 5 | 2 | 7 |
| | 27%B | 22% | 41%AB | 34%B | 37%b | 54% | 38%AB | 43%AB | 38%AB | 39%AB | 22% | 36%ano | 25% | 23% | 24% | 26% | 29% | 35% | 57% | 24% | 35% | 32% | 44% |
| Worse than the BBC | 308 | 229 | 42 | 31 | 17 | 2 | 76 | 28 | 70 | 65 | 21 | 38 | 59 | 52 | 52 | 27 | 9 | 10 | 5 | 5 | 8 | * | 4 |
| | 34%cGh | 38%ACG | 26% | 30% | 30% | 22% | 27% | 25% | 27% | 26% | 48%i | 28% | 36% | 33% | 37% | 34% | 29% | 44% | 26% | 38% | 62% | 6% | 27% |
| Don't know | 247 | 176 | 29 | 26 | 14 | 1 | 69 | 24 | 61 | 57 | 10 | 35 | 49 | 46 | 39 | 20 | 7 | 3 | 2 | 4 | * | 2 | 3 |
| | 28%C | 29%C | 18% | 26% | 25% | 14% | 24%c | 21% | 24%c | 23%c | 24% | 26% | 30% | 30% | 28% | 24% | 24% | 12% | 11% | 31% | 3% | 36% | 21% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Table 498

Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

Mail online

Base: All respondents who ever use each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|--------------|--------------------|--------------|-----------------|--------------|--|------------|--|------------|----------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 894 | 853 | 41 | 700 | 194 | 726 | 168 | 877 | 17 | 876 | 18 |
| Weighted base | 895 | 856 | 39* | 696 | 199 | 720 | 175 | 880 | 16** | 879 | 17** |
| Better than the BBC | 95 11%F | 87 10% | 8 19% | 73 10% | 22 11% | 67 9% | 28 16%af | 91 10% | 4 23% | 91 10% | 4 22% |
| About the same as the BBC | 246 27% | 237 28% | 9 23% | 200 29% | 46 23% | 206 29% | 40 23% | 242 27% | 4 27% | 242 28% | 4 25% |
| Worse than the BBC | 308 34%ceG | 300 35%ac | 7 18% | 252 36%ae | 56 28% | 276 38%AG | 32 18% | 306 35% | 2 12% | 306 35% | 2 11% |
| Don't know | 247 28%DF | 232 27% | 15 39% | 172 25% | 75 38%AD | 171 24% | 76 43%AF | 241 27% | 6 39% | 240 27% | 7 42% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 499

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Summary

Base: All respondents who ever use each

| | Channels/Stations | | | | | | | | | | |
|---------------------------|-------------------|------------|------------|------------|--------------------|------------|------------|------------|------------------------|------------|-------------|
| | ITV/ STV/ UTV | Channel 4 | Channel 5 | Netflix | Amazon Prime Video | Disney+ | NOW TV | YouTube | Non-BBC radio stations | Twitter | Mail online |
| Unweighted base | 1952 | 1934 | 1722 | 1420 | 1205 | 692 | 507 | 1859 | 1408 | 992 | 894 |
| Weighted base | 1954 | 1940 | 1730 | 1419 | 1210 | 684 | 507 | 1857 | 1415 | 982 | 895 |
| Better than the BBC | 468 24% | 422 22% | 312 18% | 880 62% | 571 47% | 344 50% | 160 32% | 762 41% | 270 19% | 199 20% | 119 13% |
| About the same as the BBC | 998 51% | 967 50% | 672 39% | 353 25% | 379 31% | 200 29% | 189 37% | 449 24% | 506 36% | 241 25% | 263 29% |
| Worse than the BBC | 321 16% | 334 17% | 517 30% | 66 5% | 135 11% | 62 9% | 72 14% | 329 18% | 299 21% | 349 36% | 311 35% |
| Don't know | 167 9% | 217 11% | 230 13% | 119 8% | 126 10% | 78 11% | 85 17% | 318 17% | 339 24% | 193 20% | 203 23% |

Ofcom BBC COVID Research
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Absolutes/col percents

Table 500

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

ITV/ STV/ UTV

Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|---------------------|-------------------|------------|------------------------|------------------------|------------------------|-----------------------|---------------------|---------------------|---------------------|---------------------|------------------------|------------------------|--------------------------|---------------------|---------------------|-----------------------|---------------------|------------------|------------------|---------------------|---------------------|-------------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1952 | 994 | 950 | 128 | 188 | 279 | 296 | 296 | 301 | 253 | 211 | 316 | 219 | 498 | 592 | 765 | 144 | 579 | 543 | 358 | 469 | 1122 | 827 |
| Weighted base | 1954 | 963 | 983 | 119 | 181 | 289 | 289 | 320 | 300 | 247 | 210 | 299 | 211 | 500 | 609 | 756 | 133 | 542 | 551 | 394 | 463 | 1094 | 857 |
| Better than the BBC | 468 | 216 | 251 | 23 | 51 | 87 | 64 | 84 | 56 | 52 | 51 | 74 | 58 | 145 | 148 | 159 | 27 | 97 | 131 | 108 | 131 | 228 | 239 |
| | 24% _v pR | 22% | 26% | 20% | 28% _{ip} | 30% _{adg} | 22% | 26% _{ii} | 19% | 21% | 24% | 25% | 28% _{ip} | 29% _{Adg} | 24% | 21% | 20% | 18% | 24% _r | 27% _R | 28% _{aa} R | 21% | 28% _{AV} |
| About the same as the BBC | 998 | 477 | 516 | 60 | 78 | 119 | 148 | 170 | 165 | 134 | 122 | 138 | 94 | 213 | 318 | 422 | 70 | 293 | 281 | 195 | 229 | 574 | 424 |
| | 51% _e FN | 50% | 52% | 51% | 43% | 41% | 51% _{fn} | 53% _e FN | 55% _e FN | 54% _e Fm | 58% _a EF | 46% | 45% | 43% | 52% _e FN | 56% _a EF | 52% _{fn} | 54% | 51% | 49% | 49% | 52% | 49% |
| Worse than the BBC | 321 | 191 | 130 | 20 | 22 | 41 | 48 | 51 | 59 | 52 | 27 | 42 | 25 | 67 | 98 | 139 | 21 | 113 | 87 | 54 | 64 | 200 | 119 |
| | 16% _{Cn} W | 20% _{AC} | 13% | 17% | 12% | 14% | 17% | 16% | 20% _{ekm} | 21% _a ef | 13% | 14% | 12% | 13% | 16% | 18% _k mn | 16% | 21% _{As} T | 16% | 14% | 14% | 18% _{aa} W | 14% |
| Don't know | 167 | 78 | 86 | 15 | 29 | 42 | 29 | 15 | 19 | 9 | 9 | 44 | 33 | 75 | 44 | 37 | 15 | 39 | 52 | 38 | 39 | 91 | 76 |
| | 9% _{HJK} P | 8% | 9% | 13% _H IJKoP | 16% _A HJKOP | 15% _A HJKOP | 10% _h JkoP | 5% | 6% | 3% | 4% | 15% _A HJKOP | 16% _A HJKOP | 15% _A gHIJKOP | 7% _h jk | 5% | 11% _H JKOP | 7% | 9% | 10% | 8% | 8% | 9% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 501

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

ITV/ STV/ UTV

Base: All respondents who ever use each

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|---------------------------|-----------------------|---------------------|--------------------|----------------------|------------------------------|---------------------|---------------------|--------------------|----------------------|-----------------------|-----------------------|----------------------|------------------------|----------------------|---------------------|---------------------|----------------------|-------------------|-------------------|--------------------------------|----------------------|------------------------|------------------------|-----------|----------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1952 | 139 | 76 | 192 | 158 | 164 | 129 | 134 | 167 | 239 | 250 | 159 | 145 | 1534 | 1740 | 41 | 85 | 42 | 19 | 187 | 211 | 316 | 1417 | 162 | 495 |
| Weighted base | 1954 | 149 | 82* | 214 | 164 | 174 | 135 | 95 | 179 | 248 | 275 | 180 | 60 | 1650 | 1734 | 43* | 88* | 43* | 20** | 194 | 218 | 316 | 1417 | 161 | 497 |
| Better than the BBC | 468 24% <i>jqW</i> | 44 30% <i>J</i> | 24 29% <i>j</i> | 54 25% | 47 29% <i>j</i> | 44 25% | 31 23% | 21 23% | 39 22% | 45 18% | 59 21% | 45 25% | 15 24% | 388 24% <i>kj</i> | 425 24% <i>q</i> | 15 34% <i>QT</i> | 12 13% | 9 21% | 2 9% | 37 19% <i>q</i> | 66 30% <i>aW</i> | 93 30% <i>aW</i> | 308 22% | 45 28% | 147 30% <i>AW</i> |
| About the same as the BBC | 998 51% <i>BLv</i> | 60 40% | 41 50% | 113 53% <i>bl</i> | 78 48% | 91 52% <i>bl</i> | 66 49% | 45 48% | 103 57% <i>BL</i> | 134 54% <i>bl</i> | 156 57% <i>aBL</i> | 74 41% | 37 61% <i>aBe</i> | 855 52% <i>bl</i> | 879 51% | 16 37% | 56 63% <i>acP</i> | 22 50% | 13 65% | 106 55% <i>p</i> | 98 45% | 142 45% | 748 53% <i>aluv</i> | 79 49% | 234 47% |
| Worse than the BBC | 321 16% | 33 22% <i>km</i> | 11 13% | 35 17% | 24 14% | 26 15% | 23 17% | 20 21% <i>k</i> | 27 15% | 38 15% | 36 13% | 41 23% <i>aKm</i> | 7 12% | 261 16% | 294 17% | 6 14% | 10 12% | 5 12% | 1 5% | 23 12% | 35 16% | 51 16% | 234 17% | 27 17% | 79 16% |
| Don't know | 167 9% <i>MO</i> | 12 8% <i>m</i> | 6 8% | 11 5% | 15 9% <i>m</i> | 13 7% <i>m</i> | 15 11% <i>dM</i> | 8 9% <i>m</i> | 11 6% | 31 13% <i>aDIM</i> | 24 9% <i>m</i> | 19 11% <i>M</i> | 1 2% | 146 9% <i>M</i> | 136 8% | 6 14% | 11 12% | 7 16% <i>o</i> | 4 21% | 28 14% <i>AO</i> | 19 9% | 30 9% <i>y</i> | 127 9% | 11 7% | 36 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 502

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

ITV/ STV/ UTV

Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|---------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 1952 | 1376 | 319 | 195 | 117 | 12 | 564 | 219 | 506 | 488 | 93 | 257 | 370 | 362 | 309 | 162 | 79 | 62 | 40 | 25 | 30 | 20 | 36 |
| Weighted base | 1954 | 1372 | 318 | 199 | 117 | 13** | 570 | 222 | 511 | 490 | 95* | 263 | 381 | 369 | 316 | 154 | 77* | 62* | 36* | 23** | 27** | 15** | 30* |
| Better than the BBC | 468 | 314 | 80 | 56 | 34 | 3 | 152 | 66 | 137 | 126 | 26 | 70 | 85 | 97 | 71 | 39 | 16 | 13 | 6 | 3 | 4 | 3 | 9 |
| | 24% | 23% | 25% | 28% | 29% | 24% | 27% | 30%ab | 27% | 26% | 27% | 27% | 22% | 26% | 23% | 25% | 21% | 21% | 15% | 11% | 16% | 19% | 29% |
| About the same as the BBC | 998 | 712 | 161 | 98 | 61 | 5 | 280 | 96 | 247 | 252 | 49 | 130 | 200 | 177 | 162 | 77 | 48 | 30 | 25 | 14 | 15 | 8 | 13 |
| | 51%h | 52%h | 51%h | 49% | 52% | 43% | 49%h | 43% | 48%h | 51%GHI | 51% | 50% | 53% | 48% | 51% | 50% | 62%n | 49% | 71%aklm Noprw | 62% | 55% | 55% | 43% |
| Worse than the BBC | 321 | 248 | 38 | 24 | 8 | 2 | 70 | 29 | 66 | 58 | 9 | 49 | 58 | 62 | 51 | 26 | 10 | 12 | 3 | 6 | 6 | 4 | 7 |
| | 16%cEG IJ | 18%ACd EGIJ | 12% | 12% | 6% | 17% | 12%e | 13% | 13%e | 12%e | 10% | 19% | 15% | 17% | 16% | 17% | 12% | 20% | 9% | 27% | 21% | 26% | 25%k |
| Don't know | 167 | 97 | 39 | 21 | 14 | 2 | 68 | 31 | 62 | 53 | 11 | 13 | 37 | 32 | 32 | 13 | 3 | 7 | 2 | - | 2 | - | 1 |
| | 9%BI | 7% | 12%aB | 10% | 12%b | 15% | 12%AB | 14%AB | 12%AB | 11%ab | 12%l | 5% | 10%l | 9% | 10%l | 8% | 4% | 11% | 5% | - | 8% | - | 4% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 503

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

ITV/ STV/ UTV

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1952 | 1892 | 60 | 1380 | 572 | 1397 | 555 | 1920 | 32 | 1920 | 32 |
| Weighted base | 1954 | 1892 | 62* | 1372 | 582 | 1382 | 572 | 1920 | 34* | 1920 | 34* |
| Better than the BBC | 468 | 429 | 39 | 259 | 210 | 243 | 225 | 442 | 26 | 442 | 26 |
| | 24%BDF | 23% | 63%AB | 19% | 36%AD | 18% | 39%AF | 23% | 78%AH | 23% | 78%AJ |
| | HJ | | | | | | | | | | |
| About the same as the BBC | 998 | 987 | 10 | 744 | 253 | 761 | 237 | 994 | 3 | 994 | 3 |
| | 51%CEG | 52%AC | 17% | 54%AE | 43% | 55%AG | 41% | 52%AI | 9% | 52%AK | 9% |
| | IK | | | | | | | | | | |
| Worse than the BBC | 321 | 316 | 4 | 271 | 49 | 272 | 49 | 320 | 1 | 320 | 1 |
| | 16%cEG | 17%ac | 7% | 20%AE | 8% | 20%AG | 9% | 17%ai | 3% | 17%ak | 3% |
| | ik | | | | | | | | | | |
| Don't know | 167 | 159 | 8 | 97 | 70 | 106 | 61 | 164 | 3 | 164 | 3 |
| | 9%Df | 8% | 14% | 7% | 12%AD | 8% | 11%af | 9% | 9% | 9% | 9% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 504
Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?
Channel 4
Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1934 | 997 | 929 | 116 | 194 | 287 | 291 | 291 | 294 | 248 | 213 | 310 | 220 | 507 | 582 | 755 | 132 | 580 | 534 | 352 | 465 | 1114 | 817 |
| Weighted base | 1940 | 968 | 965 | 107 | 187 | 298 | 285 | 314 | 294 | 243 | 213 | 294 | 212 | 509 | 599 | 750 | 122 | 544 | 545 | 387 | 461 | 1089 | 848 |
| Better than the BBC | 422 | 208 | 213 | 19 | 59 | 89 | 77 | 68 | 41 | 42 | 27 | 78 | 65 | 153 | 145 | 110 | 24 | 86 | 127 | 99 | 110 | 213 | 209 |
| RV | 22%IKP | 22% | 22% | 18% | 32%ADh | 30%Adh | 27%aIJ | 22%kP | 14% | 17% | 13% | 27%aDI | 31%ADh | 30%ADh | 24%jK | 15% | 19% | 16% | 23%R | 26%R | 24%R | 20% | 25%AV |
| About the same as the BBC | 967 | 466 | 497 | 53 | 77 | 134 | 143 | 163 | 157 | 125 | 115 | 130 | 89 | 223 | 307 | 396 | 60 | 302 | 262 | 185 | 217 | 564 | 402 |
| N | 50%elm | 48% | 51% | 49% | 41% | 45% | 50% | 52%emn | 53%Elm | 51%em | 54%EF | 44% | 42% | 44% | 51%elm | 53%aEF | 49% | 55%Ast | 48% | 48% | 47% | 52% | 47% |
| Worse than the BBC | 334 | 189 | 145 | 22 | 23 | 33 | 33 | 60 | 64 | 54 | 47 | 45 | 28 | 60 | 93 | 164 | 24 | 101 | 99 | 55 | 78 | 201 | 134 |
| GN | 17%ceF | 20%AC | 15% | 21%efg | 12% | 11% | 12% | 19%FgN | 22%aEF | 22%aEF | 22%eFG | 15%en | 13% | 12% | 15%G | 22%AEF | 20%efg | 19% | 18% | 14% | 17% | 18% | 16% |
| Don't know | 217 | 104 | 110 | 13 | 28 | 42 | 31 | 23 | 33 | 22 | 23 | 42 | 31 | 73 | 55 | 79 | 14 | 55 | 57 | 48 | 55 | 112 | 103 |
| h | 11% | 11% | 11% | 12% | 15%Ho | 14%Ho | 11% | 7% | 11% | 9% | 11% | 14%Ho | 14%ho | 14%aHOp | 9% | 11% | 12% | 10% | 10% | 12% | 12% | 10% | 12% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 505

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Channel 4

Base: All respondents who ever use each

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|--------------|----------------------|----------------|----------------|-------------------------------|--------------------|--------------------|-----------|----------------------|--------------------|----------------|----------------|------------------------|-------------------|--------------|--------------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|------------|-----------|------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1934 | 145 | 71 | 191 | 155 | 167 | 123 | 130 | 167 | 244 | 246 | 158 | 137 | 1522 | 1719 | 42 | 84 | 43 | 21 | 190 | 214 | 309 | 1405 | 160 | 488 |
| Weighted base | 1940 | 155 | 76* | 212 | 161 | 177 | 128 | 92 | 180 | 253 | 270 | 179 | 57 | 1636 | 1718 | 44* | 87* | 44* | 22** | 197 | 222 | 310 | 1406 | 160 | 493 |
| Better than the BBC | 422 22%nw | 48 31%Adg JKmN | 19 26% | 44 21% | 41 25% | 40 23% | 23 18% | 23 26% | 40 22% | 44 17% | 50 18% | 38 21% | 11 20% | 339 21% | 377 22% | 14 31%qrt | 13 15% | 5 12% | 4 17% | 36 18% | 60 27%w | 67 22% | 287 20% | 35 22% | 119 24% |
| About the same as the BBC | 967 50%h | 72 47% | 39 52% | 109 51% | 71 44% | 92 52% | 65 51% | 38 41% | 93 52% | 125 49% | 145 53%h | 86 48% | 32 56%h | 825 50%h | 853 50% | 20 46% | 50 57% | 26 58% | 12 53% | 108 55% | 99 44% | 148 48% | 718 51% | 76 47% | 233 47% |
| Worse than the BBC | 334 17%t | 21 14% | 11 14% | 37 18% | 28 18% | 25 14% | 26 20% | 20 22% | 31 17% | 43 17% | 48 18% | 34 19% | 10 17% | 283 17% | 309 18%at | 5 12% | 10 12% | 4 10% | 2 10% | 22 11% | 28 13% | 52 17% | 252 18% | 31 19% | 77 16% |
| Don't know | 217 11%O | 14 9% | 7 9% | 22 10% | 20 13% | 20 11% | 14 11% | 10 11% | 15 8% | 41 16%Abi mn | 28 10% | 21 12% | 4 7% | 189 12% | 179 10% | 5 12% | 14 16% | 9 20%o | 4 20% | 32 16%ao | 36 16%aw | 43 14% | 148 11% | 19 12% | 63 13% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 506

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Channel 4

Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1934 | 1371 | 310 | 185 | 114 | 11 | 552 | 219 | 493 | 475 | 95 | 259 | 364 | 364 | 298 | 159 | 79 | 60 | 39 | 27 | 30 | 20 | 36 |
| Weighted base | 1940 | 1370 | 310 | 189 | 115 | 11** | 559 | 222 | 499 | 479 | 97* | 265 | 374 | 372 | 305 | 153 | 78* | 60* | 36* | 25** | 27** | 15** | 30* |
| Better than the BBC | 422 | 281 | 70 | 51 | 26 | 4 | 137 | 60 | 127 | 108 | 28 | 58 | 69 | 87 | 68 | 32 | 16 | 15 | 7 | 4 | 3 | 2 | 7 |
| | 22%b | 21% | 23% | 27%b | 23% | 36% | 24%J | 27%b | 25%abJ | 23% | 29%am | 22% | 19% | 23% | 22% | 21% | 20% | 24% | 19% | 17% | 12% | 16% | 23% |
| About the same as the BBC | 967 | 691 | 158 | 92 | 55 | 4 | 271 | 111 | 241 | 242 | 40 | 125 | 196 | 182 | 158 | 76 | 44 | 24 | 23 | 15 | 17 | 9 | 15 |
| | 50% | 50% | 51% | 49% | 48% | 37% | 49% | 50% | 48% | 51%g | 41% | 47% | 52% | 49% | 52% | 50% | 57%k | 39% | 63%kr | 61% | 62% | 59% | 50% |
| Worse than the BBC | 334 | 254 | 39 | 27 | 18 | 1 | 79 | 23 | 68 | 70 | 13 | 53 | 65 | 59 | 52 | 29 | 14 | 14 | 5 | 5 | 3 | 4 | 6 |
| | 17%cgH | 19%acg | 13% | 14% | 15% | 10% | 14%h | 10% | 14%h | 15%h | 14% | 20% | 17% | 16% | 17% | 19% | 18% | 24% | 13% | 18% | 11% | 25% | 21% |
| Don't know | 217 | 144 | 43 | 19 | 16 | 2 | 71 | 29 | 63 | 59 | 16 | 29 | 44 | 44 | 28 | 16 | 4 | 8 | 2 | 1 | 4 | - | 2 |
| | 11% | 11% | 14% | 10% | 14% | 17% | 13% | 13% | 13% | 12% | 16%q | 11% | 12% | 12% | 9% | 10% | 5% | 13% | 5% | 4% | 15% | - | 7% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 507

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Channel 4

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1934 | 1880 | 54 | 1386 | 548 | 1390 | 544 | 1905 | 29 | 1905 | 29 |
| Weighted base | 1940 | 1884 | 56* | 1379 | 561 | 1378 | 562 | 1909 | 31** | 1909 | 31** |
| Better than the BBC | 422 | 386 | 36 | 251 | 171 | 247 | 174 | 401 | 21 | 401 | 21 |
| | 22%BDF | 21% | 64%AB | 18% | 30%AD | 18% | 31%AF | 21% | 69% | 21% | 69% |
| | HJ | | | | | | | | | | |
| About the same as the BBC | 967 | 956 | 11 | 726 | 241 | 729 | 238 | 963 | 4 | 963 | 4 |
| | 50%CEG | 51%AC | 19% | 53%AE | 43% | 53%AG | 42% | 50%A | 14% | 50%A | 14% |
| Worse than the BBC | 334 | 333 | 1 | 272 | 62 | 269 | 65 | 334 | - | 334 | - |
| | 17%CEG | 18%AC | 2% | 20%AE | 11% | 20%AG | 12% | 18%a | - | 18%a | - |
| Don't know | 217 | 209 | 8 | 130 | 87 | 132 | 85 | 212 | 5 | 212 | 5 |
| | 11%DF | 11% | 15% | 9% | 16%AD | 10% | 15%AF | 11% | 17% | 11% | 17% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 508
Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?
Channel 5
Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------------------|-----------|----------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1722 | 884 | 834 | 94 | 152 | 233 | 264 | 267 | 279 | 242 | 191 | 246 | 174 | 407 | 531 | 712 | 107 | 501 | 478 | 323 | 417 | 979 | 740 |
| Weighted base | 1730 | 859 | 867 | 87* | 145 | 242 | 259 | 287 | 279 | 239 | 191 | 232 | 166 | 409 | 547 | 709 | 98 | 470 | 486 | 357 | 414 | 956 | 771 |
| Better than the BBC | 312 | 156 | 156 | 10 | 33 | 55 | 53 | 48 | 40 | 44 | 30 | 43 | 35 | 89 | 101 | 114 | 13 | 61 | 78 | 83 | 89 | 140 | 172 |
| | 18%RV | 18% | 18% | 12% | 23%dlq | 23%diq | 20% | 17% | 14% | 18% | 16% | 18%dq | 21%dl | 22%adi | 18% | 16% | 13% | 13% | 16% | 23%ARs | 22%aRs | 15% | 22%AV |
| About the same as the BBC | 672 | 310 | 359 | 32 | 55 | 88 | 109 | 113 | 103 | 88 | 84 | 86 | 61 | 149 | 222 | 275 | 37 | 194 | 183 | 123 | 171 | 377 | 294 |
| | 39%b | 36% | 41%ab | 36% | 38% | 36% | 42% | 39% | 37% | 44% | 37% | 37% | 37% | 37% | 41% | 39% | 38% | 41% | 38% | 34% | 41% | 39% | 38% |
| Worse than the BBC | 517 | 289 | 227 | 33 | 34 | 60 | 66 | 96 | 101 | 79 | 47 | 67 | 44 | 104 | 163 | 227 | 35 | 156 | 152 | 107 | 100 | 308 | 208 |
| | 30%cnU | 34%AC | 26% | 38%efgklmn | 24% | 25% | 26% | 33%efkn | 36%aEF | 33%n | 24% | 29%e | 26%e | 26% | 30%g | 32%efKn | 35%ekn | 33%U | 31%u | 30% | 24% | 32%aw | 27% |
| Don't know | 230 | 104 | 125 | 13 | 23 | 39 | 31 | 30 | 36 | 27 | 30 | 36 | 26 | 66 | 61 | 94 | 14 | 59 | 72 | 44 | 54 | 131 | 97 |
| | 13% | 12% | 14% | 14% | 16% | 16% | 12% | 10% | 13% | 11% | 16% | 15% | 16% | 16%ho | 11% | 13% | 14% | 13% | 15% | 12% | 13% | 14% | 13% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 509

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Channel 5

Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|---------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|-------------------|----------------|----------------|------------------------|------------------|---------------|-----------|-------------|--------------|-------------------|--------------------------------|----------------------|------------------------|--------------------|-------------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1722 | 119 | 65 | 173 | 148 | 151 | 111 | 115 | 155 | 220 | 213 | 130 | 122 | 1366 | 1540 | 32 | 71 | 38 | 19 | 160 | 179 | 292 | 1247 | 148 | 439 |
| Weighted base | 1730 | 128 | 70* | 193 | 154 | 160 | 117 | 81 | 167 | 228 | 235 | 148 | 51 | 1471 | 1540 | 34* | 74* | 39* | 20** | 167 | 185 | 294 | 1251 | 147 | 442 |
| Better than the BBC | 312 18%w | 27 21% | 15 22% | 31 16% | 35 22% | 27 17% | 19 16% | 17 21% | 30 18% | 40 17% | 35 15% | 27 19% | 10 20% | 258 18% | 286 19% | 8 25%t | 8 11% | 4 10% | 2 11% | 22 13% | 39 21% | 66 23%aw | 210 17% | 38 26%aW | 96 22%aw |
| About the same as the BBC | 672 39%O | 42 33% | 19 27% | 81 42%c | 58 38% | 73 46%bc | 43 37% | 31 38% | 67 40% | 94 41%c | 92 39% | 52 35% | 20 39% | 579 39%c | 579 38% | 15 46% | 40 54%AO | 19 50% | 9 43% | 84 50%AO | 65 35% | 109 37% | 491 39% | 57 39% | 171 39% |
| Worse than the BBC | 517 30%jRT vy | 42 33% | 25 35% | 61 32% | 43 28% | 41 26% | 40 35%j | 22 27% | 49 29% | 53 23% | 74 31% | 49 33%j | 18 35%j | 435 30%j | 481 31%ART | 6 16% | 17 22% | 4 10% | 4 19% | 30 18% | 54 29% | 70 24% | 394 31%avx y | 33 23% | 114 26% |
| Don't know | 230 13%mo | 17 13% | 11 15% | 20 11% | 18 12% | 19 12% | 14 12% | 11 13% | 21 13% | 41 18%adM n | 34 14%m | 19 13% | 3 6% | 199 14%rn | 194 13% | 4 13% | 10 13% | 11 29%AOq | 5 28% | 31 18%ao | 28 15% | 49 17%y | 156 12% | 18 12% | 62 14% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 510

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Channel 5

Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1722 | 1222 | 274 | 171 | 101 | 12 | 488 | 181 | 434 | 424 | 75 | 243 | 326 | 329 | 259 | 143 | 74 | 49 | 35 | 23 | 27 | 19 | 27 |
| Weighted base | 1730 | 1224 | 275 | 173 | 101* | 12** | 494 | 185 | 439 | 427 | 76* | 249 | 336 | 337 | 266 | 137 | 73* | 49* | 33* | 21** | 24** | 14** | 22** |
| Better than the BBC | 312 | 216 | 56 | 36 | 18 | 3 | 93 | 39 | 85 | 79 | 14 | 54 | 53 | 67 | 50 | 25 | 9 | 9 | 2 | 5 | 1 | 3 | 5 |
| | 18% | 18% | 20% | 21% | 18% | 24% | 19% | 21% | 19% | 19% | 18% | 22% ^s | 16% | 20% | 19% | 19% | 12% | 18% | 6% | 22% | 4% | 19% | 23% |
| About the same as the BBC | 672 | 466 | 116 | 73 | 43 | 4 | 201 | 77 | 181 | 178 | 30 | 88 | 131 | 121 | 111 | 58 | 33 | 13 | 17 | 10 | 14 | 4 | 10 |
| | 39% | 38% | 42% | 42% | 34% | 41% | 42% | 41% | 42% | 40% | 35% | 39% | 36% | 42% ^r | 43% ^r | 46% ^r | 26% | 51% ^r | 46% | 56% | 27% | 46% | |
| Worse than the BBC | 517 | 380 | 69 | 41 | 26 | 3 | 133 | 46 | 116 | 115 | 15 | 68 | 113 | 102 | 72 | 40 | 24 | 20 | 12 | 7 | 7 | 6 | 6 |
| | 30% ^k | 31% | 25% | 24% | 26% | 27% | 27% | 25% | 26% | 27% | 19% | 27% | 34% ^k | 30% | 27% | 30% | 32% | 42% ^k | 37% | 32% | 31% | 40% | 27% |
| Don't know | 230 | 162 | 33 | 24 | 14 | 2 | 66 | 22 | 57 | 55 | 18 | 39 | 47 | 33 | 13 | 7 | 7 | 2 | - | 2 | 2 | 1 | |
| | 13% | 13% | 12% | 14% | 14% | 16% | 13% | 12% | 13% | 13% | 23% ^a | 16% | 12% | 14% | 12% | 9% | 9% | 14% | 6% | - | 9% | 13% | 5% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork:- 29th March to 6th April 2021

Table 511

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Channel 5

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1722 | 1682 | 40 | 1258 | 464 | 1240 | 482 | 1698 | 24 | 1698 | 24 |
| Weighted base | 1730 | 1689 | 41* | 1255 | 475 | 1232 | 498 | 1704 | 26** | 1704 | 26** |
| Better than the BBC | 312 | 283 | 29 | 177 | 135 | 167 | 145 | 294 | 18 | 294 | 18 |
| | 18%BDF | 17% | 71%AB | 14% | 28%AD | 14% | 29%AF | 17% | 71% | 17% | 71% |
| | HJ | | | | | | | | | | |
| About the same as the BBC | 672 | 666 | 5 | 514 | 157 | 482 | 189 | 668 | 3 | 668 | 3 |
| | 39%CE | 39%AC | 13% | 41%AE | 33% | 39% | 38% | 39%A | 12% | 39%A | 12% |
| Worse than the BBC | 517 | 515 | 2 | 416 | 101 | 431 | 86 | 516 | 1 | 516 | 1 |
| | 30%CEG | 30%AC | 5% | 33%AE | 21% | 35%AG | 17% | 30%A | 4% | 30%A | 4% |
| Don't know | 230 | 225 | 4 | 148 | 82 | 152 | 78 | 226 | 3 | 226 | 3 |
| | 13%D | 13% | 10% | 12% | 17%AD | 12% | 16% | 13% | 13% | 13% | 13% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 512

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Netflix

Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------------------|-----------------------|----------------|------------|----------------|---------------------|----------------|-------------------|--------------------|--------------------|-----------------------------|------------------------|----------------------|------------------------|----------------------|---------------------|---------------------------|----------------------|---------------|-------------|----------------|----------------|-------------------|-----------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1420 | 719 | 693 | 131 | 203 | 296 | 253 | 218 | 153 | 100 | 66 | 334 | 235 | 531 | 471 | 319 | 147 | 431 | 410 | 278 | 300 | 841 | 578 |
| Weighted base | 1419 | 697 | 714 | 122 | 195 | 306 | 246 | 234 | 153 | 96* | 65* | 317 | 226 | 532 | 480 | 315 | 137 | 399 | 417 | 306 | 296 | 815 | 602 |
| Better than the BBC | 880 62%JKP | 430 62% | 445 62% | 85 70%JKP | 135 69%aiJ KP | 203 66%JKP | 155 63%JKP | 143 61%Jp | 86 56% | 42 43% | 31 48% | 220 69%AJJ KoP | 162 72%Aeg hJKoP | 365 69%AJJ KoP | 298 62%JKP | 159 51% | 98 72%ahl JKoP | 247 62% | 250 60% | 178 58% | 204 69%AsT | 497 61% | 382 63% |
| About the same as the BBC | 353 25%Eff MNUw | 169 24% | 183 26% | 29 24% m | 34 17% | 60 19% | 66 27%efM N | 66 28%eff MN | 43 28%eff MN | 36 38%AdE FgLMNo q | 20 30%emn | 63 20%M | 36 16% | 95 18% | 131 27%Eff MN | 99 31%AEF LMN | 31 23% m | 108 27%U | 113 27%U | 80 26% u | 54 18% | 220 27% kaw | 133 22% |
| Worse than the BBC | 66 5% Cq | 44 6% AC | 22 3% | 2 1% | 8 4% | 12 4% | 8 3% | 11 4% | 9 6% q | 8 8% diQ | 9 14%ADEF GHLMNQ | 9 3% | 8 3% | 20 4% | 19 4% | 26 8% ADfg LmNoQ | 2 1% | 24 6% u | 19 5% | 14 5% | 8 3% | 44 5% | 22 4% |
| Don't know | 119 8% qRV | 54 8% | 64 9% | 6 5% | 19 10% | 31 10% q | 18 7% | 14 6% | 15 10% | 10 11% q | 5 8% | 24 8% q | 21 9% q | 52 10% q | 32 7% | 31 10% q | 6 4% | 20 5% | 34 8% | 34 11% R | 30 10% R | 55 7% | 64 11% aV |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 513

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Netflix

Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|---------------------|------------------|-------------------|---------------------|-------------------------------|--------------------|--------------------|-------------------|----------------------|--------------------|---------------------|-------------------|-----------------------|---------------------|------------|-----------|-----------|-----------|---------------------|---------------------------------|-----------------------|--------------------------|------------|-----------|------------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-em Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condi-tion (u) | Physic-al condi-tion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1420 | 117 | 54 | 148 | 102 | 132 | 92 | 104 | 97 | 187 | 179 | 105 | 103 | 1096 | 1210 | 42 | 85 | 39 | 20 | 186 | 175 | 178 | 1064 | 108 | 321 |
| Weighted base | 1419 | 126 | 58* | 164 | 106 | 140 | 96* | 73 | 105* | 193 | 196 | 119 | 43 | 1177 | 1202 | 43* | 88* | 40* | 21** | 192 | 179 | 183 | 1055 | 110 | 329 |
| Better than the BBC | 880 62% | 83 66% | 43 75%efj n | 98 60% | 62 58% | 78 56% | 64 67% | 45 62% | 71 68% | 111 58% | 124 63% | 73 61% | 28 66% | 724 62% | 748 62% | 32 75% | 50 57% | 25 63% | 12 58% | 120 62% | 119 66% | 111 61% | 654 62% | 70 64% | 205 62% |
| About the same as the BBC | 353 25% <i>c</i> | 27 22% | 7 13% | 49 30% <i>ci</i> | 24 23% | 38 27% <i>c</i> | 21 22% | 16 22% | 18 18% | 54 28% <i>c</i> | 56 28% <i>ci</i> | 30 25% | 12 29% <i>ci</i> | 298 25% <i>c</i> | 296 25% | 7 15% | 24 27% | 12 30% | 6 26% | 48 25% | 38 21% | 43 23% | 266 25% | 28 26% | 76 23% |
| Worse than the BBC | 66 5% <i>K</i> | 8 7% <i>K</i> | 2 3% | 5 3% | 7 7% <i>K</i> | 8 6% <i>K</i> | 4 4% <i>k</i> | 5 7% <i>K</i> | 5 5% <i>k</i> | 12 6% <i>K</i> | 1 1% | 6 5% <i>k</i> | 2 4% <i>K</i> | 51 4% <i>K</i> | 58 5% | 1 3% | 5 6% | - - | - - | 7 3% | 10 6% | 12 6% | 46 4% | 4 4% | 18 6% |
| Don't know | 119 8% <i>M</i> | 7 5% | 5 9% <i>m</i> | 12 8% <i>m</i> | 12 12% <i>M</i> | 15 11% <i>M</i> | 7 7% | 7 10% <i>m</i> | 10 9% <i>m</i> | 16 8% <i>m</i> | 16 8% <i>m</i> | 10 9% <i>m</i> | * 1% | 105 9% <i>M</i> | 100 8% | 3 7% | 8 10% | 3 7% | 3 15% | 18 9% | 13 7% | 18 10% | 89 8% | 7 6% | 29 9% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 514

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Netflix

Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1420 | 875 | 305 | 177 | 103 | 12 | 533 | 221 | 483 | 450 | 65 | 154 | 240 | 263 | 225 | 141 | 68 | 49 | 40 | 20 | 27 | 19 | 34 |
| Weighted base | 1419 | 871 | 303 | 181 | 102* | 12** | 536 | 222 | 486 | 450 | 66* | 159 | 248 | 270 | 230 | 134 | 65* | 48* | 36* | 19** | 24** | 14** | 29* |
| Better than the BBC | 880 | 543 | 193 | 120 | 61 | 5 | 333 | 131 | 309 | 282 | 48 | 103 | 134 | 170 | 155 | 71 | 39 | 37 | 22 | 11 | 16 | 11 | 17 |
| | 62%Mp | 62% | 64% | 66% | 59% | 39% | 62% | 59% | 64%g | 63% | 72%mp | 65%mp | 54% | 63%mp | 67%MP | 53% | 60% | 77%aMP | 61% | 55% | 67% | 73% | 59% |
| About the same as the BBC | 353 | 215 | 76 | 43 | 30 | 4 | 135 | 60 | 118 | 114 | 12 | 34 | 77 | 64 | 47 | 36 | 21 | 9 | 12 | 8 | 7 | 4 | 10 |
| | 25% | 25% | 25% | 24% | 30% | 35% | 25% | 27% | 24% | 25% | 17% | 21% | 31%akiO | 24% | 20% | 27% | 32% | 20% | 34% | 39% | 28% | 27% | 35% |
| Worse than the BBC | 66 | 44 | 9 | 8 | 4 | 2 | 20 | 6 | 15 | 18 | - | 6 | 16 | 13 | 14 | 8 | 4 | * | - | - | - | - | 1 |
| | 5% | 5% | 3% | 4% | 4% | 18% | 4% | 3% | 3% | 4% | - | 4% | 7%k | 5% | 6%k | 6% | 7%k | 1% | - | - | - | - | 2% |
| Don't know | 119 | 69 | 24 | 11 | 7 | 1 | 49 | 25 | 44 | 36 | 7 | 16 | 20 | 23 | 15 | 19 | 1 | 1 | 2 | 1 | 1 | - | 1 |
| | 8%q | 8% | 8% | 6% | 7% | 8% | 9% | 11%d | 9% | 8% | 11%q | 10%q | 8% | 8% | 6% | 14%AcQr | 2% | 2% | 5% | 6% | 5% | - | 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 515

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Netflix

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1420 | 1291 | 129 | 960 | 460 | 1013 | 407 | 1342 | 78 | 1342 | 78 |
| Weighted base | 1419 | 1291 | 127 | 954 | 465 | 1001 | 417 | 1342 | 76* | 1342 | 76* |
| Better than the BBC | 880 | 774 | 107 | 530 | 351 | 585 | 295 | 814 | 67 | 814 | 67 |
| | 62%BDF | 60% | 84%AB | 56% | 75%AD | 58% | 71%AF | 61% | 88%AH | 61% | 88%AJ |
| | HJ | | | | | | | | | | |
| About the same as the BBC | 353 | 344 | 9 | 297 | 56 | 292 | 61 | 351 | 3 | 351 | 3 |
| | 25%CEG | 27%AC | 7% | 31%AE | 12% | 29%AG | 15% | 26%AI | 3% | 26%AK | 3% |
| | IK | | | | | | | | | | |
| Worse than the BBC | 66 | 64 | 2 | 54 | 11 | 55 | 11 | 65 | 1 | 65 | 1 |
| | 5%Eg | 5% | 2% | 6%aE | 2% | 6%ag | 3% | 5% | 1% | 5% | 1% |
| Don't know | 119 | 109 | 10 | 73 | 46 | 69 | 50 | 113 | 6 | 113 | 6 |
| | 8%F | 8% | 8% | 8% | 10% | 7% | 12%AF | 8% | 8% | 8% | 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 516

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Amazon Prime Video

Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|---------------|------------|-------------|-----------|------------|---------------|-------------|-------------|-------------|----------------------|----------------------|-------------|-------------|---------------|-------------|-------------------|-----------|-------------|------------|------------|-------------|-------------|--------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1205 | 633 | 565 | 91 | 169 | 257 | 213 | 182 | 143 | 92 | 58 | 260 | 192 | 449 | 395 | 293 | 104 | 373 | 341 | 235 | 255 | 714 | 490 |
| Weighted base | 1210 | 615 | 589 | 84* | 161 | 266 | 210 | 197 | 143 | 92* | 58* | 245 | 183 | 449 | 407 | 293 | 95* | 352 | 351 | 258 | 249 | 702 | 507 |
| Better than the BBC | 571 47%kv | 300 49% | 267 45% | 40 47% | 80 50%k | 141 53%aKp | 94 45% | 92 47% | 64 45% | 40 44% | 19 33% | 120 49%k | 95 52%kp | 236 53%AKo | 186 46% | 124 42% | 45 47% | 155 44% | 159 45% | 128 49% | 130 52%r | 314 45% | 258 51%av |
| About the same as the BBC | 379 31% | 190 31% | 187 32% | 30 36% | 48 30% | 78 29% | 74 35% | 64 32% | 47 33% | 22 24% | 17 29% | 78 32%m | 52 28% | 130 29% | 137 34% | 85 29% | 35 37% | 125 35%a | 104 30% | 79 31% | 71 29% | 228 32% | 151 30% |
| Worse than the BBC | 135 11%FNw | 73 12% | 62 10% | 8 10%f | 16 10%f | 12 5% | 24 11%Fn | 28 14%FN | 19 14%FN | 18 20%AeF lmNq | 10 18%FN | 23 10%fn | 17 9%f | 30 7%f | 51 13%FN | 48 16%AFm N | 9 9% | 49 14%u | 43 12% | 23 9% | 20 8% | 91 13%aw | 43 8% |
| Don't know | 126 10%bR | 52 8% | 73 12%ab | 7 8% | 17 10% | 34 13%ho | 19 9% | 14 7% | 13 9% | 12 13% | 11 20%adg HIQq | 23 10% | 19 10% | 53 12% | 32 8% | 36 12% | 7 7% | 24 7% | 46 13%R | 29 11% | 27 11% | 70 10% | 56 11% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 517

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Amazon Prime Video

Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|--------------|---------------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|------------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|-------------|-------------|-------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1205 | 103 | 47 | 120 | 92 | 100 | 77 | 92 | 85 | 164 | 158 | 92 | 75 | 935 | 1046 | 33 | 64 | 32 | 14 | 143 | 165 | 166 | 874 | 100 | 299 |
| Weighted base | 1210 | 110 | 51* | 133 | 96* | 105* | 81* | 65* | 92* | 170 | 174 | 105* | 31* | 1005 | 1047 | 34* | 66* | 33* | 14** | 147 | 171 | 172 | 871 | 99* | 306 |
| Better than the BBC | 571 47%nw | 64 58%adj kin | 26 52% | 57 43% | 49 51% | 49 47% | 40 49% | 32 49% | 45 48% | 73 43% | 77 44% | 44 42% | 16 51% | 460 46% | 495 47% | 18 54% | 30 46% | 13 39% | 7 49% | 68 46% | 91 53% | 87 51% | 395 45% | 58 58%aw | 160 52%w |
| About the same as the BBC | 379 31% | 26 23% | 16 32% | 43 32% | 26 27% | 35 33% | 20 24% | 20 31% | 25 27% | 59 35%b | 62 36%b | 38 37%b | 10 31% | 324 32% | 321 31% | 11 31% | 25 38% | 15 45% | 4 29% | 55 37% | 47 28% | 44 26% | 288 33%a | 24 24% | 82 27% |
| Worse than the BBC | 135 11% | 13 12% | 4 8% | 20 15% | 10 11% | 9 9% | 12 15% | 7 10% | 12 13% | 17 10% | 19 11% | 8 7% | 4 14% | 111 11% | 123 12% | 2 6% | 5 8% | 1 3% | 1 8% | 10 7% | 12 7% | 25 15%U | 96 11% | 12 12% | 34 11%u |
| Don't know | 126 10% | 8 7% | 4 8% | 13 9% | 10 11% | 12 11% | 9 11% | 6 10% | 11 12% | 21 12% | 15 9% | 15 14% m | 1 4% | 110 11% | 108 10% | 3 9% | 5 8% | 4 12% | 2 14% | 14 10% | 20 12% | 15 9% | 93 11% | 6 6% | 30 10% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 518

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Amazon Prime Video

Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 1205 | 767 | 244 | 145 | 78 | 9 | 429 | 183 | 396 | 361 | 56 | 143 | 204 | 219 | 195 | 103 | 59 | 44 | 33 | 17 | 24 | 13 | 32 |
| Weighted base | 1210 | 768 | 244 | 150 | 78* | 9** | 434 | 183 | 401 | 364 | 57* | 148 | 210 | 223 | 200 | 100* | 58* | 43* | 31* | 16** | 23** | 10** | 27** |
| Better than the BBC | 571 | 372 | 109 | 75 | 38 | 4 | 196 | 80 | 183 | 164 | 30 | 79 | 84 | 104 | 103 | 52 | 21 | 25 | 12 | 4 | 11 | 4 | 11 |
| | 47% ^m | 48% | 45% | 50% | 49% | 40% | 45% | 44% | 46% | 45% | 52% | 53% ^{mq} | 40% | 47% | 52% ^m | 52% ^m | 37% | 58% ^{mq} | 40% | 25% | 47% | 37% | 41% |
| About the same as the BBC | 379 | 226 | 91 | 41 | 30 | 3 | 150 | 65 | 134 | 128 | 16 | 38 | 75 | 69 | 58 | 22 | 25 | 15 | 12 | 8 | 10 | 6 | 11 |
| | 31% ^p | 29% | 38% ^{abd} | 27% | 38% | 36% | 34% ^d | 36% | 33% | 35% ^d | 28% | 26% | 36% ^p | 31% | 29% | 22% | 42% ^{IP} | 36% | 38% | 50% | 42% | 59% | 42% |
| Worse than the BBC | 135 | 93 | 21 | 20 | 4 | 1 | 41 | 13 | 39 | 36 | 3 | 12 | 29 | 24 | 25 | 12 | 9 | 2 | 2 | 2 | 1 | * | 4 |
| | 11% ^h | 12% ^h | 9% | 13% ^{eh} | 5% | 13% | 9% | 7% | 10% | 10% | 6% | 8% | 14% | 11% | 12% | 12% | 15% | 5% | 7% | 13% | 6% | 4% | 13% |
| Don't know | 126 | 77 | 22 | 14 | 6 | 1 | 48 | 26 | 45 | 36 | 8 | 19 | 23 | 25 | 14 | 14 | 3 | * | 4 | 2 | 1 | - | 1 |
| | 10% ^r | 10% | 9% | 9% | 8% | 11% | 11% | 14% ^c | 11% | 10% | 15% ^r | 13% ^r | 11% ^r | 11% ^r | 7% | 14% ^r | 6% | 1% | 14% ^r | 12% | 5% | - | 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 519

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Amazon Prime Video

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1205 | 1112 | 93 | 833 | 372 | 896 | 309 | 1152 | 53 | 1151 | 54 |
| Weighted base | 1210 | 1118 | 92* | 832 | 378 | 890 | 320 | 1158 | 53* | 1157 | 54* |
| Better than the BBC | 571 | 495 | 76 | 332 | 239 | 367 | 204 | 525 | 46 | 525 | 46 |
| | 47%BDF | 44% | 82%AB | 40% | 63%AD | 41% | 64%AF | 45% | 87%AH | 45% | 86%AJ |
| | HJ | | | | | | | | | | |
| About the same as the BBC | 379 | 369 | 9 | 306 | 73 | 320 | 59 | 375 | 4 | 375 | 4 |
| | 31%CEG | 33%AC | 10% | 37%AE | 19% | 36%AG | 18% | 32%AI | 7% | 32%AK | 7% |
| | IK | | | | | | | | | | |
| Worse than the BBC | 135 | 134 | 1 | 113 | 22 | 124 | 11 | 135 | - | 135 | - |
| | 11%CEG | 12%AC | 1% | 14%AE | 6% | 14%AG | 3% | 12%AI | - | 12%AK | - |
| | IK | | | | | | | | | | |
| Don't know | 126 | 120 | 6 | 80 | 45 | 79 | 46 | 123 | 3 | 122 | 4 |
| | 10%F | 11% | 6% | 10% | 12% | 9% | 14%AF | 11% | 6% | 11% | 8% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 520

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Disney+

Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 692 | 365 | 320 | 80 | 133 | 191 | 138 | 86 | 41 | 19 | 4 | 213 | 150 | 341 | 224 | 64 | 93 | 219 | 198 | 135 | 140 | 417 | 275 |
| Weighted base | 684 | 353 | 324 | 76* | 125 | 196 | 132 | 90* | 41* | 19** | 4** | 201 | 142 | 338 | 223 | 64* | 88* | 202 | 196 | 148 | 137 | 399 | 286 |
| Better than the BBC | 344 | 165 | 176 | 43 | 64 | 110 | 63 | 38 | 16 | 8 | 1 | 107 | 78 | 188 | 101 | 25 | 49 | 89 | 100 | 80 | 75 | 188 | 155 |
| | 50%br | 47% | 54% | 57%p | 51% | 56%hop | 47% | 42% | 39% | 43% | 26% | 53% | 55%ep | 55%Aho | 45% | 39% | 56% | 44% | 51% | 54% | 55% | 47% | 54% |
| About the same as the BBC | 200 | 110 | 88 | 23 | 34 | 50 | 42 | 28 | 15 | 7 | 1 | 58 | 38 | 87 | 70 | 23 | 28 | 76 | 51 | 39 | 34 | 127 | 73 |
| | 29% | 31% | 27% | 30% | 27% | 25% | 31% | 31% | 36% | 39% | 26% | 29% | 27% | 26% | 31% | 36% | 32% | 38%Ast | 26% | 27% | 25% | 32% | 26% |
| Worse than the BBC | 62 | 36 | 26 | 6 | 10 | 17 | 13 | 11 | 4 | 1 | 1 | 16 | 10 | 26 | 24 | 6 | 6 | 15 | 26 | 11 | 9 | 41 | 21 |
| | 9% | 10% | 8% | 8% | 8% | 8% | 10% | 12% | 9% | 5% | 29% | 8% | 7% | 8% | 11% | 9% | 7% | 13%a | 8% | 8% | 7% | 10% | 7% |
| Don't know | 78 | 42 | 34 | 4 | 17 | 20 | 15 | 13 | 7 | 2 | 1 | 20 | 17 | 37 | 28 | 10 | 22 | 19 | 17 | 17 | 19 | 42 | 36 |
| | 11%dq | 12% | 10% | 5% | 13%dq | 10% | 11% | 14%d | 16%dq | 13% | 19% | 10%dq | 12% | 11% | 13% | 15%dq | 5% | 11% | 10% | 11% | 14% | 10% | 13% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 521

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Disney+

Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 692 | 53 | 31 | 73 | 59 | 50 | 34 | 57 | 38 | 97 | 94 | 56 | 50 | 532 | 571 | 26 | 50 | 25 | 8 | 109 | 89 | 75 | 530 | 44 | 146 |
| Weighted base | 684 | 56* | 33* | 80* | 61* | 52* | 35* | 40* | 41* | 98* | 104* | 63* | 21* | 567 | 561 | 27** | 51* | 25** | 8** | 112 | 92* | 78* | 520 | 45* | 150 |
| Better than the BBC | 344 | 31 | 25 | 38 | 29 | 23 | 21 | 22 | 17 | 33 | 60 | 34 | 11 | 280 | 298 | 16 | 14 | 7 | 3 | 41 | 55 | 42 | 249 | 26 | 87 |
| | 50%JQT | 55%j | 75%Ad | 47% | 47% | 44% | 59%j | 54%j | 42% | 34% | 58%J | 54%j | 56%j | 49%J | 53%AQT | 61% | 28% | 29% | 41% | 37% | 60%w | 55% | 48% | 58% | aw |
| About the same as the BBC | 200 | 15 | 6 | 23 | 15 | 19 | 8 | 11 | 12 | 43 | 29 | 15 | 4 | 170 | 152 | 5 | 27 | 12 | 2 | 46 | 21 | 16 | 164 | 10 | 32 |
| | 29%Oy | 26% | 19% | 29% | 25% | 36% | 24% | 28% | 29% | 44%Abc | 28% | 23% | 20% | 30% | 27% | 20% | 54%AOt | 47% | 20% | 42%AO | 23% | 21% | 32%ay | 23% | 21% |
| Worse than the BBC | 62 | 6 | 1 | 8 | 8 | 4 | 2 | 2 | 4 | 9 | 6 | 8 | 3 | 52 | 51 | 3 | 4 | 2 | 1 | 10 | 9 | 8 | 45 | 5 | 16 |
| | 9% | 11% | 3% | 10% | 14% | 8% | 6% | 4% | 10% | 9% | 6% | 12% | 14%h | 9% | 9% | 11% | 8% | 8% | 13% | 9% | 10% | 11% | 9% | 12% | 11% |
| Don't know | 78 | 4 | 1 | 11 | 8 | 6 | 4 | 6 | 8 | 12 | 9 | 7 | 2 | 66 | 60 | 2 | 5 | 4 | 2 | 14 | 7 | 11 | 61 | 3 | 15 |
| | 11% | 8% | 3% | 14% | 14% | 12% | 11% | 14% | 18% | 13% | 8% | 11% | 10% | 12% | 11% | 8% | 10% | 16% | 26% | 12% | 8% | 14% | 12% | 7% | 10% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 522

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Disney+

Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 682 | 354 | 200 | 103 | 50 | 10 | 328 | 155 | 310 | 273 | 30 | 82 | 94 | 122 | 122 | 55 | 33 | 29 | 21 | 17 | 16 | 10 | 21 |
| Weighted base | 684 | 346 | 199 | 107* | 50* | 10** | 329 | 155 | 312 | 273 | 30** | 84* | 96* | 125 | 124 | 52* | 30* | 29** | 18** | 16** | 15** | 8** | 18** |
| Better than the BBC | 344 | 179 | 99 | 58 | 20 | 2 | 162 | 81 | 156 | 134 | 19 | 46 | 44 | 69 | 57 | 25 | 15 | 16 | 6 | 7 | 10 | 4 | 7 |
| | 50% | 52% | 50% | 54% | 41% | 25% | 49% | 52% | 50% | 49% | 62% | 54% | 46% | 55% | 46% | 48% | 50% | 56% | 34% | 46% | 65% | 47% | 38% |
| About the same as the BBC | 200 | 94 | 67 | 27 | 17 | 4 | 102 | 50 | 97 | 85 | 2 | 23 | 28 | 39 | 39 | 16 | 9 | 8 | 7 | 4 | 5 | 2 | 9 |
| | 29% | 27% | 34% | 25% | 34% | 43% | 31% | 32% | 31% | 31% | 7% | 27% | 29% | 31% | 32% | 31% | 31% | 26% | 38% | 25% | 33% | 23% | 48% |
| Worse than the BBC | 62 | 31 | 14 | 16 | 5 | 1 | 30 | 10 | 29 | 26 | 5 | 7 | 9 | 11 | 9 | 4 | 3 | 3 | 1 | 4 | * | 2 | 1 |
| | 9% | 9% | 7% | 15%aCgh | 9% | 11% | 9% | 7% | 9% | 9%c | 17% | 8% | 9% | 9% | 7% | 8% | 10% | 10% | 6% | 23% | 3% | 29% | 8% |
| | | | | ij | | | | | | | | | | | | | | | | | | | |
| Don't know | 78 | 42 | 18 | 6 | 8 | 2 | 34 | 14 | 30 | 28 | 4 | 9 | 15 | 6 | 19 | 6 | 3 | 2 | 4 | 1 | - | - | 1 |
| | 11%n | 12% | 9% | 6% | 16%d | 20% | 10%i | 9% | 10% | 10%d | 14% | 10% | 15%n | 5% | 15%N | 12% | 9% | 7% | 22% | 7% | - | - | 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 523

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Disney+

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 692 | 637 | 55 | 483 | 209 | 520 | 172 | 656 | 36 | 656 | 36 |
| Weighted base | 684 | 633 | 51* | 476 | 208 | 510 | 174 | 651 | 33* | 651 | 33* |
| Better than the BBC | 344 | 300 | 43 | 201 | 143 | 232 | 112 | 316 | 28 | 316 | 28 |
| | 50%BDF | 47% | 85%AB | 42% | 69%AD | 45% | 64%AF | 49% | 83%AH | 49% | 83%AJ |
| | HJ | | | | | | | | | | |
| About the same as the BBC | 200 | 199 | 2 | 169 | 31 | 173 | 27 | 200 | * | 200 | * |
| | 29%CEG | 31%AC | 3% | 35%AE | 15% | 34%AG | 16% | 31%AI | 1% | 31%AK | 1% |
| | IK | | | | | | | | | | |
| Worse than the BBC | 62 | 61 | 1 | 57 | 6 | 51 | 12 | 61 | 1 | 61 | 1 |
| | 9%E | 10% | 2% | 12%AE | 3% | 10% | 7% | 9% | 4% | 9% | 4% |
| Don't know | 78 | 73 | 5 | 50 | 28 | 55 | 24 | 74 | 4 | 74 | 4 |
| | 11% | 12% | 9% | 11% | 14% | 11% | 14% | 11% | 12% | 11% | 12% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 524

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

NOW TV

Base: All respondents who ever use each

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 507 | 299 | 205 | 45 | 77 | 119 | 99 | 73 | 51 | 29 | 14 | 122 | 85 | 204 | 172 | 94 | 51 | 166 | 133 | 97 | 111 | 299 | 208 |
| Weighted base | 507 | 294 | 210 | 41* | 72* | 125 | 97* | 78* | 51* | 29** | 14** | 113 | 80* | 204 | 175 | 94* | 46* | 158 | 131 | 109* | 109 | 289 | 218 |
| Better than the BBC | 160 | 98 | 62 | 11 | 16 | 43 | 30 | 20 | 7 | 3 | 27 | 16 | 59 | 60 | 30 | 11 | 37 | 48 | 36 | 39 | 85 | 76 | |
| | 32%lmR | 33% | 30% | 27% | 22% | 35%mn | 31% | 38%elm | 38%m | 25% | 21% | 24% | 20% | 29%m | 34%lm | 32% | 24% | 23% | 37%r | 34% | 36%r | 29% | 35% |
| About the same as the BBC | 189 | 100 | 89 | 16 | 32 | 47 | 44 | 24 | 15 | 7 | 4 | 47 | 35 | 82 | 68 | 26 | 19 | 62 | 44 | 42 | 41 | 106 | 82 |
| | 37%p | 34% | 42% | 38% | 44%p | 38% | 45%op | 31% | 30% | 25% | 25% | 42%p | 43%p | 40%p | 39% | 28% | 41% | 39% | 34% | 38% | 37% | 37% | 38% |
| Worse than the BBC | 72 | 49 | 22 | 8 | 16 | 15 | 12 | 12 | 8 | 1 | - | 23 | 17 | 32 | 25 | 9 | 9 | 29 | 17 | 13 | 13 | 46 | 25 |
| | 14%c | 17%c | 10% | 19% | 22%ap | 12% | 13% | 16% | 15% | 4% | - | 21%ap | 21%p | 16% | 14% | 9% | 19% | 18% | 13% | 11% | 12% | 16% | 12% |
| Don't know | 85 | 48 | 37 | 6 | 8 | 19 | 10 | 12 | 9 | 13 | 8 | 15 | 12 | 31 | 22 | 30 | 7 | 29 | 22 | 18 | 16 | 51 | 34 |
| | 17% | 16% | 18% | 16% | 12% | 15% | 11% | 15% | 17% | 46% | 53% | 13% | 15%E | 15% | 13% | 31%AEFGHlmNO | 16% | 19% | 17% | 17% | 15% | 18% | 16% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 525

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

NOW TV

Base: All respondents who ever use each

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|---------------------------|-----------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|---------------|-------------------------|-----------------------|------------------|------------------|------------------------|------------------|------------------|-----------|------------------|-----------|-------------------|--------------------------------|----------------------|------------------------|-----------------|-----------|-----------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 507 | 34 | 20 | 62 | 37 | 43 | 26 | 33 | 35 | 87 | 60 | 37 | 33 | 407 | 419 | 14 | 38 | 21 | 7 | 80 | 66 | 59 | 382 | 35 | 114 |
| Weighted base | 507 | 36* | 21** | 69* | 38* | 45* | 27** | 23* | 38* | 89* | 65* | 42* | 14* | 434 | 416 | 14** | 39* | 22** | 7** | 82* | 67* | 61* | 378 | 36* | 117 |
| Better than the BBC | 160 32% Qt w | 8 23% | 10 45% | 20 29% | 19 49% abJ n | 13 28% | 12 43% | 7 31% | 14 37% | 19 22% | 20 30% | 13 30% | 7 49% abJ n | 138 32% j | 139 33% Qt | 6 43% | 5 12% | 5 24% | 2 31% | 18 22% q | 28 41% | 23 38% | 109 29% | 13 36% | 47 41% aw |
| About the same as the BBC | 189 37% o | 14 38% | 6 29% | 29 42% | 10 27% | 21 47% | 6 23% | 9 42% | 10 28% | 43 48% aei n | 21 32% | 14 33% | 6 43% | 160 37% | 144 35% | 4 31% | 27 70% AOT | 9 40% | 2 28% | 42 52% AO | 21 31% | 18 29% | 150 40% a | 10 28% | 35 30% |
| Worse than the BBC | 72 14% | 7 21% | 2 10% | 11 16% | 6 16% | 9 20% m | 4 16% | 2 9% | 2 6% | 9 10% | 9 13% | 10 24% ijm | * 3% | 62 14% | 60 14% | 3 19% | 3 8% | 3 15% | 2 27% | 11 13% | 13 20% | 8 13% | 52 14% | 8 21% | 17 14% |
| Don't know | 85 17% fu | 6 18% | 3 15% | 9 13% | 3 8% | 2 5% | 5 19% | 4 19% f | 12 32% ade Fmn | 18 20% f | 16 25% eFm | 6 13% | 1 6% | 74 17% f | 73 17% | 1 7% | 4 10% | 5 21% | 1 14% | 11 13% | 5 7% | 13 21% U | 66 18% u | 5 15% | 18 15% U |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 526

Absolutes/col percents

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

NOW TV

Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 507 | 292 | 111 | 71 | 34 | 4 | 211 | 100 | 195 | 170 | 21 | 68 | 84 | 93 | 80 | 46 | 19 | 15 | 14 | 9 | 9 | 5 | 18 |
| Weighted base | 507 | 292 | 108 | 72* | 34* | 4** | 210 | 98* | 195 | 169 | 21** | 72* | 86* | 94* | 80* | 45* | 17** | 15** | 14** | 8** | 9** | 5** | 14** |
| Better than the BBC | 160 | 97 | 32 | 27 | 4 | - | 64 | 29 | 62 | 52 | 9 | 28 | 16 | 34 | 32 | 12 | 4 | 4 | 3 | 4 | 1 | 1 | 4 |
| | 32%eM | 33%e | 30% | 37%E | 13% | - | 30%e | 29% | 32%e | 31%e | 43% | 39%M | 19% | 37%M | 40%M | 27% | 26% | 23% | 27% | 50% | 12% | 22% | 25% |
| About the same as the BBC | 189 | 97 | 51 | 29 | 15 | 3 | 89 | 45 | 83 | 73 | 8 | 26 | 34 | 31 | 28 | 14 | 9 | 5 | 8 | 3 | 7 | 3 | 7 |
| | 37%b | 33% | 47%ab | 40% | 45% | 74% | 42%b | 46%ab | 43%b | 43%b | 39% | 36% | 40% | 33% | 35% | 32% | 52% | 31% | 55% | 36% | 76% | 57% | 46% |
| Worse than the BBC | 72 | 41 | 14 | 9 | 5 | 1 | 30 | 15 | 26 | 23 | 1 | 6 | 16 | 17 | 8 | 9 | 2 | 4 | 1 | - | 1 | 1 | 2 |
| | 14% | 14% | 13% | 12% | 16% | 26% | 14% | 16% | 13% | 14% | 7% | 9% | 19% | 18% | 10% | 19% | 10% | 27% | 9% | - | 12% | 21% | 14% |
| Don't know | 85 | 57 | 11 | 8 | 9 | - | 28 | 8 | 24 | 21 | 2 | 11 | 19 | 12 | 11 | 10 | 2 | 2 | 2 | 1 | - | - | 2 |
| | 17%chi | 20%chi | 10% | 11% | | | 13%h | 9% | 12% | 12% | 10% | 16% | 23% | 13% | 14% | 22% | 13% | 15% | 13% | 14% | - | - | 15% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 527

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

NOW TV

Base: All respondents who ever use each

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|---------------------------|--------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 507 | 480 | 27 | 398 | 109 | 403 | 104 | 496 | 11 | 495 | 12 |
| Weighted base | 507 | 482 | 25** | 397 | 110 | 399 | 108 | 496 | 10** | 495 | 11** |
| Better than the BBC | 160 | 139 | 21 | 110 | 50 | 114 | 47 | 152 | 9 | 152 | 9 |
| | 32%BDF | 29% | 86% | 28% | 46%AD | 29% | 43%AF | 31% | 84% | 31% | 77% |
| HJ | | | | | | | | | | | |
| About the same as the BBC | 189 | 188 | 1 | 161 | 28 | 161 | 27 | 189 | - | 189 | - |
| | 37%EG | 39%A | 4% | 40%AE | 26% | 40%AG | 25% | 38%a | - | 38%a | - |
| Worse than the BBC | 72 | 72 | * | 66 | 6 | 65 | 7 | 72 | * | 72 | * |
| | 14%EG | 15% | 2% | 17%AE | 5% | 16%ag | 6% | 14% | 4% | 14% | 4% |
| Don't know | 85 | 83 | 2 | 60 | 25 | 59 | 27 | 84 | 1 | 83 | 2 |
| | 17%df | 17% | 9% | 15% | 23% | 15% | 25%af | 17% | 12% | 17% | 20% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 528
Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?
YouTube
Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | | |
|---------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1859 | 981 | 870 | 149 | 217 | 311 | 307 | 290 | 250 | 190 | 145 | 366 | 253 | 564 | 597 | 585 | 166 | 555 | 524 | 332 | 446 | 1079 | 778 |
| Weighted base | 1857 | 950 | 899 | 138 | 209 | 325 | 298 | 311 | 249 | 184 | 143 | 347 | 243 | 568 | 609 | 577 | 153 | 521 | 532 | 365 | 437 | 1053 | 802 |
| Better than the BBC | 762 | 422 | 336 | 86 | 126 | 179 | 120 | 114 | 71 | 41 | 25 | 212 | 150 | 329 | 235 | 136 | 99 | 201 | 209 | 151 | 200 | 410 | 350 |
| | 41%CIJ | 44%AC | 37% | 62%AGH | 60%AGH | 55%AGH | 40%JKP | 37%uJK | 28%kp | 22% | 17% | 61%AGH | 62%AGH | 58%AGH | 39%JKP | 24%k | 65%AIFG | 39% | 39% | 41% | 46%ars | 39% | 44%av |
| About the same as the BBC | 449 | 228 | 218 | 30 | 47 | 81 | 102 | 74 | 55 | 37 | 23 | 77 | 53 | 134 | 176 | 115 | 31 | 127 | 132 | 96 | 94 | 258 | 190 |
| | 24%kP | 24% | 24% | 22% | 23% | 25%k | 34%ADE | 24% | 22% | 20% | 16% | 22% | 22% | 24% | 29%AHj | 20% | 20% | 24% | 25% | 26% | 21% | 25% | 24% |
| | | | | | | | iHJKL | | | | | | | | KlmnPq | | | | | | | | |
| Worse than the BBC | 329 | 181 | 147 | 11 | 13 | 30 | 51 | 76 | 62 | 52 | 34 | 24 | 13 | 43 | 127 | 148 | 12 | 120 | 87 | 49 | 72 | 207 | 121 |
| | 18%DEF | 19% | 16% | 8% | 6% | 9% | 17%DEF | 24%ADE | 25%ADE | 28%ADE | 24%DEFL | 7% | 5% | 8% | 21%aDE | 26%ADEF | 8% | 23%AST | 16% | 13% | 13% | 17% | 20%aw |
| | LMNQtw | | | | | | LMNQ | FgLMNo | FgLMNQ | FGLMNo | MNQ | | | | FgLMNQ | GLMNQ | u | | | | | | |
| Don't know | 318 | 119 | 198 | 11 | 23 | 35 | 25 | 47 | 61 | 54 | 62 | 34 | 27 | 62 | 72 | 177 | 11 | 73 | 105 | 70 | 71 | 178 | 140 |
| | 17%BD | 13% | 22%AB | 8% | 11% | 11% | 8% | 15%dgl | 25%ADE | 29%ADE | 43%ADE | 10% | 11% | 11% | 12%G | 31%ADEF | 7% | 14% | 20%r | 19%r | 16% | 17% | 18% |
| | FGLMNO | | | | | | | oq | FGHLMN | FGHLMN | FGHJL | | | | | GHLMNO | | | | | | | |
| | Qr | | | | | | | | OQ | OQ | MNOPQ | | | | | Q | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 529

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

YouTube

Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|---------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|------------|----------------|----------------|------------------------|------------------|----------------|-------------|-------------|-------------|-------------------|--------------------------------|----------------------|------------------------|---------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1859 | 141 | 72 | 186 | 138 | 158 | 119 | 129 | 151 | 247 | 241 | 143 | 134 | 1455 | 1616 | 46 | 97 | 44 | 26 | 213 | 225 | 271 | 1355 | 151 | 458 |
| Weighted base | 1857 | 150 | 77* | 206 | 143 | 167 | 124 | 91 | 162 | 256 | 263 | 162 | 56 | 1561 | 1608 | 47* | 100* | 45* | 27** | 220 | 232 | 272 | 1351 | 151 | 461 |
| Better than the BBC | 762 41%O | 61 41% | 38 50% | 84 41% | 58 41% | 66 39% | 47 38% | 35 39% | 71 44% | 118 46% | 100 38% | 60 37% | 23 41% | 643 41% | 617 38% | 30 63%AO | 57 57%AO | 27 60%AO | 16 58% | 130 59%AO | 112 48%aVwxy | 104 38% | 549 41% | 59 39% | 190 41% |
| About the same as the BBC | 449 24%cu | 39 26%c | 11 14% | 56 27%c | 31 22% | 51 31%aCkn | 32 26% | 24 27%c | 33 20% | 59 23% | 57 22% | 40 24% | 15 28%c | 370 24%c | 390 24% | 7 15% | 27 27% | 13 28% | 6 22% | 53 24% | 44 19% | 55 20% | 345 26%auy | 35 23% | 94 20% |
| Worse than the BBC | 329 18%QRT | 23 16% | 9 12% | 32 16% | 26 18% | 25 15% | 28 22% | 16 17% | 30 19% | 40 16% | 56 21% | 31 19% | 11 20% | 279 18% | 308 19%AQRT | 7 15%rt | 6 6% | 1 2% | 2 8% | 17 8% | 45 19% | 53 19% | 231 17% | 28 19% | 91 20% |
| Don't know | 318 17%pT | 26 18% | 19 24%m | 34 17% | 27 19% | 25 15% | 17 14% | 16 17% | 28 17% | 38 15% | 50 19% | 31 19% | 7 12% | 269 17% | 294 18%ApqT | 3 6% | 10 10% | 4 9% | 3 12% | 20 9% | 31 13% | 60 22%aUwy | 227 17% | 28 19% | 86 19%U |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 530

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

YouTube

Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|--------------------|-------------------|-------------------|-------------------|--------------------------|-------------------|-------------------|-------------------|-------------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 1859 | 1249 | 343 | 198 | 119 | 15 | 595 | 240 | 541 | 511 | 101 | 240 | 323 | 348 | 295 | 164 | 79 | 59 | 40 | 25 | 30 | 19 | 36 |
| Weighted base | 1857 | 1245 | 341 | 201 | 116 | 15** | 598 | 241 | 544 | 511 | 102* | 246 | 331 | 355 | 301 | 156 | 77* | 59* | 35* | 24** | 28** | 15** | 30* |
| Better than the BBC | 762 | 475 | 160 | 93 | 53 | 9 | 278 | 115 | 258 | 232 | 54 | 109 | 123 | 139 | 127 | 51 | 31 | 24 | 19 | 10 | 12 | 7 | 13 |
| | 41% ^{Bp} | 38% | 47% ^{aB} | 46% ^b | 46% | 58% | 47% ^{AB} | 48% ^{aB} | 47% ^{AB} | 45% ^{aB} | 53% ^{aMnP} | 44% ^p | 37% | 39% | 42% | 33% | 40% | 40% | 53% ^p | 44% | 44% | 50% | 44% |
| About the same as the BBC | 449 | 275 | 101 | 58 | 26 | 4 | 170 | 76 | 157 | 150 | 16 | 55 | 26 | 78 | 85 | 71 | 44 | 25 | 10 | 7 | 7 | 5 | 11 |
| | 24% ^{Bk} | 22% | 30% ^{aB} | 29% ^b | 22% | 28% | 28% ^{AB} | 31% ^{AB} | 29% ^{AB} | 29% ^{AB} | 16% | 22% | 24% | 24% | 24% | 28% ^k | 32% ^{kr} | 16% | 27% | 30% | 27% | 5 | 37% ^{Kr} |
| Worse than the BBC | 329 | 251 | 40 | 27 | 18 | 1 | 77 | 27 | 69 | 65 | 16 | 41 | 68 | 61 | 52 | 31 | 14 | 17 | 5 | 5 | 2 | 1 | 3 |
| | 18% ^{CGH} | 20% ^{ACd} | 12% | 14% | 16% | 7% | 13% | 11% | 13% | 13% | 16% | 17% | 20% | 17% | 17% | 20% | 18% | 28% ^{alnW} | 15% | 21% | 8% | 8% | 9% |
| | IJ | GHIJ | | | | | | | | | | | | | | | | | | | | | |
| Don't know | 318 | 244 | 40 | 22 | 19 | 1 | 73 | 24 | 60 | 64 | 15 | 41 | 62 | 70 | 50 | 30 | 8 | 9 | 2 | 1 | 6 | 1 | 3 |
| | 17% ^{CdG} | 20% ^{ACD} | 12% | 11% | 16% | 6% | 12% ^I | 10% | 11% | 13% ^I | 15% | 17% | 19% ^s | 20% ^s | 17% | 19% ^s | 11% | 15% | 5% | 5% | 21% | 5% | 9% |
| | HU | GHIJ | | | | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Table 531

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

YouTube

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|-------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1859 | 1720 | 139 | 1290 | 569 | 1359 | 500 | 1779 | 80 | 1777 | 82 |
| Weighted base | 1857 | 1720 | 137 | 1284 | 573 | 1344 | 513 | 1777 | 80* | 1776 | 82* |
| Better than the BBC | 762 | 653 | 108 | 450 | 312 | 497 | 264 | 692 | 69 | 692 | 70 |
| | 41%BDF | 38% | 79%AB | 35% | 54%AD | 37% | 52%AF | 39% | 87%AH | 39% | 86%AJ |
| | HJ | | | | | | | | | | |
| About the same as the BBC | 449 | 440 | 9 | 344 | 105 | 359 | 90 | 449 | * | 449 | * |
| | 24%CEG | 26%AC | 7% | 27%AE | 18% | 27%AG | 18% | 25%AI | * | 25%AK | * |
| | IK | | | | | | | | | | |
| Worse than the BBC | 329 | 323 | 5 | 277 | 52 | 280 | 48 | 326 | 2 | 326 | 2 |
| | 18%CEG | 19%AC | 4% | 22%AE | 9% | 21%AG | 9% | 18%AI | 3% | 18%AK | 3% |
| | IK | | | | | | | | | | |
| Don't know | 318 | 303 | 15 | 214 | 105 | 208 | 110 | 310 | 8 | 309 | 9 |
| | 17%cF | 18%ac | 11% | 17% | 18% | 15% | 21%AF | 17% | 10% | 17% | 11% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 532

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Non-BBC radio stations

Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|---------------|--------------|--------------|-----------------------------|-------------------|-------------|------------|-------------|-------------|-------------|---------------------------------|------------|------------|-------------|--------------|------------------------------|---------------------|---------------|-------------|------------|------------|--------------|--------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 1408 | 754 | 650 | 86 | 126 | 210 | 236 | 242 | 211 | 181 | 116 | 212 | 146 | 356 | 478 | 508 | 96 | 419 | 394 | 270 | 323 | 813 | 593 |
| Weighted base | 1415 | 727 | 684 | 80* | 122 | 219 | 229 | 262 | 211 | 178 | 113 | 202 | 141 | 360 | 491 | 502 | 89* | 389 | 405 | 299 | 320 | 794 | 618 |
| Better than the BBC | 270 19%kp | 145 20% | 124 18% | 13 17% | 24 19% | 50 23%Kp | 47 21%k | 57 22%kp | 34 16% | 33 18% | 12 10% | 37 18% | 27 20%k | 78 22%Kp | 105 21%Kp | 78 16% | 15 17% | 66 17% | 68 17% | 65 22% | 70 22% | 135 17% | 136 22%av |
| About the same as the BBC | 506 36%J | 262 36% | 243 36% | 25 31% | 52 43%JkM p | 82 37%j | 90 39%J | 94 36%j | 83 39%JP | 47 27% | 33 29% | 77 38%j | 53 38%j | 135 37%j | 184 37%j | 164 33%j | 32 35%j | 147 38% | 135 33% | 106 35% | 118 37% | 282 36% | 224 36% |
| Worse than the BBC | 299 21%CIW | 185 26%AC | 114 17% | 26 32%aef ghikl op | 22 18% | 41 19% | 46 20% | 54 21% | 44 21% | 47 26% | 20 17% | 48 24%e | 30 21%e | 71 20% | 100 20% | 111 22% | 27 30%aef kno | 102 26%ATU | 91 23% | 49 16% | 56 18% | 193 24%AW | 105 17% |
| Don't know | 339 24%BR | 134 18% | 203 30%AB | 16 20% | 24 19% | 46 21% | 47 20% | 56 21% | 50 24% | 51 29%lo | 49 43%ADE FGHJL MNO PQ | 40 20% | 30 21% | 76 21% | 103 21% | 150 30%Aef GhLMN Oq | 16 18% | 75 19% | 109 27%R | 79 26%r | 75 23% | 184 23% | 154 25% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Table 533

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Non-BBC radio stations

Base: All respondents who ever use each

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|---------------------------|--------------|--------------|----------------|----------------|------------------------------|-------------------|--------------------|-------------|---------------------|-------------|----------------|----------------|------------------------|------------------|-------------|-----------|-------------|-------------|-------------------|--------------------------------|----------------------|------------------------|------------|-----------|------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 1408 | 104 | 53 | 128 | 113 | 113 | 87 | 98 | 122 | 192 | 185 | 113 | 100 | 1106 | 1247 | 28 | 66 | 32 | 16 | 142 | 151 | 209 | 1045 | 108 | 329 |
| Weighted base | 1415 | 111 | 57* | 143 | 118 | 120 | 92* | 69* | 132 | 199 | 204 | 129 | 41* | 1194 | 1249 | 29** | 68* | 33* | 17** | 147 | 157 | 213 | 1045 | 108 | 336 |
| Better than the BBC | 270 19%r | 19 17% | 10 17% | 29 20% | 30 26% | 20 17% | 18 20% | 12 18% | 26 19% | 40 20% | 33 16% | 26 20% | 7 18% | 232 19% | 242 19%r | 7 25% | 11 16% | 1 3% | 1 7% | 20 14%r | 37 24% | 45 21% | 194 19% | 24 22% | 68 20% |
| About the same as the BBC | 506 36%Lo | 35 32% | 24 43%gl | 50 35% | 42 35%l | 42 35% | 24 27% | 29 42%gL | 48 37%l | 83 41%gL | 82 40%gL | 30 23% | 16 39%l | 426 36%L | 433 35% | 7 25% | 36 53%AO | 19 58%AO | 6 36% | 69 47%AO | 45 29% | 70 33% | 387 37% | 35 32% | 111 33% |
| Worse than the BBC | 299 21%j | 26 24% | 7 13% | 39 28%cj | 21 18% | 27 23% | 19 21% | 12 17% | 31 23% | 29 15% | 39 19% | 35 27%cj | 14 33%ACE HJKN | 248 21%j | 273 22% | 7 25% | 9 14% | 3 10% | 5 31% | 25 17% | 36 23% | 43 20% | 222 21% | 25 23% | 71 21% |
| Don't know | 339 24%M | 30 28%M | 16 28%m | 25 17% | 25 21%k | 31 25%M | 30 33%aDi Mn | 16 23%k | 27 21%k | 48 24%M | 49 24%M | 38 29%k | 4 10% | 288 24%M | 301 24% | 7 25% | 11 17% | 10 29% | 4 27% | 33 22% | 38 24% | 54 26% | 243 23% | 25 23% | 85 25% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 534

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Non-BBC radio stations

Base: All respondents who ever use each

| Total (a) | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|------|
| | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 1408 | 950 | 255 | 162 | 96 | 9 | 449 | 163 | 401 | 391 | 56 | 170 | 251 | 274 | 228 | 132 | 59 | 45 | 34 | 21 | 22 | 16 | 29 |
| Weighted base | 1415 | 950 | 256 | 165 | 97* | 9** | 455 | 165 | 406 | 396 | 57* | 175 | 260 | 282 | 235 | 128 | 59* | 44* | 30* | 19** | 20** | 12** | 24** |
| Better than the BBC | 270 | 171 | 64 | 41 | 20 | 1 | 97 | 28 | 90 | 87 | 11 | 40 | 40 | 56 | 47 | 26 | 8 | 12 | 4 | 5 | 3 | 2 | 5 |
| | 19% | 18% | 25%abg | 25% | 21% | 16% | 21% | 17% | 22%h | 22% | 20% | 23%m | 15% | 20% | 20% | 21% | 14% | 26% | 13% | 24% | 16% | 17% | 20% |
| About the same as the BBC | 506 | 321 | 98 | 71 | 42 | 4 | 181 | 68 | 161 | 161 | 20 | 59 | 93 | 89 | 92 | 47 | 26 | 15 | 17 | 7 | 6 | 3 | 9 |
| | 36%b | 34% | 38% | 43%b | 43% | 48% | 40%ab | 41% | 40%b | 41%ab | 36% | 34% | 36% | 32% | 39% | 37% | 44% | 35% | 55%almN | 38% | 32% | 26% | 38% |
| Worse than the BBC | 299 | 208 | 50 | 30 | 14 | 1 | 90 | 34 | 82 | 76 | 9 | 33 | 68 | 61 | 44 | 22 | 15 | 10 | 5 | 4 | 7 | 6 | 6 |
| | 21% | 22% | 20% | 18% | 14% | 13% | 20% | 21% | 20% | 19% | 15% | 19% | 26%a | 22% | 19% | 17% | 25% | 24% | 15% | 20% | 36% | 48% | 24% |
| Don't know | 339 | 250 | 44 | 24 | 21 | 2 | 87 | 36 | 73 | 72 | 16 | 43 | 59 | 76 | 52 | 32 | 10 | 7 | 5 | 3 | 3 | 1 | 4 |
| | 24%CDG | 26%ACD | 17% | 14% | 22% | 24% | 19% | 22% | 18% | 18% | 29% | 24% | 23% | 27% | 22% | 25% | 17% | 15% | 16% | 17% | 16% | 9% | 17% |
| | IJ | GU | | | | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 535

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Non-BBC radio stations

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|-----------|-----------------------|-----------|--------------------|-----------|---|-----------|---|-----------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 1408 | 1339 | 69 | 1138 | 270 | 1072 | 336 | 1382 | 26 | 1382 | 26 |
| Weighted base | 1415 | 1345 | 69* | 1136 | 278 | 1065 | 349 | 1389 | 26** | 1389 | 26** |
| Better than the BBC | 270 | 234 | 36 | 170 | 100 | 167 | 103 | 250 | 20 | 250 | 20 |
| | 19%BDF | 17% | 53%AB | 15% | 36%AD | 16% | 29%AF | 18% | 76% | 18% | 76% |
| HJ | | | | | | | | | | | |
| About the same as the BBC | 506 | 493 | 14 | 443 | 63 | 404 | 102 | 502 | 4 | 502 | 4 |
| | 36%CEG | 37%AC | 20% | 39%AE | 23% | 38%AG | 29% | 36%a | 17% | 36%a | 17% |
| Worse than the BBC | 299 | 292 | 7 | 273 | 26 | 265 | 35 | 298 | 1 | 298 | 1 |
| | 21%cEG | 22%ac | 11% | 24%AE | 10% | 25%AG | 10% | 21%a | 4% | 21%a | 4% |
| Don't know | 339 | 327 | 12 | 250 | 89 | 229 | 109 | 338 | 1 | 338 | 1 |
| | 24%DF | 24% | 17% | 22% | 32%AD | 22% | 31%AF | 24%a | 3% | 24%a | 3% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 536

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Twitter

Base: All respondents who ever use each

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|------------------------|------------|--------------|---------------------|----------------------|----------------------|-------------------|------------------------|------------------------------|------------------------------|-------------------------------|-----------------------|----------------------|-----------------------|-------------------------|------------------------------|---------------------|------------|------------|------------|-----------|------------|-------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 992 | 564 | 421 | 81 | 152 | 195 | 186 | 157 | 121 | 66 | 34 | 233 | 177 | 372 | 343 | 221 | 95 | 319 | 285 | 179 | 207 | 604 | 386 |
| Weighted base | 982 | 544 | 431 | 74* | 146 | 200 | 182 | 166 | 119 | 63* | 32* | 220 | 170 | 369 | 348 | 214 | 87* | 294 | 291 | 195 | 199 | 585 | 394 |
| Better than the BBC | 199 20%Ujk P | 121 22% | 75 17% | 17 22%JKP | 47 32%AgH JKOP | 58 29%AHl JKOP | 37 20%Ujk P | 25 15%p | 11 9% | 3 5% | 1 5% | 64 29%AgH JKOP | 54 32%AgH JKOP | 112 30%AgH JKOP | 61 18%ijP | 16 7% | 23 27%dhl JKP | 57 19% | 56 19% | 44 23% | 41 20% | 113 19% | 85 22% |
| About the same as the BBC | 241 25%Ujk P | 126 23% | 112 26% | 27 36%ahl JKP | 50 34%AhI JKP | 50 25%Ujk P | 53 29%Ujk P | 36 22%jP | 17 14% | 6 9% | 3 8% | 77 35%AHl JKnoP | 58 34%AhI JKP | 107 29%aU KP | 89 26%Ujk P | 25 12% | 31 36%ahl JKP | 84 29% | 67 23% | 42 21% | 48 24% | 151 26% | 90 23% |
| Worse than the BBC | 349 36%EFIL MN | 207 38% | 140 32% | 22 29% | 31 21% | 57 29% | 67 37%ELM N | 80 48%ADE FgLMNQ | 50 42%EFIL MNq | 30 47%cdEF LMNq | 11 34% | 53 24% | 38 22% | 95 26% | 147 42%AdE FgLMNq | 91 42%adE FLMNq | 24 28% | 106 36% | 114 39% | 62 32% | 66 33% | 220 38% | 128 33% |
| Don't know | 193 20%Beg LMNOq | 89 16% | 104 24%AB | 9 12% | 18 12% | 35 17% | 25 14% | 25 15% | 40 34%ADE FGHLMN OQ | 25 39%ADE FGHLMN OQ | 17 54%ADE FGHILM NOQ | 27 12% | 21 12% | 55 15% | 50 14% | 82 38%ADE FGHLMN OQ | 9 10% | 47 16% | 54 18% | 47 24%r | 44 22% | 101 17% | 91 23%av |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 537

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Twitter

Base: All respondents who ever use each

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|---------------------------|--------------------|---------------|----------------|----------------|-------------------------------|--------------------|--------------------|------------|----------------------|------------|----------------|----------------|------------------------|-------------------|--------------------|-----------|-------------|-------------|---------------------|---------------------------------|-----------------------|--------------------------|-------------|-----------|-----------|
| | Total (a) | Scot-land (b) | North East (c) | North West (d) | York-shire and the Humber (e) | West Mid-lands (f) | East Mid-lands (g) | Wales (h) | East of Eng-land (i) | London (j) | South East (k) | South West (l) | North-ern Ire-land (m) | NET: Eng-land (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chin-ese/ other (s) | NET: Min-ority Ethnic Group (t) | Mental condit ion (u) | Physic al condit ion (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 992 | 80 | 34 | 80 | 61 | 96 | 54 | 74 | 72 | 166 | 122 | 77 | 76 | 762 | 832 | 30 | 63 | 34 | 15 | 142 | 133 | 136 | 736 | 73 | 232 |
| Weighted base | 982 | 84* | 37* | 88* | 63* | 101* | 57* | 52* | 78* | 170 | 134 | 87* | 31* | 814 | 818 | 31** | 64* | 35* | 15** | 145 | 137 | 135 | 726 | 73* | 232 |
| Better than the BBC | 199 20%O | 17 20% | 11 29% | 15 18% | 13 21% | 19 19% | 12 22% | 11 20% | 16 21% | 43 25%k | 20 15% | 17 19% | 6 18% | 166 20% | 150 18% | 9 29% | 16 25% | 13 39%AO | 4 27% | 43 29%AO | 33 24%vxy | 22 16% | 154 21% | 10 14% | 40 17% |
| About the same as the BBC | 241 25%ovy | 22 26% | 8 23% | 26 29% | 13 21% | 22 22% | 15 26% | 9 18% | 13 17% | 50 29%l | 39 29% | 17 19% | 8 25% | 202 25% | 191 23% | 4 13% | 25 39%AO | 12 34% | 4 26% | 45 31% | 26 19% | 24 17% | 188 26%v | 14 19% | 46 20% |
| Worse than the BBC | 349 36%JqR T | 32 38%j | 8 23% | 33 38%j | 24 38%j | 39 39%j | 19 34% | 19 37%j | 34 43%cJ | 41 24% | 48 36%j | 38 43%cJ | 13 42%J | 285 35%J | 310 38%AQR T | 13 41% | 14 21% | 4 12% | 3 19% | 33 23% | 51 37% | 55 41% | 251 35% | 33 45% | 91 39% |
| Don't know | 193 20% | 14 17% | 9 25% | 14 15% | 12 20% | 21 21% | 10 18% | 13 25% | 15 19% | 37 22% | 27 20% | 16 18% | 5 15% | 162 20% | 167 20% | 5 17% | 9 15% | 5 15% | 4 28% | 24 17% | 27 20% | 35 26% | 133 18% | 16 22% | 55 24% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 538

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Twitter

Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 982 | 637 | 200 | 116 | 70 | 13 | 342 | 132 | 311 | 297 | 51 | 128 | 181 | 169 | 153 | 84 | 41 | 28 | 23 | 20 | 20 | 12 | 30 |
| Weighted base | 982 | 629 | 197 | 116 | 68* | 13** | 340 | 131 | 309 | 294 | 52* | 128 | 184 | 172 | 156 | 79* | 41* | 27** | 20** | 18** | 20** | 8** | 25** |
| Better than the BBC | 199 | 118 | 45 | 22 | 12 | 3 | 78 | 41 | 74 | 61 | 10 | 32 | 32 | 40 | 31 | 17 | 8 | 2 | 3 | 3 | 5 | * | 6 |
| | 20% | 19% | 23% | 19% | 17% | 27% | 23%kj | 32%ABc deGJ | 24%aJ | 21% | 19% | 25% | 17% | 23% | 20% | 21% | 20% | 9% | 16% | 17% | 25% | 6% | 24% |
| About the same as the BBC | 241 | 135 | 63 | 36 | 13 | 6 | 101 | 44 | 94 | 88 | 11 | 34 | 43 | 41 | 36 | 16 | 14 | 8 | 5 | 5 | 8 | 2 | 7 |
| | 25%B | 21% | 32%ABe | 31%be | 19% | 49% | 30%aBe | 33%aBe | 30%ABe | 30%aBe | 21% | 26% | 23% | 24% | 23% | 20% | 36% | 30% | 25% | 26% | 40% | 24% | 26% |
| Worse than the BBC | 349 | 241 | 59 | 39 | 29 | 2 | 106 | 28 | 92 | 97 | 17 | 32 | 74 | 64 | 51 | 32 | 15 | 8 | 7 | 6 | 5 | 10 | 11 |
| | 36%gHi | 38%acg | 30%h | 34%h | 43%cgH | 17% | 31%H | 22% | 30%H | 33%Hi | 33% | 25% | 40%L | 37%l | 32% | 41%l | 37% | 43% | 40% | 29% | 64% | 41% | 41% |
| Don't know | 193 | 136 | 29 | 20 | 15 | 1 | 56 | 18 | 49 | 48 | 14 | 31 | 36 | 28 | 39 | 14 | 3 | 5 | 4 | 3 | 1 | * | 2 |
| | 20%iq | 22%ach | 15% | 17% | 21% | 7% | 16% | 14% | 16% | 16% | 26%q | 24%q | 19% | 16% | 25%q | 18% | 7% | 18% | 18% | 17% | 6% | 6% | 9% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 539

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Twitter

Base: All respondents who ever use each

| Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------------|--------------|-----------------------|--------------|--------------------|--------------|---|--------------|---|--------------|-------------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 992 | 922 | 70 | 709 | 283 | 809 | 183 | 956 | 36 | 955 | 37 |
| Weighted base | 982 | 913 | 69* | 701 | 281 | 795 | 186 | 946 | 36* | 945 | 37* |
| Better than the BBC | 199 20%BD HJ | 174 19% | 25 36%AB | 114 16% | 84 30%AD | 134 17% | 65 35%AF | 185 20% | 14 39%AH | 185 20% | 14 38%AJ |
| About the same as the BBC | 241 25% | 230 25% | 11 17% | 180 26% | 62 22% | 201 25% | 41 22% | 237 25% | 4 11% | 237 25% | 4 11% |
| Worse than the BBC | 349 36%CE IK | 336 37%AC | 13 19% | 283 40%AE | 66 23% | 321 40%AG | 28 15% | 344 36%AI | 4 13% | 344 36%AK | 4 12% |
| Don't know | 193 20%bdf HJ | 173 19% | 20 29%ab | 124 18% | 69 25%ad | 140 18% | 53 28%AF | 180 19% | 13 37%AH | 179 19% | 14 39%AJ |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Absolutes/col percents

Table 540

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Mail online

Base: All respondents who ever use each

| | Gender | | Age | | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------|--------------------|----------|-------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------|--------------------|------------------|--------------------|-------------------|-------------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (l) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 894 | 462 | 427 | 48 | 112 | 151 | 133 | 140 | 125 | 102 | 83 | 160 | 127 | 278 | 273 | 310 | 59 | 283 | 245 | 153 | 213 | 528 | 366 |
| Weighted base | 895 | 446 | 445 | 43* | 109 | 156 | 129 | 149 | 127 | 99* | 83* | 151 | 122 | 278 | 279 | 309 | 53* | 266 | 244 | 171 | 214 | 511 | 385 |
| Better than the BBC | 119 | 66 | 52 | 5 | 12 | 29 | 19 | 22 | 12 | 13 | 7 | 18 | 13 | 42 | 40 | 32 | 6 | 37 | 26 | 31 | 26 | 63 | 56 |
| | 13% | 15% | 12% | 12% | 11% | 19%aik | 14% | 15% | 9% | 14% | 8% | 12% | 11% | 15% | 15% | 10% | 12% | 14% | 11% | 18% _s | 12% | 12% | 15% |
| | | | | | | p | | | | | | | | | | | | | | | | | |
| About the same as the BBC | 263 | 126 | 134 | 14 | 38 | 62 | 44 | 47 | 25 | 18 | 14 | 52 | 38 | 101 | 91 | 57 | 18 | 78 | 74 | 48 | 63 | 152 | 111 |
| | 29% _{ljk} | 28% | 30% | 33% _{ijkp} | 35% _{LJK} | 40% _{AUJ} | 34% _{LJK} | 31% _{ijk} | 20% | 18% | 17% | 35% _{LJK} | 31% _{ijk} | 36% _{AUJ} | 33% _{LJK} | 18% | 34% _{ijk} | 29% | 30% | 28% | 29% | 30% | 29% |
| | p | | | mP | KP | P | P | P | | | | p | p | KP | p | | P | | | | | | |
| Worse than the BBC | 311 | 165 | 145 | 16 | 38 | 40 | 40 | 54 | 52 | 35 | 36 | 54 | 48 | 87 | 94 | 123 | 20 | 98 | 100 | 48 | 65 | 198 | 113 |
| | 35% _{FW} | 37% | 33% | 37% | 35% | 25% | 31% | 36% | 41% _F | 35% | 44% _{Fn} | 36% | 39% _{efn} | 31% _f | 34% | 40% _{aFn} | 38% | 37% | 41% _{atu} | 28% | 30% | 39% _{AW} | 29% |
| Don't know | 203 | 88 | 115 | 8 | 20 | 25 | 26 | 27 | 38 | 34 | 26 | 27 | 23 | 48 | 53 | 97 | 9 | 54 | 45 | 44 | 60 | 98 | 104 |
| | 23% _{bfn} | 20% | 26% _{ab} | 18% | 18% | 16% | 20% | 18% | 30% _{aeF} | 34% _{Ade} | 31% _{efh} | 18% | 19% | 17% | 19% | 31% _{AEF} | 16% | 20% | 18% | 26% | 28% _{ars} | 19% | 27% _{AV} |
| | V | | | | | | | | hlmNoq | FgHLmN | Oq | | | | | gHLMNO | q | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base



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Absolutes/col percents

Table 541

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Mail online

Base: All respondents who ever use each

| | GOR | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | | | |
|---------------------------|----------------------------------|--------------|----------------|---------------------------|------------------------------|------------------------|------------------------|-----------------------|------------------------|---------------------------------|------------------------|------------------------|------------------------|-------------------------|---------------------------|-----------|-------------------------|-----------|-------------------|--------------------------------|------------------------|--------------------------|--------------------------------|-----------|--------------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (g) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 894 | 51 | 34 | 103 | 57 | 84 | 52 | 57 | 70 | 148 | 98 | 74 | 66 | 720 | 744 | 20 | 67 | 30 | 17 | 134 | 88 | 131 | 672 | 67 | 203 |
| Weighted base | 895 | 54* | 36* | 114 | 59* | 88* | 55* | 40* | 76* | 153 | 108* | 84* | 27* | 773 | 741 | 21** | 70* | 31** | 18** | 139 | 92* | 133 | 671 | 68* | 205 |
| Better than the BBC | 119 13% | 6 11% | 5 15% | 9 8% | 9 16% | 11 12% | 5 10% | 7 18% ^d | 12 16% | 20 13% | 21 19% ^d | 9 11% | 4 15% | 101 13% | 101 14% | 2 10% | 6 9% | - | 5 30% | 13 10% | 10 11% | 16 12% | 92 14% | 9 13% | 24 12% |
| About the same as the BBC | 263 29% ⁱ OV xY | 13 25% | 6 17% | 41 36% ^c gi | 14 24% | 31 35% ⁱ | 10 19% | 10 25% | 14 19% | 61 40% ^{Ace} GkN | 27 25% | 25 29% | 10 35% ⁱ | 230 30% ⁱ | 197 27% | 7 35% | 31 45% ^{AO} | 18 58% | 4 23% | 60 43% ^{AO} | 24 26% ^y | 25 19% | 218 32% ^{AVx} Y | 12 17% | 40 20% |
| Worse than the BBC | 311 35% ^{QT} | 22 41% | 15 40% | 42 37% | 25 42% | 26 30% | 23 43% | 14 35% | 27 35% | 43 28% | 37 34% | 26 31% | 11 39% | 264 34% | 278 38% ^{AQT} | 8 36% | 14 20% | 7 22% | 3 16% | 31 22% | 38 41% | 49 37% | 223 33% | 29 43% | 81 39% |
| Don't know | 203 23% ^{mw} | 13 23% | 10 27% | 22 19% | 11 18% | 21 24% | 16 29% ^m | 9 21% | 23 30% ^m | 29 19% | 23 21% | 24 28% ^m | 3 12% | 178 23% ^m | 164 22% | 4 19% | 19 27% | 6 20% | 5 31% | 35 25% | 20 22% | 43 32% ^{AuW} | 139 21% | 18 26% | 60 29% ^{auw} |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 542

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Mail online

Base: All respondents who ever use each

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 894 | 599 | 159 | 102 | 57 | 10 | 285 | 111 | 259 | 247 | 43 | 131 | 156 | 152 | 136 | 87 | 32 | 24 | 22 | 15 | 15 | 8 | 18 |
| Weighted base | 895 | 598 | 160 | 103* | 55* | 10** | 287 | 112 | 261 | 249 | 44* | 136 | 162 | 156 | 140 | 80* | 30** | 24** | 19** | 14** | 13** | 6** | 15** |
| Better than the BBC | 119 | 78 | 25 | 10 | 3 | 3 | 38 | 16 | 36 | 31 | 3 | 22 | 17 | 26 | 18 | 12 | 6 | 2 | 3 | - | 1 | 2 | 2 |
| | 13% | 13% | 15%e | 10% | 5% | 31% | 13%e | 14% | 14% | 12% | 7% | 16% | 11% | 17% | 13% | 15% | 19% | 10% | 14% | - | 8% | 25% | 15% |
| About the same as the BBC | 263 | 149 | 70 | 38 | 19 | 4 | 110 | 50 | 103 | 98 | 12 | 41 | 40 | 39 | 46 | 25 | 10 | 7 | 9 | 6 | 8 | 2 | 6 |
| | 29%B | 25% | 44%ABg | 37%b | 34% | 37% | 38%AB | 45%AB | 39%AB | 39%AB | 27% | 30% | 25% | 25% | 33% | 31% | 35% | 31% | 50% | 42% | 57% | 32% | 38% |
| Worse than the BBC | 311 | 234 | 37 | 27 | 18 | 2 | 74 | 25 | 66 | 65 | 21 | 41 | 57 | 55 | 48 | 32 | 10 | 11 | 4 | 6 | 5 | 2 | 5 |
| | 35%CGH | 39%ACd | 23% | 27% | 33% | 22% | 26% | 23% | 25% | 26% | 49%l | 30% | 35% | 35% | 34% | 40% | 32% | 48% | 20% | 41% | 34% | 32% | 33% |
| | IJ | GHIJ | | | | | | | | | | | | | | | | | | | | | |
| Don't know | 203 | 137 | 28 | 28 | 15 | 1 | 65 | 21 | 57 | 56 | 7 | 33 | 48 | 35 | 28 | 12 | 4 | 3 | 3 | 2 | - | 1 | 2 |
| | 23% | 23% | 17% | 27%c | 28% | 10% | 23%c | 19% | 22%c | 22%c | 17% | 24% | 30%ap | 23% | 20% | 15% | 14% | 12% | 17% | 16% | - | 11% | 15% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 543

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

Mail online

Base: All respondents who ever use each

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------|---------------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 894 | 853 | 41 | 700 | 194 | 726 | 168 | 877 | 17 | 876 | 18 |
| Weighted base | 895 | 856 | 39* | 696 | 199 | 720 | 175 | 880 | 16** | 879 | 17** |
| Better than the BBC | 119 | 105 | 14 | 84 | 35 | 81 | 38 | 113 | 6 | 113 | 6 |
| HJ | 13%BdF | 12% | 35%AB | 12% | 18%cd | 11% | 22%AF | 13% | 41% | 13% | 39% |
| About the same as the BBC | 263 | 256 | 6 | 213 | 50 | 221 | 42 | 261 | 2 | 261 | 2 |
| | 29% | 30% | 16% | 31% | 25% | 31% | 24% | 30% | 12% | 30% | 12% |
| Worse than the BBC | 311 | 305 | 6 | 258 | 53 | 280 | 31 | 310 | 1 | 310 | 1 |
| | 35%CEG | 36%AC | 14% | 37%AE | 27% | 39%AG | 18% | 35%a | 4% | 35%a | 4% |
| Don't know | 203 | 189 | 14 | 141 | 61 | 139 | 63 | 196 | 7 | 195 | 8 |
| | 23%DFJ | 22% | 35% | 20% | 31%AD | 19% | 36%AF | 22% | 42% | 22% | 46% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 544
Q30. Finally, thinking about everything the BBC does across TV, radio and online, on a scale of 1 to 10, where 1 is extremely unfavourable and 10 is extremely favourable, what is your overall impression of the BBC?
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|----------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| 10 - Extremely favourable | 179 | 83 | 94 | 14 | 20 | 22 | 29 | 30 | 24 | 24 | 18 | 34 | 22 | 43 | 59 | 65 | 17 | 54 | 45 | 39 | 40 | 99 | 79 |
| | 8% | 8% | 9% | 10% | 9% | 6% | 9% | 9% | 8% | 9% | 8% | 9% | 9% | 7% | 9% | 8% | 11% | 9% | 7% | 9% | 8% | 8% | 8% |
| 9 | 301 | 150 | 150 | 24 | 22 | 33 | 50 | 41 | 52 | 39 | 41 | 46 | 31 | 63 | 90 | 133 | 26 | 99 | 82 | 56 | 65 | 181 | 120 |
| | 14%FN | 14% | 14% | 17%fn | 10% | 9% | 15%fn | 12% | 17%eFn | 15%f | 19%aeF | 13% | 12%e | 11% | 14% | 17%AeF | 17%efn | 17%au | 13% | 13% | 12% | 15% | 13% |
| 8 | 448 | 214 | 234 | 30 | 41 | 68 | 57 | 68 | 71 | 64 | 49 | 71 | 48 | 116 | 125 | 184 | 31 | 132 | 141 | 79 | 96 | 272 | 175 |
| | 21%w | 20% | 22% | 21% | 19% | 20% | 18% | 20% | 23% | 25%go | 23% | 20% | 19% | 19% | 19% | 23%ago | 20% | 22% | 23% | 18% | 18% | 23%aw | 18% |
| 7 | 363 | 172 | 189 | 19 | 55 | 71 | 56 | 65 | 41 | 31 | 25 | 74 | 62 | 134 | 120 | 98 | 25 | 97 | 114 | 73 | 79 | 211 | 152 |
| | 17%jkP | 16% | 18% | 13% | 25%ADg | 21%aJ | 17%p | 19%jkP | 13% | 12% | 12% | 21%aDl | 25%ADg | 23%Adl | 18%jkP | 12% | 16%dl | 17% | 19% | 17% | 15% | 18% | 16% |
| 6 | 227 | 114 | 112 | 22 | 29 | 37 | 33 | 36 | 26 | 25 | 19 | 50 | 33 | 70 | 69 | 70 | 23 | 59 | 68 | 47 | 53 | 127 | 100 |
| | 11% | 11% | 10% | 15%ikp | 13% | 11% | 10% | 10% | 8% | 10% | 9% | 14%aiP | 13%p | 12% | 10% | 9% | 15%ip | 10% | 11% | 11% | 10% | 11% | 10% |
| 5 | 186 | 86 | 99 | 20 | 24 | 39 | 31 | 26 | 19 | 13 | 13 | 44 | 27 | 65 | 58 | 45 | 21 | 48 | 49 | 42 | 47 | 97 | 89 |
| | 9%jP | 8% | 9% | 14%ahl | 11%jP | 11%Jk | 10%jp | 8% | 6% | 5% | 6% | 12%Ahl | 11%jP | 11%aJk | 9%p | 6% | 13%ahlJ | 8% | 8% | 10% | 9% | 8% | 9% |
| 4 | 119 | 66 | 51 | 1 | 8 | 20 | 17 | 17 | 17 | 18 | 19 | 9 | 9 | 29 | 35 | 55 | 1 | 30 | 30 | 22 | 36 | 60 | 58 |
| | 6%DLQ | 6% | 5% | 1% | 4% | 6%dlQ | 5%dq | 5%dq | 6%dlQ | 7%DLQ | 9%DeL | 3%dq | 4%q | 5%dlQ | 5%dlq | 7%aDLQ | 1% | 5% | 5% | 5% | 7% | 5% | 6% |
| 3 | 118 | 67 | 51 | 4 | 11 | 17 | 12 | 18 | 27 | 17 | 11 | 15 | 12 | 29 | 30 | 55 | 5 | 25 | 29 | 25 | 39 | 54 | 63 |
| | 5%v | 6% | 5% | 3% | 5% | 5% | 4% | 5% | 9%adgl | 7% | 5% | 4% | 5% | 5% | 5% | 7%ag | 3% | 4% | 5% | 6% | 7%ar | 5% | 7%av |
| 2 | 73 | 39 | 35 | 2 | 1 | 12 | 13 | 12 | 13 | 9 | 10 | 3 | 1 | 13 | 25 | 33 | 2 | 19 | 15 | 14 | 25 | 34 | 38 |
| | 3%ELMn | 4% | 3% | 2% | * | 3%elmn | 4%ELM | 3%elm | 4%ELM | 4%elM | 5%ELMn | 1% | * | 2%elM | 4%eLM | 4%ELMn | 1% | 3% | 2% | 3% | 5%ss | 3% | 4% |
| 1 - Extremely unfavourable | 138 | 81 | 57 | 5 | 6 | 25 | 22 | 33 | 21 | 14 | 11 | 11 | 6 | 31 | 55 | 47 | 5 | 23 | 36 | 38 | 42 | 58 | 80 |
| | 6%ceLM | 8%ac | 5% | 3% | 3% | 7%elmn | 7%elm | 10%adEL | 7%elm | 6% | 5% | 3% | 3% | 5%elM | 8%adEL | 6%lm | 3% | 4% | 6% | 9%aR | 8%R | 5% | 8%AV |
| | RV | | | | | | | Mnpq | | | | | | | Mnq | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 544

Q30. Finally, thinking about everything the BBC does across TV, radio and online, on a scale of 1 to 10, where 1 is extremely unfavourable and 10 is extremely favourable, what is your overall impression of the BBC?

Base: All respondents

Absolutes/col percents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--------------------|--------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|-----------|-------------|-------------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: 8-10 | 928 | 447 | 478 | 68 | 83 | 122 | 136 | 138 | 146 | 127 | 108 | 150 | 100 | 222 | 274 | 382 | 74 | 285 | 267 | 173 | 201 | 552 | 374 |
| | 43%FNu | 42% | 45% | 48%fn | 38% | 36% | 42% | 40% | 47%eFN | 50%aeF | 50%aeF | 42%n | 40% | 37% | 41% | 49%AEF | 47%fn | 49%ATU | 44% | 40% | 39% | 46%AW | 39% |
| | W | | | | | | | | | hmNo | hmNo | | | | | HlmNO | | | | | | | |
| NET: 4-7 | 895 | 438 | 451 | 62 | 115 | 168 | 138 | 145 | 104 | 88 | 76 | 177 | 131 | 299 | 282 | 268 | 70 | 234 | 261 | 185 | 215 | 496 | 399 |
| | 42%ljk | 41% | 42% | 44%ip | 53%AgH | 49%AU | 43%ijP | 42%ip | 33% | 34% | 35% | 50%Ahl | 52%Agh | 50%Agh | 42%jJP | 34% | 45%ijp | 40% | 43% | 43% | 41% | 42% | 42% |
| | P | | | | IJKOP | KP | | | | | | JKoP | IJKOP | IJKOP | | | | | | | | | |
| NET: 1-3 | 329 | 187 | 142 | 11 | 18 | 54 | 48 | 63 | 61 | 41 | 33 | 29 | 19 | 73 | 111 | 134 | 12 | 67 | 79 | 76 | 105 | 146 | 181 |
| | 15%cdE | 17%AC | 13% | 8% | 8% | 16%deL | 15%deL | 18%DEL | 20%aDE | 16%deL | 15%delm | 8% | 8% | 12%eLM | 17%DEL | 17%DELM | 8% | 11% | 13% | 18%R | 20%ARS | 12% | 19%AV |
| | LMnQRV | | | | | MNq | Mq | MnQ | LMNQ | Mq | q | | | | MnQ | nQ | | | | | | | |
| Mean | 6.52Bf | 6.38 | 6.66aB | 6.98aF | 6.81Fh | 6.26 | 6.52 | 6.32 | 6.45 | 6.64 | 6.63 | 6.88AF | 6.88aF | 6.52F | 6.42 | 6.56 | 7.02AF | 6.85AT | 6.84U | 6.34 | 6.16 | 6.74AW | 6.24 |
| | UW | | | Hino | no | | | | | | | gHINO | HINO | | | | gHINO | U | | | | | |
| Standard deviation | 2.50 | 2.58 | 2.42 | 2.17 | 2.06 | 2.44 | 2.56 | 2.65 | 2.65 | 2.56 | 2.57 | 2.11 | 2.02 | 2.30 | 2.60 | 2.59 | 2.15 | 2.35 | 2.38 | 2.62 | 2.65 | 2.37 | 2.64 |
| Standard error | 0.05 | 0.08 | 0.08 | 0.18 | 0.14 | 0.13 | 0.14 | 0.15 | 0.15 | 0.16 | 0.17 | 0.11 | 0.13 | 0.09 | 0.10 | 0.09 | 0.16 | 0.09 | 0.10 | 0.13 | 0.12 | 0.07 | 0.09 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 545

Q30. Finally, thinking about everything the BBC does across TV, radio and online, on a scale of 1 to 10, where 1 is extremely unfavourable and 10 is extremely favourable, what is your overall impression of the BBC?

Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|----------------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| 10 - Extremely favourable | 179 | 12 | 3 | 24 | 15 | 11 | 15 | 14 | 20 | 30 | 19 | 10 | 6 | 147 | 156 | 2 | 10 | 8 | - | 21 | 16 | 32 | 128 | 10 | 44 |
| | 8% | 7% | 4% | 10% | 9% | 6% | 10% | 13%ac | 10% | 11%al | 6% | 5% | 10% | 8% | 8% | 4% | 10% | 18%ao | 9% | 6% | 9% | 8% | 6% | 8% | |
| 9 | 301 | 17 | 13 | 39 | 23 | 25 | 17 | 11 | 34 | 38 | 42 | 32 | 9 | 264 | 271 | 4 | 14 | 7 | 3 | 28 | 25 | 43 | 230 | 26 | 71 |
| | 14% | 10% | 16% | 17% | 14% | 13% | 11% | 10% | 17% | 14% | 14% | 17% | 15% | 15% | 14% | 9% | 13% | 16% | 11% | 13% | 10% | 13% | 15% | 15% | 13% |
| 8 | 448 | 33 | 24 | 39 | 30 | 40 | 28 | 19 | 37 | 57 | 80 | 46 | 15 | 380 | 410 | 8 | 11 | 9 | 7 | 36 | 45 | 69 | 340 | 37 | 103 |
| | 21%q | 19% | 28%cd | 17% | 17% | 21% | 19% | 18% | 19% | 20% | 27%ade | 24% | 23% | 21% | 22%aq | 17% | 11% | 20% | 27% | 16%q | 18% | 21% | 22% | 21% | 19% |
| 7 | 363 | 34 | 10 | 41 | 31 | 42 | 22 | 23 | 24 | 48 | 48 | 31 | 12 | 296 | 301 | 8 | 27 | 9 | 4 | 49 | 40 | 45 | 269 | 25 | 79 |
| | 17%O | 20% | 11% | 17% | 18% | 22%cin | 15% | 21%ei | 12% | 17% | 16% | 16% | 18% | 16% | 16% | 17% | 27%AO | 21% | 16% | 22%ao | 16% | 13% | 17% | 14% | 15% |
| 6 | 227 | 22 | 11 | 19 | 17 | 21 | 15 | 7 | 17 | 36 | 34 | 22 | 5 | 192 | 196 | 8 | 11 | 3 | 5 | 28 | 29 | 27 | 169 | 11 | 52 |
| | 11% | 13% | 13% | 8% | 10% | 11% | 10% | 7% | 9% | 13% | 11% | 11% | 8% | 11% | 10% | 17% | 11% | 7% | 19% | 12% | 12%ax | 8% | 11% | 7% | 10% |
| 5 | 186 | 15 | 5 | 31 | 15 | 14 | 17 | 9 | 15 | 23 | 23 | 16 | 3 | 159 | 158 | 7 | 10 | 6 | 2 | 26 | 30 | 29 | 132 | 18 | 50 |
| | 9% | 9% | 6% | 13%akmn | 9% | 7% | 11%km | 8% | 8% | 8% | 8% | 8% | 5% | 9% | 8% | 15% | 10% | 13% | 8% | 11% | 12%ay | 8% | 8% | 10% | 9% |
| 4 | 119 | 7 | 5 | 16 | 11 | 6 | 8 | 5 | 14 | 12 | 15 | 16 | 3 | 103 | 105 | 2 | 7 | - | 3 | 12 | 17 | 26 | 74 | 13 | 41 |
| | 6%W | 4% | 6% | 7% | 6% | 3% | 6% | 5% | 7% | 4% | 5% | 8%fl | 5% | 6% | 6% | 4% | 7% | - | 11% | 5% | 7% | 8%w | 5% | 8% | 8%aw |
| 3 | 118 | 10 | 3 | 10 | 16 | 11 | 5 | 3 | 13 | 15 | 18 | 10 | 3 | 102 | 109 | 3 | 2 | 1 | - | 6 | 13 | 20 | 84 | 12 | 31 |
| | 5% | 6% | 4% | 4% | 10%adghn | 5% | 4% | 3% | 7% | 5% | 6% | 5% | 4% | 6% | 6% | 6% | 2% | 3% | - | 3% | 5% | 6% | 5% | 7% | 6% |
| 2 | 73 | 7 | 2 | 6 | 5 | 11 | 11 | 4 | 6 | 5 | 7 | 4 | 4 | 58 | 69 | 1 | 3 | - | - | 4 | 14 | 18 | 44 | 9 | 29 |
| | 3%w | 4% | 2% | 3% | 3% | 5%j | 11%auklN | 3% | 3% | 2% | 2% | 2% | 7%adJKIn | 3% | 4% | 2% | 3% | - | - | 2% | 6%w | 5%w | 3% | 5% | 5%AW |
| 1 - Extremely unfavourable | 138 | 15 | 9 | 11 | 10 | 13 | 12 | 13 | 14 | 16 | 16 | 7 | 4 | 107 | 124 | 4 | 6 | 1 | 2 | 14 | 16 | 28 | 91 | 14 | 43 |
| | 6%n | 9%l | 10%l | 5% | 6% | 7% | 8% | 12%ADEj | 7% | 8% | 5% | 3% | 6% | 6% | 7% | 8% | 6% | 2% | 8% | 6% | 7% | 8% | 6% | 8% | 8% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 545
Q30. Finally, thinking about everything the BBC does across TV, radio and online, on a scale of 1 to 10, where 1 is extremely unfavourable and 10 is extremely favourable, what is your overall impression of the BBC?
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--------------------|-------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-------------|-----------|-------------|---------------|-------------------|--------------------------------|----------------------|------------------------|---------------|------------|--------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: 8-10 | 928 43%u | 62 36% | 41 47% | 102 43% | 68 39% | 76 39% | 60 40% | 44 41% | 90 47% | 125 45% | 140 46%b | 88 46% | 31 48%b | 791 44% | 838 44%a | 15 30% | 35 34% | 24 54%pqt | 10 38% | 84 38% | 86 35% | 144 43%u | 698 45%aU | 72 41% | 217 40%u |
| NET: 4-7 | 895 42%O | 78 46% | 31 36% | 107 45% | 73 43% | 83 43% | 63 42% | 44 41% | 70 36% | 119 42% | 120 40% | 84 43% | 23 35% | 750 42% | 760 40% | 26 53% | 56 54%AO | 19 41% | 15 54% | 115 51%AO | 115 47%Vy | 127 38% | 643 41% | 68 39% | 223 41%v |
| NET: 1-3 | 329 15%w | 32 18% | 14 16% | 28 12% | 31 18% | 34 18% | 28 18% | 20 18% | 33 17% | 36 13% | 41 14% | 21 11% | 11 17% | 266 15% | 301 16%a | 8 17% | 12 11% | 2 5% | 2 8% | 24 11% | 43 18% | 66 19%aw | 219 14% | 35 20%w | 103 19%AW |
| Mean | 6.52ux Y | 6.22 | 6.39 | 6.67 | 6.37 | 6.40 | 6.25 | 6.40 | 6.52 | 6.73b | 6.64 | 6.68 | 6.64 | 6.55 | 6.51 | 6.03 | 6.54 | 7.47ao PqT | 6.33 | 6.59 | 6.12 | 6.27 | 6.63AU vXY | 6.16 | 6.21 |
| Standard deviation | 2.50 | 2.56 | 2.60 | 2.43 | 2.54 | 2.50 | 2.69 | 2.80 | 2.68 | 2.42 | 2.36 | 2.26 | 2.62 | 2.48 | 2.53 | 2.41 | 2.42 | 2.05 | 2.20 | 2.36 | 2.51 | 2.72 | 2.44 | 2.66 | 2.66 |
| Standard error | 0.05 | 0.20 | 0.29 | 0.17 | 0.20 | 0.19 | 0.22 | 0.23 | 0.20 | 0.15 | 0.14 | 0.17 | 0.21 | 0.06 | 0.06 | 0.35 | 0.24 | 0.31 | 0.43 | 0.16 | 0.16 | 0.15 | 0.06 | 0.20 | 0.11 |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 546

Absolutes/col percents

Q30. Finally, thinking about everything the BBC does across TV, radio and online, on a scale of 1 to 10, where 1 is extremely unfavourable and 10 is extremely favourable, what is your overall impression of the BBC?

Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|----------------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| 10 - Extremely favourable | 179 | 112 | 35 | 28 | 8 | 2 | 65 | 27 | 62 | 57 | 6 | 23 | 36 | 32 | 30 | 14 | 12 | 5 | 5 | 1 | 3 | 1 | 4 |
| | 8%b | 8% | 10% | 13%abe | 6% | 13% | 10% | 11% | 11%ab | 10%b | 5% | 8% | 9% | 8% | 9% | 8% | 15%akln | 8% | 14% | 4% | 10% | 6% | 13% |
| 9 | 301 | 221 | 51 | 25 | 17 | - | 81 | 29 | 71 | 73 | 13 | 37 | 57 | 55 | 48 | 24 | 19 | 8 | 6 | 6 | 3 | 8 | |
| | 14% | 15% | 14% | 11% | 13% | - | 12% | 11% | 12% | 13% | 12% | 12% | 14% | 13% | 14% | 14% | 23%akim | 14% | 21% | 23% | 22% | 21% | 24% |
| 8 | 448 | 312 | 77 | 48 | 23 | 2 | 133 | 56 | 124 | 117 | 15 | 62 | 82 | 77 | 73 | 41 | 19 | 17 | 11 | 4 | 9 | 3 | 8 |
| | 21% | 21% | 21% | 22% | 18% | 15% | 21% | 22% | 21% | 21% | 14% | 21% | 20% | 19% | 22% | 24%k | 23% | 26%k | 29%k | 17% | 32% | 22% | 24% |
| 7 | 363 | 243 | 63 | 38 | 29 | 2 | 118 | 49 | 101 | 95 | 27 | 50 | 63 | 70 | 61 | 23 | 11 | 7 | 6 | 4 | 8 | 3 | 7 |
| | 17% | 16% | 17% | 17% | 22% | 14% | 18% | 19% | 17% | 17% | 24%ampr | 17% | 15% | 17% | 18% | 14% | 14% | 11% | 11% | 13% | 29% | 20% | 21% |
| 6 | 227 | 156 | 38 | 26 | 15 | 1 | 70 | 27 | 65 | 58 | 15 | 16 | 47 | 49 | 37 | 21 | 5 | 4 | 7 | 4 | * | 3 | 1 |
| | 11%L | 10% | 10% | 12% | 11% | 7% | 11% | 11% | 11% | 11% | 14%L | 5% | 11%L | 12%L | 11%l | 12%l | 7% | 7% | 17%L | 15% | 2% | 20% | 3% |
| 5 | 186 | 124 | 37 | 16 | 8 | 3 | 59 | 28 | 57 | 46 | 11 | 31 | 38 | 45 | 22 | 18 | 2 | 7 | 1 | 3 | 1 | 1 | |
| | 9%q | 8% | 10% | 7% | 6% | 20% | 9% | 11% | 10%j | 8% | 10% | 10%q | 9% | 11%oq | 6% | 10%q | 3% | 4% | 4% | 12% | 4% | 8% | 2% |
| 4 | 119 | 91 | 13 | 6 | 9 | - | 28 | 11 | 22 | 23 | 4 | 24 | 19 | 16 | 9 | 5 | 5 | 5 | - | 1 | * | * | - |
| | 6%di | 6%di | 3% | 2% | 7%d | - | 4%i | 4% | 4% | 4% | 3% | 8%a | 5% | 5% | 5% | 5% | 6% | 8% | - | 4% | 1% | 3% | - |
| 3 | 118 | 86 | 18 | 10 | 6 | 1 | 30 | 11 | 28 | 26 | 6 | 19 | 20 | 21 | 22 | 12 | 3 | 5 | - | 3 | - | - | 3 |
| | 5% | 6% | 5% | 4% | 4% | 7% | 5% | 4% | 5% | 5% | 6% | 6% | 5% | 5% | 6% | 7% | 4% | 7% | - | 11% | - | - | 10%S |
| 2 | 73 | 49 | 10 | 7 | 9 | 2 | 23 | 6 | 17 | 21 | 6 | 13 | 16 | 18 | 10 | 3 | 2 | 1 | - | * | - | - | 1 |
| | 3% | 3% | 3% | 3% | 7%abc | 10% | 4%i | 2% | 3% | 4%i | 5% | 4% | 4% | 4% | 3% | 2% | 3% | 2% | - | 2% | - | - | 3% |
| 1 - Extremely unfavourable | 138 | 97 | 21 | 17 | 9 | 2 | 39 | 13 | 34 | 34 | 9 | 23 | 34 | 29 | 18 | 8 | 3 | 4 | - | - | - | - | - |
| | 6% | 6% | 6% | 8% | 7% | 13% | 6% | 5% | 6% | 6% | 8% | 8% | 8% | 7% | 5% | 4% | 4% | 6% | - | - | - | - | - |
| NET: 8-10 | 928 | 645 | 163 | 100 | 49 | 4 | 279 | 112 | 257 | 248 | 34 | 122 | 175 | 163 | 151 | 78 | 50 | 31 | 24 | 12 | 18 | 8 | 19 |
| | 43%K | 43% | 45% | 45% | 36% | 26% | 43% | 43% | 44% | 45%eg | 30% | 41% | 42%k | 39% | 45%K | 46%k | 60%AKLM | 48%k | 63%aKLM | 44% | 65% | 50% | 61%aKlm |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 546

Q30. Finally, thinking about everything the BBC does across TV, radio and online, on a scale of 1 to 10, where 1 is extremely unfavourable and 10 is extremely favourable, what is your overall impression of the BBC?

Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--------------------|--------------------------|------------|------------------|-------------------|-------------------|--------------------------|-------------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: 4-7 | 895 42%q | 614 41% | 150 41% | 86 39% | 61 46% | 6 41% | 275 43%J | 116 45% | 245 42% | 222 40% | 57 51%aQw | 122 41% | 171 41%q | 183 44%qw | 136 40% | 70 41% | 24 29% | 23 37% | 14 37% | 12 44% | 10 35% | 8 50% | 8 26% |
| NET: 1-3 | 329 15%S | 231 16% | 50 14% | 34 16% | 24 18% | 5 31% | 93 14% | 30 12% | 79 14% | 82 15% | 21 19%S | 55 18%S | 70 17%S | 68 16%S | 49 15% _s | 22 13% _s | 9 11% _s | 10 15% _s | - | 3 12% | - | - | 4 13% _s |
| Mean | 6.52l | 6.49 | 6.68 | 6.66 | 6.26 | 5.47 | 6.61 | 6.72 | 6.66 | 6.63 | 6.14 | 6.24 | 6.40 | 6.37 | 6.66l | 6.64 | 7.30AKL MNop | 6.53 | 7.86AKL MNOPR | 6.72 | 7.94 | 7.39 | 7.47aKLmn |
| Standard deviation | 2.50 | 2.51 | 2.45 | 2.59 | 2.56 | 3.01 | 2.48 | 2.36 | 2.45 | 2.52 | 2.49 | 2.63 | 2.62 | 2.53 | 2.44 | 2.36 | 2.42 | 2.53 | 1.40 | 2.15 | 1.27 | 1.54 | 2.18 |
| Standard error | 0.05 | 0.06 | 0.13 | 0.18 | 0.22 | 0.78 | 0.10 | 0.15 | 0.10 | 0.11 | 0.24 | 0.15 | 0.13 | 0.13 | 0.13 | 0.18 | 0.26 | 0.32 | 0.21 | 0.40 | 0.23 | 0.34 | 0.35 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 547

Q30. Finally, thinking about everything the BBC does across TV, radio and online, on a scale of 1 to 10, where 1 is extremely unfavourable and 10 is extremely favourable, what is your overall impression of the BBC?

Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|----------------------------|-----------|---------------|--------|--------------------|--------|-----------------|--------|--|--------|--|--------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| 10 - Extremely favourable | 179 | 178 | 1 | 150 | 29 | 146 | 33 | 179 | - | 179 | - |
| | | 8%CEGI | 9%AC | 1% | 10%AE | 4% | 10%AG | 5% | 9%AI | - | 9%AK |
| | | K | | | | | | | | | |
| 9 | 301 | 298 | 3 | 252 | 49 | 249 | 52 | 300 | 1 | 300 | 1 |
| | | 14%CEG | 15%AC | 2% | 18%AE | 7% | 17%AG | 8% | 15%AI | 1% | 15%AK |
| | | IK | | | | | | | | | |
| 8 | 448 | 435 | 13 | 343 | 105 | 340 | 108 | 444 | 3 | 444 | 3 |
| | | 21%CEG | 22%AC | 8% | 24%AE | 15% | 23%AG | 16% | 22%AI | 3% | 22%AK |
| | | IK | | | | | | | | | |
| 7 | 363 | 347 | 16 | 252 | 111 | 271 | 92 | 356 | 8 | 356 | 8 |
| | | 17%CGI | 17%ac | 10% | 18% | 16% | 18%AG | 14% | 17%ai | 8% | 17%ak |
| | | k | | | | | | | | | |
| 6 | 227 | 210 | 17 | 133 | 94 | 156 | 72 | 218 | 10 | 218 | 10 |
| | | 11%D | 11% | 10% | 9% | 13%AD | 11% | 10% | 10% | 11% | 10% |
| 5 | 186 | 160 | 26 | 92 | 94 | 105 | 81 | 170 | 16 | 170 | 16 |
| | | 9%BDFH | 8% | 15%AB | 6% | 13%AD | 7% | 12%AF | 8% | 16%AH | 8% |
| | | J | | | | | | | | | |
| 4 | 119 | 107 | 11 | 71 | 47 | 60 | 58 | 114 | 5 | 113 | 6 |
| | | 6%F | 5% | 7% | 5% | 7% | 4% | 9%AF | 6% | 5% | 6% |
| 3 | 118 | 102 | 16 | 64 | 54 | 56 | 61 | 106 | 12 | 106 | 12 |
| | | 5%bDFH | 5% | 9%ab | 4% | 8%AD | 4% | 9%AF | 5% | 12%AH | 5% |
| | | J | | | | | | | | | |
| 2 | 73 | 60 | 14 | 40 | 34 | 39 | 34 | 68 | 5 | 68 | 5 |
| | | 3%BdF | 3% | 8%AB | 3% | 5%ad | 3% | 5%aF | 3% | 6% | 3% |
| 1 - Extremely unfavourable | 138 | 87 | 51 | 43 | 95 | 46 | 92 | 99 | 39 | 98 | 40 |
| | | 6%BDFH | 4% | 30%AB | 3% | 13%AD | 3% | 14%AF | 5% | 40%AH | 5% |
| | | J | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Absolutes/col percents

Table 547

Q30. Finally, thinking about everything the BBC does across TV, radio and online, on a scale of 1 to 10, where 1 is extremely unfavourable and 10 is extremely favourable, what is your overall impression of the BBC?

Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|--------------------|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: 8-10 | 928 | 911 | 17 | 746 | 183 | 735 | 193 | 924 | 4 | 924 | 4 |
| | 43%CEG | 46%AC | 10% | 52%AE | 26% | 50%AG | 28% | 45%AI | 4% | 45%AK | 4% |
| | IK | | | | | | | | | | |
| NET: 4-7 | 895 | 825 | 70 | 548 | 347 | 592 | 303 | 857 | 38 | 856 | 39 |
| | 42%D | 42% | 42% | 38% | 49%AD | 40% | 44% | 42% | 39% | 42% | 39% |
| NET: 1-3 | 329 | 248 | 80 | 146 | 182 | 141 | 188 | 272 | 56 | 272 | 57 |
| | 15%BDF | 13% | 48%AB | 10% | 26%AD | 10% | 27%AF | 13% | 57%AH | 13% | 57%AJ |
| | HJ | | | | | | | | | | |
| Mean | 6.52CE | 6.74AC | 3.91 | 7.04AE | 5.47 | 7.02AG | 5.44 | 6.67AI | 3.35 | 6.68AK | 3.34 |
| | GK | | | | | | | | | | |
| Standard deviation | 2.50 | 2.37 | 2.55 | 2.27 | 2.63 | 2.23 | 2.71 | 2.41 | 2.37 | 2.41 | 2.36 |
| Standard error | 0.05 | 0.05 | 0.20 | 0.06 | 0.10 | 0.06 | 0.10 | 0.05 | 0.24 | 0.05 | 0.23 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Table 548
Q31. To which of the following ethnic groups do you consider you belong?
Base: All respondents

Absolutes/col percents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|----------------------------|---------------------------------------|------------------------|------------|---------------------------------|-------------------------------------|----------------------------------|---------------------------------|-------------------------------------|---|---|---|----------------------------------|-------------------------------------|-----------------------------------|-----------------------------------|--|----------------------------------|------------------------|-----------------------|------------|------------|--------------------------|------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| White | 1900 88% ^d EF GLMNOQ | 937 87% | 957 89% | 116 82% ^q | 162 75% | 274 80% | 268 83% ^{ernm} | 315 91% ^{DEF} GLMNOQ | 297 95% ^{AD} EFCHL MNOQ | 255 100% ^{ADE} FGHLMN OPO | 214 99% ^{ADE} FGHLM NOQ | 277 78% ^m | 186 75% | 461 78% | 582 87% ^{EFG} LMNq | 766 98% ^{ADE} FGHILM NOQ | 125 80% | 511 87% | 532 88% | 393 91% | 461 88% | 1043 87% | 854 89% |
| NET: Minority Ethnic Group | 223 10% ^{LJK} Pt | 121 11% | 101 9% | 22 15% ^{ahl} JKP | 46 21% ^{AHI} JKOP | 62 18% ^{AHI} JKoP | 49 15% ^{AHI} KoP | 31 9% ^{LJKP} | 13 4% ^{LJKP} | - | 1 * | 68 19% ^{AHI} JKOP | 55 22% ^{AgH} LJKIOP | 116 20% ^{AHI} JKOP | 80 12% ^{hLJK} P | 14 2% ^j | 27 17% ^{AHI} JKP | 72 12% ^t | 66 11% | 33 8% | 52 10% | 138 12% ^{ea} | 85 9% |
| Mixed | 49 2% ^{jkPt} | 25 2% | 23 2% | 9 6% ^{AHIJ} KoP | 7 3% ^{JKP} | 12 3% ^{JKP} | 11 4% ^{JKP} | 6 2% ^j | 4 1% ^p | - | - | 15 4% ^{AHIJ} KP | 9 4% ^{JKP} | 21 4% ^{aJKP} | 17 3% ^{jkP} | 4 1% | 9 5% ^{AHIJ} KP | 16 3% ^t | 18 3% ^t | 3 1% | 12 2% | 34 3% | 15 2% |
| Asian | 102 5% ^{LJKP} | 55 5% | 47 4% | 6 4% ^{JKP} | 22 10% ^{AdHI} JKIoPq | 29 9% ^{AHIJ} KP | 28 9% ^{AHIJ} KoP | 13 4% ^{JKP} | 5 2% ^{jp} | - | - | 28 8% ^{Adh} LJKPq | 26 10% ^{AdHI} JKIoPq | 55 9% ^{AdHI} KoP | 40 6% ^{HIJK} P | 5 1% | 8 5% ^{LJKP} | 36 6% | 23 4% | 16 4% | 28 5% | 59 5% | 43 5% |
| Black | 45 2% ^{cjkP} u | 30 3% ^{ac} | 16 1% | 6 4% ^{JKP} | 14 6% ^{AgHI} JKOP | 11 3% ^{LJKP} | 7 2% ^{jkP} | 6 2% ^{jp} | 2 1% | - | - | 19 5% ^{AgHI} JKOP | 16 6% ^{AgHI} JKOP | 26 4% ^{AHIJ} KoP | 13 2% ^{jkP} | 2 * | 9 6% ^{ADgh} LJKOP | 13 2% | 18 3% ^u | 9 2% | 5 1% | 31 3% | 14 1% |
| Chinese | 13 1% ^{bp} | 3 * | 10 1% | 1 * | 1 * | 4 1% ^p | 1 * | 5 1% ^p | 1 * | - | - | 2 * | 2 1% | 6 1% ^p | 6 1% ^p | 1 * | 1 * | 4 1% | 3 1% | 4 1% | 2 * | 7 1% | 6 1% |
| Other ethnic group | 14 1% ^p | 8 1% | 5 * | 1 1% | 3 1% ^p | 5 2% ^{iP} | 2 1% | 2 1% | - | - | - | 1 * | 4 1% ^p | 3 1% ^p | 8 1% ^{aIP} | 4 1% | 1 * | 1 1% | 3 * | 4 1% | 1 * | 6 1% | 7 1% |
| NET: Chinese/ other | 27 1% ^P | 11 1% | 15 1% | 2 1% | 4 2% ^p | 10 3% ^{aJUP} | 3 1% | 7 2% ^P | 1 * | - | - | 5 1% ^p | 4 2% ^{jp} | 14 2% ^{aJP} | 10 1% ^p | 2 * | 2 1% | 7 1% | 7 1% | 5 1% | 8 2% | 14 1% | 13 1% |
| Prefer not to answer | 29 1% ^{hp} | 14 1% | 13 1% | 4 3% ^{Hjp} | 8 4% ^{AHIJ} OP | 8 2% ^{hjp} | 5 1% | * * | 2 1% | * * | 2 1% | 11 3% ^{AHIJ} OP | 9 4% ^{AHIJ} OP | 17 3% ^{AHj} OP | 5 1% ^h | 5 1% | 5 3% ^{Hjjo} P | 4 1% | 10 2% | 8 2% | 8 2% | 13 1% | 16 2% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
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Absolutes/col percents

Table 549
Q31. To which of the following ethnic groups do you consider you belong?
Base: All respondents

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | |
|----------------------------|--------------------------|---------------------|--------------------|--------------------|------------------------------|-------------------------|---------------------|---------------------|---------------------|----------------------------|--------------------|---------------------|---------------------------|--------------------------|-----------------------|---------------------|----------------------|---------------------|--------------------|--------------------------------|----------------------|------------------------|---------------------|--------------|---------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-eastern Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| White | 1900 88%JNP QRTW | 163 94%AdF JN | 83 96%adF JN | 206 87%J | 157 91%fJ | 163 84%J | 142 94%adF JN | 103 96%ADF JN | 179 92%Jn | 178 64% | 278 92%aFJ N | 186 96%ADF JN | 63 97%ADe FJkN | 1571 87%J | 1900 100%APQR T | - | - | - | - | - | 226 92%aw | 325 96%AULW y | 1356 87% | 167 95%AW | 515 95%AuW |
| NET: Minority Ethnic Group | 223 10%BcHk LMOVxY | 7 4% | 3 4% | 26 11%bcHL M | 12 7%lm | 28 15%aBce gHIKLM | 9 6%lm | 3 3% | 14 7%M | 92 33%ABCD EFGHIKLMN | 20 7%M | 7 4% | * 1% | 212 12%ABce gHIKLM | - | 49 100%AO | 102 100%AO | 45 100%AO | 27 100% | 223 100%AO | 18 8%Vy | 12 4% | 190 12%AuVX Y | 9 5% | 28 5%v |
| Mixed | 49 2%O | 2 1% | 1 1% | 5 2% | 4 2% | 5 3%g | - | 1 1% | 7 4%gm | 13 5%AGhm n | 6 2% | 3 2% | - | 46 3% | - | 49 100%AOQR T | - | - | - | 49 22%AOQR | 12 5%awvy | 7 2% | 32 2% | 4 2% | 15 3% |
| Asian | 102 5%hiLm OuVxY | 4 2% | 1 1% | 16 7%eHL M | 4 2% | 18 9%ABce HIKLMn | 6 4%l | 1 1% | 3 2% | 38 14%ABcd EFGHIKLMN | 9 3% | 1 1% | * 1% | 97 5%AHL m | - | - | 102 100%AOPR T | - | - | 102 46%AOPR | 5 2% | 3 1% | 94 6%AuVx Y | 3 2% | 8 2% |
| Black | 45 2%OuVY | - | 1 1% | 3 1% | 1 1% | 3 2% | 1 1% | 1 1% | 2 1% | 29 11%ABCD EFGHIKLMN | 2 1% | 1 1% | - | 45 2%abk | - | - | - | 45 100%AOPO T | - | 45 20%AOPO | 1 * | - | 42 3%AuVx Y | - | 1 * |
| Chinese | 13 1%O | 1 1% | - | - | 1 1% | 1 1% | 1 1% | 1 1% | - | 4 2% | 2 1% | 1 1% | - | 11 1% | - | - | - | - | 13 48% | 13 6%AOq | - | 1 * | 11 1% | - | 1 * |
| Other ethnic group | 14 1%O | - | - | 1 * | 2 1% | 1 1% | 1 1% | 1 1% | 1 1% | 7 3%AbkI N | - | - | - | 13 1% | - | - | - | - | 14 6%AOq | 1 * | 1 * | 11 1% | 2 1% | 3 * | |
| NET: Chinese/ other | 27 1%O | 1 1% | - | 1 * | 3 2% | 2 1% | 2 1% | 1 1% | 1 1% | 11 4%Abdi klmN | 2 1% | 1 1% | - | 25 1% | - | - | - | - | 27 12%AOpQ r | 1 * | 2 1% | 22 1% | 2 1% | 4 1% | |
| Prefer not to answer | 29 1%OWVY | 2 1% | - | 4 2% | 3 2% | 2 1% | - | 1 1% | 1 1% | 9 3%AgN | 3 1% | 1 1% | 1 2%g | 24 1% | - | - | - | - | - | - | - | - | 15 1%y | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



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Absolutes/col percents

Table 550
Q31. To which of the following ethnic groups do you consider you belong?
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|----------------------------|--------------------------|--------------------|------------------|-------------------|-------------------|--------------------------|--------------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---|------------------------|------------------------|------------------------|-----------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| White | 1900 | 1354 | 292 | 182 | 109 | 6 | 540 | 212 | 478 | 461 | 92 | 265 | 368 | 373 | 292 | 160 | 73 | 59 | 30 | 25 | 24 | 13 | 26 |
| | 88% CDE GHJ | 91% ACD EGHJ | 81% | 82% | 81% | 42% | 83% ci | 83% | 82% | 84% c | 83% | 89% | 89% | 90% ks | 87% | 94% aKoS w | 89% | 93% s | 79% | 96% | 86% | 86% | 82% |
| NET: Minority Ethnic Group | 223 | 120 | 65 | 35 | 24 | 5 | 98 | 42 | 94 | 83 | 14 | 32 | 42 | 39 | 42 | 9 | 8 | 4 | 8 | 1 | 4 | 2 | 5 |
| | 10% Bp | 8% | 18% ABg j | 16% AB | 18% AB | 34% | 15% AB | 16% AB | 16% ABg | 15% AB | 13% p | 11% | 10% | 9% | 12% p | 5% | 10% | 7% | 21% al mnp r | 4% | 14% | 14% | 15% p |
| Mixed | 49 | 29 | 16 | 10 | 3 | - | 19 | 8 | 19 | 17 | 1 | 8 | 9 | 3 | 13 | 3 | 2 | 1 | - | - | - | 1 | 3 |
| | 2% n | 2% | 4% ABg j | 5% ab | 2% | - | 3% | 3% | 3% | 3% | 1% | 3% n | 2% | 1% | 4% a N | 2% | 2% | 2% | - | - | - | 8% | 9% A k m N p |
| Asian | 102 | 49 | 34 | 18 | 14 | 4 | 50 | 20 | 50 | 43 | 8 | 16 | 21 | 21 | 14 | 5 | 5 | 1 | 2 | - | 1 | - | - |
| | 5% B | 3% | 9% AB | 8% a B | 11% AB | 28% | 8% AB | 8% a B | 9% ABg | 8% AB | 7% | 5% | 5% | 5% | 4% | 3% | 6% | 2% | 6% | - | 3% | - | - |
| Black | 45 | 23 | 9 | 5 | 6 | 1 | 22 | 10 | 17 | 16 | 4 | 4 | 7 | 5 | 7 | 1 | 1 | 2 | 5 | 1 | 3 | - | 2 |
| | 2% B | 2% | 2% | 2% | 5% a B | 7% | 3% a B | 4% a B | 3% b | 3% b | 4% | 1% | 2% | 1% | 2% | 1% | 1% | 3% | 13% A K L M N O P Q | 4% | 10% | - | 6% n p |
| Chinese | 13 | 11 | 1 | 1 | 1 | - | 2 | - | 2 | 2 | 1 | - | 1 | 5 | 5 | - | - | - | - | - | - | - | - |
| | 1% | 1% | * | * | 1% | - | * | - | * | * | 1% | - | * | 1% | 2% a l | - | - | - | - | - | - | - | - |
| Other ethnic group | 14 | 8 | 4 | 1 | - | - | 6 | 4 | 6 | 4 | - | 4 | 3 | 4 | 1 | - | - | - | 1 | - | - | 1 | - |
| | 1% | 1% | 1% | 1% | - | - | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | * | - | - | - | 3% p | - | - | 6% | - |
| NET: Chinese/ other | 27 | 19 | 6 | 2 | 1 | - | 8 | 4 | 8 | 6 | 1 | 4 | 4 | 9 | 6 | - | - | - | 1 | - | - | 1 | - |
| | 1% | 1% | 2% | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% p | 2% | - | - | - | 3% p | - | - | 6% | - |
| Prefer not to answer | 29 | 16 | 6 | 4 | 1 | 4 | 9 | 3 | 9 | 8 | 5 | 2 | 6 | 2 | 3 | 2 | 1 | - | - | - | - | - | 1 |
| | 1% | 1% | 2% | 2% | 1% | 24% | 1% | 1% | 2% | 1% | 4% A N o | 1% | 1% | 1% | 1% | 1% | 1% | - | - | - | - | - | 2% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 551
Q31. To which of the following ethnic groups do you consider you belong?
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|----------------------------|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| White | 1900 | 1758 | 142 | 1276 | 624 | 1285 | 615 | 1819 | 80 | 1819 | 81 |
| | 88%ik | 89% | 85% | 89% | 88% | 88% | 90% | 89%ai | 81% | 89%ak | 81% |
| NET: Minority Ethnic Group | 223 | 203 | 20 | 143 | 80 | 159 | 64 | 207 | 16 | 206 | 17 |
| | 10%hj | 10% | 12% | 10% | 11% | 11% | 9% | 10% | 17%ah | 10% | 17%aj |
| Mixed | 49 | 43 | 6 | 25 | 24 | 27 | 22 | 43 | 6 | 43 | 6 |
| | 2%dHj | 2% | 4% | 2% | 3%ad | 2% | 3% | 2% | 6%aH | 2% | 6%aj |
| Asian | 102 | 94 | 8 | 70 | 32 | 73 | 29 | 97 | 5 | 96 | 6 |
| | 5% | 5% | 5% | 5% | 5% | 5% | 4% | 5% | 5% | 5% | 6% |
| Black | 45 | 43 | 2 | 33 | 12 | 38 | 7 | 43 | 2 | 43 | 2 |
| | 2%g | 2% | 1% | 2% | 2% | 3%ag | 1% | 2% | 2% | 2% | 2% |
| Chinese | 13 | 10 | 3 | 7 | 10 | 3 | 11 | 2 | 11 | 2 | |
| | 1%bhj | 1% | 2% | * | 1% | 1% | * | 1% | 2%ah | 1% | 2%j |
| Other ethnic group | 14 | 13 | 1 | 9 | 5 | 11 | 3 | 13 | 1 | 13 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| NET: Chinese/ other | 27 | 23 | 4 | 15 | 12 | 21 | 6 | 24 | 3 | 24 | 3 |
| | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 3% | 1% | 3% |
| Prefer not to answer | 29 | 24 | 5 | 21 | 8 | 23 | 6 | 27 | 2 | 27 | 2 |
| | 1%b | 1% | 3%ab | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 2% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 552
Q32. Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

| | Total (a) | Gender | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|---------|-----------|--------|--------|--------|---------|----------|----------|
| | | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Any | 543 | 243 | 298 | 20 | 33 | 64 | 74 | 105 | 100 | 81 | 66 | 53 | 41 | 105 | 179 | 247 | 20 | 117 | 126 | 98 | 201 | 243 | 298 |
| | | 25%BDE | 23% | 28%AB | 14% | 15% | 19% | 23%deL | 30%aDE | 32%ADE | 32%aDE | 30%DEF | 15% | 16% | 18% | 27%DEF | 31%ADE | 20% | 21% | 22% | 39%ARS | 20% | 31%AV |
| | | FLMNQR | SV | | | | m | q | FgLMNQ | FgLMNQ | FgLMNQ | LMNQ | | | gLMNQ | FGLMNQ | | | | T | | | |
| Yes - mental condition | 245 | 118 | 125 | 11 | 26 | 45 | 52 | 56 | 40 | 11 | 3 | 37 | 30 | 75 | 108 | 55 | 11 | 40 | 56 | 48 | 100 | 96 | 148 |
| | | 11%JKP | 11% | 8%K | 12%JKp | 13%JKP | 16%AdJ | 16%AdJ | 13%JKP | 4% | 2% | 10%JK | 12%JKp | 13%JKP | 16%ADJK | 7%JK | 7%K | 7% | 9% | 11%r | 19%ARST | 8% | 15%AV |
| | | RsV | | | q | KIPQ | KIPQ | KIPQ | | | | | q | IPQ | IPQ | | | | | | | | |
| Yes - physical condition | 337 | 154 | 182 | 5 | 9 | 25 | 33 | 69 | 74 | 63 | 57 | 14 | 12 | 37 | 102 | 195 | 5 | 74 | 74 | 56 | 133 | 148 | 189 |
| | | 16%DEF | 14% | 4% | 4% | 7% | 10%dEL | 20%aDE | 24%ADE | 25%ADE | 26%ADE | 4% | 5% | 6%l | 15%DEF | 25%ADEF | 3% | 13% | 12% | 13% | 25%ARS | 12% | 20%AV |
| | | GLMNQR | SV | | | | mnQ | FGLMNO | FGLMNO | FGLMNO | GLMNOQ | | | | GLMNQ | GLMNOQ | | | | | T | | |
| Yes - disability | 156 | 77 | 78 | 6 | 5 | 13 | 17 | 38 | 35 | 23 | 19 | 11 | 8 | 21 | 55 | 77 | 6 | 29 | 27 | 20 | 79 | 57 | 99 |
| | | 7%EFLM | 7% | 4% | 2% | 4% | 5% | 11%AdE | 11%ADEF | 9%EFLM | 9%EFLM | 3% | 3%e | 3% | 8%EFG | 10%ADEF | 4% | 5% | 4% | 5% | 15%ARST | 5% | 10%AV |
| | | NrSV | | | | | Q | FgLMNo | GLMNQ | N | N | | | | LMN | gLMNq | | | | | | | |
| Yes - other | 21 | 7 | 14 | 2 | 1 | 1 | 3 | - | 3 | 7 | 4 | 3 | 1 | 2 | 3 | 14 | 2 | 5 | 9 | 2 | 5 | 14 | 8 |
| | | 1% | 1% | 1%h | * | * | 1% | - | 1% | 3%AFhm | 2%hno | 1% | * | * | * | 2%Ahno | 1%h | 1% | 1% | 1% | 1% | 1% | 1% |
| | | | | | | | | | | NO | | | | | | | | | | | | | |
| NET: Disability/ other | 176 | 84 | 92 | 8 | 6 | 14 | 20 | 38 | 37 | 29 | 23 | 14 | 9 | 23 | 58 | 90 | 8 | 35 | 36 | 23 | 83 | 70 | 106 |
| | | 8%EFLM | 8% | 6% | 3% | 4% | 6% | 11%EFg | 12%ade | 12%aEF | 11%EFLM | 4% | 4% | 4% | 9%EFG | 11%ADEF | 5% | 6% | 6% | 5% | 16%ARST | 6% | 11%AV |
| | | NrSV | | | | | | LMNq | FgLMNq | gLMNq | N | | | | LMN | GLMNq | | | | | | | |
| No | 1561 | 804 | 751 | 116 | 174 | 267 | 240 | 233 | 208 | 172 | 150 | 290 | 200 | 467 | 473 | 531 | 131 | 461 | 466 | 324 | 308 | 927 | 632 |
| | | 73%chi | 75%Ac | 83%AHl | 81%AHl | 78%aHl | 75%hio | 67% | 67% | 67% | 69% | 81%AgH | 80%AHl | 79%AHl | 71% | 68% | 84%AgH | 79%AU | 77%AU | 75%U | 59% | 78%AW | 66% |
| | | PUW | | JKOP | JKOP | JkoP | p | | | | | JKOP | JKOP | JKOP | | IJKOP | | | | | | | |
| Prefer not to say | 48 | 25 | 23 | 5 | 9 | 12 | 8 | 8 | 3 | 2 | 1 | 14 | 9 | 22 | 15 | 7 | 8 | 16 | 13 | 12 | 23 | 25 | 3% |
| | | 2%P | 2% | 3%kp | 4%ajk | 4%ijkP | 2%p | 2% | 1% | 1% | * | 4%ajk | 4%ijkP | 4%ajk | 2%p | 1% | 1% | 3% | 3% | 3% | 2% | 2% | 3% |
| | | | | P | | | | | | | | P | | P | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 553
Q32. Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--------------------------|------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|--------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|------------|------------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1882 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| NET: Any | 543 | 43 | 25 | 60 | 57 | 41 | 38 | 25 | 55 | 49 | 70 | 61 | 18 | 456 | 515 | 15 | 8 | 1 | 4 | 28 | 245 | 337 | - | 176 | 543 |
| | 25%JQR TW | 25% | 29%j | 25%j | 33%afJkn | 21% | 25% | 24% | 29%J | 17% | 23% | 31%J | 28%j | 25%J | 27%AQR T | 31%QRT | 8% | 2% | 14% | 13%r | 100%AW | 100%AW | - | 100%AW | 100%AW |
| Yes - mental condition | 245 | 25 | 9 | 28 | 29 | 20 | 14 | 10 | 26 | 21 | 31 | 28 | 4 | 205 | 226 | 12 | 5 | 1 | 1 | 18 | 245 | 109 | - | 55 | 245 |
| | 11%jqr W | 14%jm | 10% | 12% | 17%agJkMn | 10% | 9% | 10% | 13%j | 7% | 10% | 15%jm | 7% | 11%j | 12%aqr T | 24%AoQR | 5% | 2% | 2% | 8% | 100%AVW XY | 32%AW | - | 31%AW | 45%AVWX |
| Yes - physical condition | 337 | 23 | 17 | 41 | 35 | 25 | 26 | 16 | 29 | 32 | 43 | 38 | 12 | 285 | 325 | 7 | 3 | - | 2 | 12 | 109 | 337 | - | 93 | 337 |
| | 16%jQR TW | 14% | 20%j | 17% | 20%j | 13% | 17% | 15% | 15% | 12% | 14% | 20%j | 19%j | 16%j | 17%AQR T | 13%qrt | 3% | - | 8% | 5% | 45%AW | 100%AUWX Y | - | 53%AW | 62%AUWX |
| Yes - disability | 156 | 12 | 11 | 14 | 18 | 11 | 8 | 8 | 18 | 12 | 19 | 17 | 6 | 129 | 147 | 4 | 3 | - | 2 | 9 | 55 | 93 | - | 166 | 156 |
| | 7%jW | 7% | 13%J | 6% | 10%j | 6% | 6% | 7% | 10%j | 4% | 6% | 9% | 10%j | 7%j | 8%a | 8% | 3% | - | 7% | 4% | 22%AW | 28%AW | - | 88%AUV WY | 29%AUIW |
| Yes - other | 21 | - | 2 | 1 | 2 | 2 | - | 3 | 2 | 2 | 5 | - | 21 | 21 | - | - | - | - | - | 1 | 1 | - | - | 21 | 21 |
| | 1%W | - | 2% | * | 1% | 1% | - | 2% | 1% | 1% | 2% | - | 1% | 1% | - | - | - | - | - | *w | *w | - | - | 12%AUVW Y | 4%AUVW |
| NET: Disability/other | 176 | 12 | 13 | 14 | 20 | 13 | 10 | 8 | 22 | 14 | 22 | 21 | 6 | 150 | 167 | 4 | 3 | - | 2 | 9 | 55 | 93 | - | 176 | 176 |
| | 8%jrtW | 7% | 15%adfJkn | 6% | 12%j | 7% | 7% | 7% | 11%j | 5% | 7% | 11%j | 10% | 8%j | 9%Aqr T | 8% | 3% | - | 7% | 4% | 22%AW | 28%AW | - | 100%AUV WY | 32%AUVW |
| No | 1561 | 123 | 60 | 173 | 111 | 149 | 109 | 80 | 132 | 226 | 225 | 128 | 45 | 1313 | 1356 | 32 | 94 | 42 | 22 | 190 | - | - | 1561 | - | - |
| | 73%eOU VXY | 71% | 70% | 73% | 65% | 77%el | 73% | 75% | 68% | 81%AbcdEILMN | 75%e | 66% | 69% | 73%e | 71% | 65% | 92%AOP T | 93%AOP | 83% | 85%AOP | - | - | 100%AUVX Y | - | - |
| Prefer not to say | 48 | 6 | 1 | 5 | 4 | 3 | 3 | 2 | 7 | 5 | 6 | 5 | 2 | 38 | 29 | 2 | - | 2 | 1 | 5 | - | - | - | - | - |
| | 2%OUVW XY | 4% | 1% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 3% | 2% | 2% | 4%q | - | 5%q | 4% | 2% | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 554

Q32. Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--------------------------|--------------------------|----------------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Any | 543 | 413 | 62 | 44 | 28 | 1 | 128 | 43 | 108 | 111 | 33 | 104 | 147 | 90 | 69 | 26 | 16 | 13 | 6 | 3 | 3 | - | 1 |
| | 25%CGH 10PW | 28%ACd GHU | 17% | 20% | 21% | 7% | 20%ci | 17% | 19% | 20%C | 30%oPW | 35%ANOP qrsW | 35%ANOP QrSW | 22%W | 21%w | 15% | 20%w | 20%w | 15% | 12% | 12% | - | 3% |
| Yes - mental condition | 245 | 171 | 39 | 29 | 9 | 1 | 73 | 23 | 68 | 64 | 22 | 49 | 66 | 43 | 27 | 14 | 7 | 2 | 1 | - | - | - | 1 |
| | 11%or | 11% | 11% | 13%e | 7% | 7% | 11% | 9% | 12% | 12%e | 20%ANOP qRsw | 18%AnOp Rw | 16%AnOp Rw | 10% | 8% | 8% | 3% | 5% | 4% | - | - | - | 3% |
| Yes - physical condition | 337 | 266 | 29 | 26 | 19 | 1 | 69 | 21 | 55 | 60 | 17 | 64 | 98 | 60 | 46 | 9 | 6 | 9 | 2 | 1 | 3 | - | - |
| | 16%CGH 1JPqw | 18%ACdG HIJ | 8% | 12% | 14%c | 7% | 11%cl | 8% | 9% | 11%Cl | 16%Pw | 21%AnOp QsW | 24%ANOP QSW | 15%Pw | 14%Pw | 5% | 7% | 14%pw | 5% | 4% | 12% | - | - |
| Yes - disability | 156 | 119 | 17 | 10 | 12 | - | 37 | 10 | 27 | 32 | 8 | 39 | 47 | 22 | 17 | 6 | 7 | 3 | 2 | 1 | - | - | - |
| | 7%chl | 8%chi | 5% | 4% | 9%cdhi | - | 6%l | 4% | 5% | 6%i | 7% | 13%ANOP w | 11%ANOPw | 5% | 5% | 4% | 9% | 4% | 5% | 4% | - | - | - |
| Yes - other | 21 | 18 | 2 | 2 | 1 | - | 3 | 2 | 3 | 3 | - | 5 | 5 | 3 | 1 | 2 | 2 | - | - | - | - | - | - |
| | 1% | 1% | 1% | 1% | 1% | - | * | 1% | 1% | 1% | - | 2% | 1% | 1% | * | 1% | 2% | - | - | - | - | - | - |
| NET: Disability/other | 176 | 136 | 19 | 12 | 13 | - | 40 | 12 | 30 | 35 | 8 | 43 | 52 | 25 | 18 | 9 | 9 | 3 | 2 | 1 | - | - | - |
| | 8%cgghl o | 9%acgh lj | 5% | 5% | 10%chi | - | 6%l | 5% | 5% | 6%i | 7% | 14%ANOP rw | 12%ANOPw | 6% | 5% | 5% | 11%w | 4% | 5% | 4% | - | - | - |
| No | 1561 | 1050 | 290 | 166 | 103 | 10 | 500 | 205 | 454 | 424 | 72 | 190 | 267 | 314 | 264 | 142 | 65 | 48 | 33 | 23 | 25 | 15 | 29 |
| | 73%BLM | 70% | 80%ABj | 75% | 77% | 70% | 77%AB | 80%AB | 78%AB | 77%AB | 65% | 64% | 64% | 76%KLM | 78%aKLM | 83%AKLM | 79%klm | 76% | 85%KLM | 88% | 88% | 97% | 92%aKLMn |
| Prefer not to say | 48 | 27 | 11 | 11 | 4 | 3 | 18 | 9 | 18 | 16 | 6 | 4 | 2 | 10 | 4 | 3 | 1 | 2 | - | - | - | * | 2 |
| | 2%bM | 2% | 3% | 5%aB | 3% | 23% | 3% | 4% | 3% | 3% | 5%aIMo | 1% | 1% | 2% m | 1% | 2% | 1% | 4% m | - | - | - | 3% | 5%Mo |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
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Absolutes/col percents

Table 555

Q32. Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|-----------------------------|-----------------------|---------------|------------|-----------------------|--------------|-----------------------|--------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| NET: Any | 543 25%DF | 497 25% | 46 27% | 334 23% | 209 29%AD | 345 24% | 198 29%aF | 513 25% | 30 30% | 513 25% | 30 30% |
| Yes - mental condition | 245 11%D | 218 11% | 27 16% | 145 10% | 100 14%aD | 160 11% | 85 12% | 230 11% | 15 15% | 230 11% | 15 15% |
| Yes - physical condition | 337 16% | 309 16% | 27 16% | 213 15% | 124 17% | 215 15% | 122 18% | 317 15% | 20 20% | 317 15% | 20 20% |
| Yes - disability | 156 7% | 143 7% | 12 7% | 96 7% | 59 8% | 107 7% | 48 7% | 149 7% | 7 7% | 149 7% | 7 7% |
| Yes - other | 21 1% | 21 1% | - | 13 1% | 8 1% | 11 1% | 11 2% | 21 1% | - | 21 1% | - |
| NET: Disability/ other | 176 8% | 164 8% | 12 7% | 110 8% | 66 9% | 118 8% | 58 8% | 169 8% | 7 7% | 169 8% | 7 7% |
| No | 1561 73% <u>Eg</u> | 1446 73% | 115 69% | 1075 75% <u>AE</u> | 486 68% | 1088 74% <u>ag</u> | 473 69% | 1496 73% | 65 66% | 1494 73% | 67 66% |
| Prefer not to say | 48 2% | 42 2% | 6 4% | 32 2% | 17 2% | 35 2% | 13 2% | 44 2% | 4 4% | 44 2% | 4 4% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Absolutes/col percents

Table 556
Q33. What is the total number of people in your household, including yourself and any children?
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--------------------|-------------------------|------------|------------|-------------------------------|------------------------|---------------------|----------------------|------------------------|-------------------------------|--------------------------------|--------------------------------|-------------------------------|------------------------|----------------------|-----------------------|-------------------------------|-------------------------------|-------------|---------------|--------------|---------------|------------|------------|
| | Total (e) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| 1 | 518 24%DEF LMNQ | 267 25% | 251 23% | 3 2% | 19 9%DIQ | 57 17%DeL MnQ | 67 21%DEL MNQ | 80 23%DEF LMNQ | 101 32%ADE FGHLMN OO | 92 36%ADE FGHLMN OO | 99 45%ADEF GHJLMN OPO | 23 6%DQ | 22 9%DIQ | 78 13%DeL MQ | 147 22%DEF LMNQ | 291 37%ADEF GHLMN O | 4 3% | 124 21%T | 172 28%ART | 62 14% | 159 30%ART | 296 25% | 221 23% |
| 2 | 731 34%DEF GLMNOQ | 344 32% | 385 36% | 6 4% | 48 22%DLm Q | 87 25%DLQ | 74 23%DLQ | 109 32%Deg LMNoQ | 149 48%ADE FGHLMN OO | 146 57%ADE FGHLM NOpQ | 112 51%ADE FGHLMN OO | 54 15%DQ | 49 20%DLQ | 136 23%DLQ | 184 28%DgL mQ | 406 52%ADEF GHLMN OQ | 7 5% | 211 36% | 212 35% | 141 32% | 165 32% | 424 35% | 306 32% |
| 3 | 363 17%JK P | 193 18% | 165 15% | 30 21%JK P | 46 21%JK P | 88 26%AgJ JKP | 60 19%JK P | 81 23%AJ KP | 40 13%JKP | 13 5% | 5 2% | 76 21%aJ KP | 53 21%JK P | 141 24%AJ KP | 141 21%AJK P | 58 7%K | 34 22%JK P | 100 17% | 92 15% | 84 19% | 87 17% | 192 16% | 171 18% |
| 4 | 331 15%JK PU | 178 17% | 152 14% | 60 43%AEF GHUKL MNOP | 52 24%Ahl JKP | 64 19%JK P | 77 24%AHJ JKOP | 53 15%JKP | 19 6%JKP | 5 2% | 2 1% | 112 31%AEF gHUKM NOP | 65 26%AH JKnoP | 128 22%Afh JKP | 130 19%AHJ KP | 26 3%k | 64 41%AEF GHUKL MNOP | 98 17%u | 80 13% | 92 21%ASU | 60 12% | 178 15% | 152 16% |
| 5 | 138 6%JKP | 65 6% | 73 7% | 24 17%AgH JKOP | 28 13%AHJ JKoP | 36 11%Ahl JKP | 31 10%ahJ KoP | 18 5%JKP | 1 * | - | - | 52 15%AHJ JKOP | 33 13%AHJ JKOP | 70 12%AHJ KOP | 49 7%hJK P | 1 * | 28 18%AfgH JKnoP | 38 6% | 32 5% | 38 9%as | 31 6% | 70 6% | 69 7% |
| 6+ | 71 3%bhJ KP | 26 2% | 45 4%ab | 17 12%AFG HLKno P | 23 11%AFGH JKnoP | 12 4%JKP | 12 4%JKP | 5 1%p | 2 1% | - | - | 40 11%AFG HLKNO P | 29 11%AFGH JKNOP | 41 7%AFgH JKOP | 17 3%ijkP | 2 * | 19 12%AFGH JKnoP | 15 2% | 20 3% | 17 4% | 20 4% | 34 3% | 37 4% |
| Mean | 2.57J KPSuv | 2.56 | 2.59 | 4.10AE FGHLK LMNOP | 3.47AF GHUKN OP | 2.92AH JKoP | 2.92AH JKOP | 2.52J KP | 1.96JK P | 1.73k | 1.59 | 3.72AE FGHLK mNOP | 3.58AE FGHLK NOP | 3.20AF GHUKO P | 2.71AH JKP | 1.78k | 4.09AE FGHLK LMNOP | 2.60s | 2.43 | 2.89AR SU | 2.44 | 2.51 | 2.65av |
| Standard deviation | 1.39 | 1.38 | 1.41 | 1.25 | 1.60 | 1.37 | 1.50 | 1.23 | 0.90 | 0.64 | 0.59 | 1.50 | 1.64 | 1.52 | 1.38 | 0.76 | 1.28 | 1.35 | 1.37 | 1.35 | 1.46 | 1.36 | 1.43 |
| Standard error | 0.03 | 0.04 | 0.04 | 0.10 | 0.11 | 0.08 | 0.08 | 0.07 | 0.05 | 0.04 | 0.04 | 0.08 | 0.10 | 0.06 | 0.05 | 0.03 | 0.10 | 0.05 | 0.06 | 0.07 | 0.06 | 0.04 | 0.05 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 557
Q33. What is the total number of people in your household, including yourself and any children?
Base: All respondents

| | GOR | | | | | | | | | | | | | | Ethnicity | | | | | | | Disability | | | | |
|--------------------|----------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|------------|---------------------|-----------------------|----------------|----------------|------------------------|------------------|--------------------|------------|--------------|--------------|-------------------|--------------------------------|----------------------|------------------------|---------------------|-----------|---------------|--|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) | |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 | |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 | |
| 1 | 518 24%cdm QTW | 49 29%cdm | 12 14% | 42 18% | 46 27%cdm | 38 20% | 35 23% | 21 19% | 51 26%cd | 90 32%ACD FHKMN | 68 23% | 55 28%cdm | 11 17% | 436 24%cd | 474 25%aQT | 10 20% | 10 10% | 9 20% | 8 31% | 38 17%q | 67 27% | 98 29%aw | 356 23% | 48 27% | 150 28%aw | |
| 2 | 731 34%JQR Tw | 60 35%kj | 35 40%J | 89 38%J | 62 36%J | 60 31% | 58 39%J | 43 40%J | 72 37%J | 67 24% | 94 31% | 64 33%j | 27 41%aJk n | 601 33%J | 691 36%AQR T | 11 23% | 16 15% | 4 9% | 2 9% | 34 15% | 81 33% | 145 43%AUV Y | 510 33% | 68 39% | 210 39%Auv | |
| 3 | 363 17% | 31 18% | 16 19% | 47 20%e | 21 12% | 32 16% | 30 20% | 14 13% | 36 18% | 42 15% | 56 19% | 30 15% | 9 14% | 309 17% | 319 17% | 11 24% | 13 12% | 7 16% | 5 20% | 36 16% | 42 17% | 49 15% | 266 17% | 34 19% | 91 17% | |
| 4 | 331 15%OVY | 20 12% | 16 19% | 30 13% | 21 12% | 38 20%bg | 16 11% | 19 18% | 29 15% | 49 17% | 53 17% | 27 14% | 12 19%g | 280 15% | 275 14% | 4 9% | 28 27%AOp | 14 30%AOp | 6 22% | 52 23%AOP | 28 11%v | 24 7% | 264 17%AuV xY | 18 10% | 52 9%V | |
| 5 | 138 6%blOv | 4 3% | 7 8%bl | 19 8%bl | 15 9%bl | 16 8%bl | 6 4% | 8 7%bl | 3 2% | 22 8%bl | 19 6%i | 14 7%bl | 4 7%bl | 122 7%bl | 100 5% | 9 18%AO | 18 17%AO | 7 16%aO | 4 15% | 38 17%AO | 19 8%Vy | 12 4% | 107 7%v | 7 4% | 28 5%v | |
| 6+ | 71 3%Ox | 7 4% | - | 10 4% | 7 4% | 10 5%c | 5 3% | 3 3% | 3 2% | 10 4% | 12 4% | 3 2% | 1 1% | 60 3% | 41 2% | 3 6% | 18 18%AOT | 4 9%O | 12 4% | 26 12%AO | 8 3% | 8 2% | 58 4%x | 1 1% | 12 2% | |
| Mean | 2.57iO VXY | 2.39 | 2.68i | 2.71bl | 2.57 | 2.81aB glin | 2.45 | 2.62i | 2.34 | 2.58 | 2.66bi | 2.45 | 2.62i | 2.59i | 2.46 | 3.07aO | 3.85AO pT | 3.51AO | 2.95 | 3.50AO | 2.51Vx Y | 2.21 | 2.65AV XY | 2.27 | 2.33V | |
| Standard deviation | 1.39 | 1.35 | 1.18 | 1.43 | 1.58 | 1.45 | 1.31 | 1.33 | 1.17 | 1.53 | 1.40 | 1.35 | 1.27 | 1.40 | 1.29 | 1.74 | 1.70 | 1.90 | 1.68 | 1.77 | 1.43 | 1.23 | 1.42 | 1.13 | 1.27 | |
| Standard error | 0.03 | 0.11 | 0.13 | 0.10 | 0.12 | 0.11 | 0.11 | 0.11 | 0.09 | 0.09 | 0.08 | 0.10 | 0.10 | 0.03 | 0.03 | 0.25 | 0.17 | 0.29 | 0.33 | 0.12 | 0.09 | 0.07 | 0.04 | 0.08 | 0.05 | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 558
Q33. What is the total number of people in your household, including yourself and any children?
Base: All respondents

| | Total (a) | Children Aged 18 & Under | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | | |
|--------------------|---------------------------------------|----------------------------|---------------------------|------------------------|------------------------|--------------------------|--------------------------|-----------------------|-------------------------|--------------------|-----------------------------|-----------------------------|----------------------------|-------------------------|------------------------|-------------------------|------------------------|-------------------------|---------------------------|------------------------|------------------------|------------------------|-----------------------|---|
| | | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) | |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 | |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* | |
| 1 | 518 24% CDE GHJOP QRSW | 498 33% ACDE GHIJ | 6 2% | 10 5% ch | 4 3% | 1 6% | 19 3% ch | 3 1% | 17 3% ch | 17 3% C | 51 46% AMNO PQRSW | 134 45% AMNO PORSW | 127 31% AnOP QRSW | 97 23% OpqR SW | 51 15% w | 24 14% w | 9 11% | 5 7% | 2 4% | 1 4% | - | - | * | - |
| 2 | 731 34% CDE GHIJ KLS w | 666 45% ACDE GHIJ | 22 6% | 20 9% h | 15 11% h | 1 7% | 63 10% CHI | 12 5% | 51 9% CH | 53 10% CH | 31 28% | 83 28% | 156 38% Lsw | 161 39% akLs w | 127 38% lsw | 60 35% sw | 24 29% | 20 32% | 7 19% | 7 28% | 5 19% | 4 27% | 5 17% | |
| 3 | 363 17% BI | 165 11% | 73 20% B | 39 18% B | 40 30% ABC D | 2 15% | 196 30% ABC DIJ | 68 26% ABC d | 163 28% ABC DJ | 140 25% ABCD | 12 11% | 36 12% | 57 14% | 72 17% | 72 21% akLM P | 20 12% | 21 26% akLM P | 14 23% lp | 8 22% | 6 24% | 5 16% | 5 34% | 7 22% | |
| 4 | 331 15% BLM | 92 6% | 160 44% ABd EGIJ | 82 37% AB | 39 29% AB | 4 30% | 235 36% AB | 101 39% AB | 219 38% ABg | 216 39% ABEG | 11 10% | 20 7% | 44 10% | 54 13% L | 55 16% Lm | 47 28% AKLM NO | 19 24% akLM n | 20 31% AKLM NO | 12 32% AKLM No | 8 29% | 12 44% | 3 22% | 8 26% klMn | |
| 5 | 138 6% Bm | 45 3% | 70 19% ABG IJ | 49 22% ABG IJ | 20 15% AB | 1 7% | 93 14% AB | 51 20% ABG i | 93 16% ABG | 88 16% ABG | 3 3% | 18 6% | 16 4% | 25 6% | 18 5% | 15 9% m | 7 9% | 4 7% | 9 23% AKLM NOpqr | 3 12% | 6 20% | * | 8 27% AKLMNOPqR | |
| 6+ | 71 3% Bn | 24 2% | 30 8% ABg | 20 9% AB | 16 12% ABG ij | 5 35% | 42 6% AB | 22 9% AB | 40 7% AB | 38 7% AB | 3 3% | 7 2% | 16 4% n | 6 2% | 14 4% n | 5 3% | 2 2% | - | - | 1 4% | - | 2 13% | 3 8% Nr | |
| Mean | 2.57BK LMn | 2.06 | 4.00AB GUJ | 3.93AB Gij | 3.84AB | 4.54 | 3.70AB | 4.00AB GIJ | 3.77AB G | 3.78ABG | 2.13 | 2.10 | 2.32l | 2.44kL | 2.74akL MN | 2.91AKL MN | 2.98AKL MN | 2.99akL MN | 3.50AKL MNOpqr | 3.28 | 3.65 | 3.40 | 3.87AKLMNOPQR | |
| Standard deviation | 1.39 | 1.15 | 1.12 | 1.32 | 1.43 | 1.97 | 1.18 | 1.12 | 1.16 | 1.19 | 1.57 | 1.35 | 1.36 | 1.23 | 1.36 | 1.35 | 1.30 | 1.10 | 1.18 | 1.22 | 1.03 | 1.51 | 1.24 | |
| Standard error | 0.03 | 0.03 | 0.06 | 0.09 | 0.12 | 0.51 | 0.05 | 0.07 | 0.05 | 0.05 | 0.15 | 0.08 | 0.07 | 0.06 | 0.08 | 0.10 | 0.14 | 0.14 | 0.18 | 0.23 | 0.18 | 0.34 | 0.20 | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 559

Q33. What is the total number of people in your household, including yourself and any children?

Base: All respondents

| | Total (a) | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | |
|--------------------|--------------|---------------|------------|--------------------|------------|-----------------|--------------|---|-----------|---|-----------|
| | | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| 1 | 518 24% | 478 24% | 40 24% | 350 24% | 167 24% | 354 24% | 163 24% | 501 24% | 17 17% | 500 24% | 18 18% |
| 2 | 731 34%F | 674 34% | 57 34% | 503 35% | 228 32% | 467 32% | 264 39%AF | 698 34% | 33 33% | 698 34% | 33 33% |
| 3 | 363 17% | 342 17% | 21 13% | 244 17% | 119 17% | 263 18% | 100 15% | 347 17% | 16 17% | 347 17% | 16 16% |
| 4 | 331 15% | 307 15% | 24 14% | 224 16% | 107 15% | 234 16% | 97 14% | 316 15% | 15 15% | 316 15% | 15 15% |
| 5 | 138 6% | 125 6% | 13 8% | 91 6% | 47 7% | 102 7% | 36 5% | 129 6% | 9 9% | 129 6% | 9 9% |
| 6+ | 71 3%BDHJ | 58 3% | 12 7%AB | 28 2% | 43 6%AD | 47 3% | 24 3% | 63 3% | 8 8%AH | 62 3% | 9 9%AJ |
| Mean | 2.57DH | 2.56 | 2.75 | 2.51 | 2.71AD | 2.60 | 2.51 | 2.56 | 2.96AH | 2.55 | 2.98AJ |
| Standard deviation | 1.39 | 1.37 | 1.64 | 1.30 | 1.55 | 1.39 | 1.40 | 1.38 | 1.62 | 1.38 | 1.66 |
| Standard error | 0.03 | 0.03 | 0.13 | 0.03 | 0.06 | 0.04 | 0.05 | 0.03 | 0.16 | 0.03 | 0.17 |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 560
Q34. Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--|------------------|----------|------------|---------------------------|------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------------|---------------------------|-----------------------|------------------|------------------|-------------------------|-------------------------|--------------------------|------------------|--------|------------------|-----------------|----------|------------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| No children aged 18 or under | 1490 | 745 | 739 | 29 | 178 | 192 | 132 | 197 | 291 | 253 | 217 | 208 | 208 | 400 | 329 | 761 | 43 | 414 | 445 | 261 | 368 | 860 | 629 |
| | 69%DFG HLOQTW | 70% | 69% | 21% | 83%ADF GHLNOQ | 56%DGO | 41%DQ | 57%DGO Q | 94%ADE FGHLMN OO | 99%AD EFGHI LMNOP Q | 100%ADE FGHILMN OPQ | 58%DGO Q | 83%ADF GHLNOQ | 67%DFG HLOQ | 49%DGO | 97%ADE FGHILM NOQ | 27%D | 71%T | 73%aT | 60% | 71%T | 72%AW | 66% |
| NET: Yes | 647 | 317 | 327 | 110 | 33 | 150 | 184 | 148 | 19 | 2 | 1 | 144 | 37 | 187 | 332 | 22 | 113 | 170 | 159 | 171 | 146 | 329 | 317 |
| | 30%EIJ KMPSV | 30% | 31% | 78%AEF GHUJL MNOPQ | 15%IJK P | 43%AEI JKMNP | 57%AEF HIJKLM NOP | 43%AEIJ KMNP | 6%JKP | 1% | * | 40%AEI JKMNP | 15%IJK P | 31%EIJ KMP | 50%AEHI JKLMNP | 3%jK | 72%AEF GHUJL MNOP | 29% | 26% | 39%ARS U | 28% | 28% | 33%AV |
| Yes - children aged 0 to 12 months | 50 | 20 | 30 | 16 | 7 | 18 | 9 | - | - | - | - | 23 | 7 | 25 | 9 | - | 16 | 19 | 7 | 16 | 8 | 26 | 24 |
| | 2%HIJK oPs | 2% | 3% | 12%AEFG HIJKLMN OP | 3%HIJK P | 5%AHJ KOP | 3%HIJK OP | - | - | - | - | 6%AEgH IJKMnO P | 3%HIJK P | 4%AHJ KOP | 1%hP | - | 10%AEFG HIJKLMN OP | 3% _s | 1% | 4% _{su} | 2% | 2% | 3% |
| Yes - children aged 13 months to 4 years old | 227 | 110 | 117 | 46 | 16 | 94 | 57 | 14 | - | - | - | 62 | 16 | 110 | 72 | - | 47 | 66 | 44 | 67 | 50 | 111 | 117 |
| | 11%HIJ KmPSv | 10% | 11% | 33%AEFGH IJKLMNO Pq | 7%IJK P | 27%AE HIJKLM NOP | 18%AEHI JKMOP | 4%IJKP | - | - | - | 17%AEHI JKMOP | 6%IJK P | 18%AEH IJKMOP | 11%HIJK mP | - | 30%AE HIJKLM NOP | 11% _s | 7% | 15%ASU | 10% | 9% | 12%av |
| Yes - children aged 5 to 10 years old | 362 | 180 | 181 | 107 | 11 | 84 | 109 | 47 | 4 | 1 | - | 118 | 11 | 94 | 156 | 5 | 108 | 101 | 82 | 105 | 73 | 183 | 178 |
| | 17%EIJ KMPSuv | 17% | 17% | 76%AEFG HIJKLMN OPQ | 5%IJK P | 24%AEH IJKMNP | 34%AEF HIJKMN OP | 14%EIJ MP | 1% | * | - | 33%AEIH IJKMNOP | 4%IJK P | 16%EIJ KMP | 23%AEHI JKMNP | 1% | 69%AEF GHUJL MNOP | 17% | 13% | 24%ARS U | 14% | 15% | 19% _w |
| Yes - children aged 11 to 15 years old | 221 | 106 | 114 | 22 | 9 | 26 | 81 | 75 | 7 | - | - | 31 | 11 | 37 | 157 | 7 | 24 | 54 | 59 | 51 | 56 | 114 | 107 |
| | 10%EIJ KMNP | 10% | 11% | 16%aEFI JKLMNP | 4%JKP | 8%IJK P | 25%AdE FIJKLM NPq | 22%AEFI JKLMNP | 2%jkP | - | - | 9%EIJ MnP | 4%JKP | 6%IJK P | 23%AdEF IJKLMNP q | 1% | 15%aEFI JKLMNP | 9% | 10% | 12% | 11% | 10% | 11% |
| Yes - children aged 16 to 18 years old | 134 | 60 | 74 | 13 | 6 | 5 | 37 | 58 | 13 | 1 | 1 | 19 | 10 | 15 | 96 | 15 | 15 | 35 | 38 | 20 | 42 | 72 | 62 |
| | 6%EFJK NP | 6% | 7% | 9%EFJ KlmNP | 3%jk | 1% | 12%AEF IJKLMN P | 17%AdEF IJKLMNP q | 4%JKP | * | * | 5%EFJK NP | 4%eJK | 2%k | 14%AEFG IJKLMNP | 2%jk | 10%EFJ KLMNP | 6% | 6% | 5% | 8% _t | 6% | 6% |
| NET: Any under 5 | 257 | 122 | 134 | 55 | 21 | 106 | 62 | 14 | - | - | - | 76 | 21 | 127 | 76 | - | 56 | 73 | 50 | 79 | 55 | 123 | 134 |
| | 12%HIJ KPSV | 11% | 13% | 39%AE HIJKLM NOPq | 10%HIJ KP | 31%AE HIJKLM NOP | 19%AEHI JKMOP | 4%IJKP | - | - | - | 21%AEHI JKMOP | 9%hJ KP | 21%AEH IJKMOP | 11%HIJK P | - | 36%AE HIJKLM NOP | 13% _s | 8% | 18%ArS U | 11% | 10% | 14%av |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 560
Q34. Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

| | Gender | | | Age | | | | | | | | | | SEG | | | | | | | | | |
|----------------------|-----------------|----------|------------|----------------------------|-------------|------------------|------------------------|------------------|-----------|-----------|---------|------------------|------------|----------------|--------------------|---------|--------------------------|--------|--------|-------------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| NET: Any under 16 | 581 | 284 | 294 | 108 | 31 | 147 | 174 | 110 | 9 | 1 | - | 140 | 33 | 180 | 284 | 10 | 111 | 158 | 137 | 157 | 128 | 295 | 285 |
| | 27%EUJ KMPSV | 27% | 27% | 77%AEF GHUJKL MNO PQ | 15%LJK P | 43%AEH IJKMNP | 54%AEF HIJKL NOP | 32%aEUJ KMP | 3%jkP | * | - | 39%AEH IJKMNP | 13%JK P | 30%aEI JKMP | 43%AEHI JKMNP | 1% | 71%AEF GHUJKL MNOP | 27% | 23% | 36%ARS U | 24% | 25% | 30%av |
| NET: Any 5-18 | 552 | 272 | 278 | 110 | 18 | 99 | 160 | 142 | 19 | 2 | 1 | 128 | 21 | 120 | 303 | 22 | 113 | 139 | 140 | 145 | 126 | 279 | 272 |
| | 26%EUJ KMNPV | 25% | 26% | 78%AEFG HIJKLMN OPQ | 8%JKP | 29%EUJ KMNP | 50%AEF hIJKL NoP | 41%AEFI JKMNP | 6%JKP | 1% | * | 36%AEFI JKMNP | 9%JKP | 20%EUJ KMP | 45%AEFh IJKLMNP | 3%jK | 72%AEF GHUJKL MNOP | 24% | 23% | 33%ARS U | 24% | 23% | 28%av |
| Prefer not to answer | 15 | 10 | 5 | 1 | 4 | 2 | 6 | 1 | 1 | - | - | 5 | 5 | 7 | 7 | 1 | 1 | 2 | 3 | 2 | 7 | 5 | 10 |
| | 1%P | 1% | * | 1% | 2%jkP | 1% | 2%ajP | * | * | - | - | 1%P | 2%ajkP | 1%p | 1%p | * | 1% | * | 1% | 1% | 1%a | * | 1% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 561
Q34. Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| No children aged 18 or under | 1490 | 127 | 60 | 159 | 124 | 119 | 106 | 78 | 138 | 191 | 204 | 138 | 45 | 1240 | 1354 | 29 | 49 | 23 | 19 | 120 | 171 | 266 | 1050 | 136 | 413 |
| NET: Yes | 647 | 44 | 26 | 76 | 47 | 72 | 42 | 30 | 54 | 87 | 94 | 55 | 19 | 554 | 540 | 19 | 50 | 22 | 8 | 98 | 73 | 69 | 500 | 40 | 128 |
| Yes - children aged 0 to 12 months | 50 | 2 | 2 | 9 | 2 | 11 | 6 | 3 | 1 | 5 | 6 | 2 | 2 | 43 | 40 | 1 | 5 | 4 | - | 10 | 5 | 2 | 41 | 2 | 10 |
| Yes - children aged 13 months to 4 years old | 227 | 12 | 8 | 36 | 10 | 27 | 13 | 9 | 16 | 32 | 41 | 18 | 6 | 201 | 189 | 7 | 17 | 7 | 4 | 36 | 20 | 19 | 182 | 10 | 36 |
| Yes - children aged 5 to 10 years old | 362 | 24 | 13 | 44 | 22 | 45 | 27 | 16 | 29 | 53 | 50 | 29 | 10 | 312 | 292 | 16 | 34 | 9 | 6 | 65 | 39 | 29 | 290 | 19 | 62 |
| Yes - children aged 11 to 15 years old | 221 | 14 | 12 | 27 | 20 | 20 | 12 | 6 | 19 | 32 | 31 | 21 | 8 | 192 | 182 | 10 | 18 | 5 | 2 | 35 | 29 | 26 | 166 | 12 | 44 |
| Yes - children aged 16 to 18 years old | 134 | 12 | 3 | 13 | 18 | 10 | 8 | 8 | 14 | 16 | 16 | 10 | 6 | 109 | 109 | 3 | 14 | 6 | 1 | 24 | 9 | 19 | 103 | 13 | 28 |
| NET: Any under 5 | 257 | 14 | 10 | 39 | 36 | 36 | 16 | 10 | 17 | 35 | 43 | 19 | 6 | 227 | 212 | 8 | 20 | 10 | 4 | 42 | 23 | 21 | 205 | 12 | 43 |
| NET: Any under 16 | 581 | 38 | 24 | 74 | 38 | 66 | 39 | 23 | 47 | 82 | 85 | 48 | 17 | 503 | 478 | 19 | 50 | 17 | 8 | 94 | 68 | 55 | 454 | 30 | 108 |
| NET: Any 5-18 | 552 | 37 | 23 | 59 | 41 | 62 | 37 | 26 | 48 | 73 | 78 | 50 | 18 | 471 | 461 | 17 | 43 | 16 | 6 | 83 | 64 | 60 | 424 | 35 | 111 |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 561
Q34. Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|----------------------|-----------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|------------------------|------------------|-----------|-----------|-----------|-----------|-------------------|--------------------------------|----------------------|------------------------|----------|-----------|---------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Prefer not to answer | 15 1%O | 1 1% | - | 2 1% | 1 1% | 2 1% | 2 1% | - | 1 1% | 1 * | 3 1% | 1 1% | - | 13 1% | 6 * | - | 4 4%AO | 1 2%o | - | 5 2%AO | 1 * | 1 * | 10 1% | - | 1 * |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 562
Q34. Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| No children aged 18 or under | 1490 | 1490 | - | - | - | - | - | - | - | - | 87 | 241 | 316 | 290 | 223 | 105 | 44 | 35 | 26 | 11 | 12 | 10 | 13 |
| | 69%CD | 100%ACDE | - | - | - | - | - | - | - | - | 79%aoPQ | 81%ANOP | 76%AOPQ | 70%pQrW | 66%qW | 62%w | 54% | 56% | 68%w | 40% | 43% | 63% | 41% |
| NET: Yes | 647 | - | 362 | 221 | 134 | - | 647 | 257 | 581 | 552 | 24 | 57 | 96 | 124 | 114 | 66 | 38 | 28 | 12 | 16 | 16 | 6 | 19 |
| | 30%BkLM | - | 100%AB | 100%AB | 100%AB | - | 100%AB | 100%AB | 100%AB | 100%AB | 21% | 19% | 23% | 30%Lm | 34%kLM | 38%aKLM | 46%AKLM | 44%aKLM | 32% | 60% | 57% | 37% | 59%AKLMNOps |
| Yes - children aged 0 to 12 months | 50 | - | 33 | 6 | 3 | - | 50 | 50 | 50 | 33 | - | 2 | 4 | 7 | 12 | 9 | 3 | 1 | 2 | 1 | 1 | 4 | 4 |
| | 2%Bm | - | 9%ABDE | 3%B | 2%B | - | 8%ABD | 20%ABCD | 9%ABDE | 6%ABDe | - | 1% | 1% | 2% | 3%lm | 5%aKLMn | 4% | 2% | 6%klm | 7% | 4% | 6% | 14%AKLMNOqr |
| Yes - children aged 13 months to 4 years old | 227 | - | 128 | 31 | 10 | - | 227 | 227 | 227 | 141 | 8 | 22 | 28 | 47 | 36 | 25 | 10 | 7 | 7 | 12 | 11 | - | 7 |
| | 11%BM | - | 35%ABD | 14%Be | 7%B | - | 35%ABD | 88%ABC | 39%ABc | 26%ABDE | 7% | 7% | 7% | 11%lm | 11% | 15%iM | 12% | 10% | 18%iM | 44% | 40% | - | 23%akLMno |
| Yes - children aged 5 to 10 years old | 362 | - | 362 | 97 | 38 | - | 362 | 149 | 362 | 362 | 11 | 29 | 43 | 65 | 65 | 41 | 23 | 15 | 9 | 10 | 12 | 5 | 17 |
| | 17%BkLM | - | 100%ABD | 44%ABE | 28%AB | - | 56%ABD | 58%ABD | 62%ABD | 66%ABDE | 10% | 10% | 10% | 16%lm | 19%kLM | 24%aKLM | 28%AKLM | 24%kLM | 24%kLM | 37% | 42% | 31% | 53%AKLMNOPqRs |
| Yes - children aged 11 to 15 years old | 221 | - | 97 | 221 | 52 | - | 221 | 34 | 221 | 221 | 11 | 20 | 31 | 39 | 40 | 26 | 13 | 13 | 1 | 5 | 2 | 2 | 7 |
| | 10%BIm | - | 27%AB | 100%ABC | 39%ABCH | - | 34%ABC | 13%B | 38%ABC | 40%ABCG | 10% | 7% | 7% | 9% | 12%lm | 15%aLMs | 16%LMs | 20%aLMns | 3% | 17% | 8% | 14% | 22%aLMns |
| Yes - children aged 16 to 18 years old | 134 | - | 38 | 52 | 134 | - | 134 | 11 | 68 | 134 | 6 | 15 | 28 | 20 | 27 | 9 | 6 | 6 | 1 | 3 | * | 2 | 6 |
| | 6%B | - | 11%ABH | 23%AB | 100%ABCD | - | 21%ABCH | 4%B | 12%ABH | 24%ABCGH | 5% | 5% | 7% | 5% | 8% | 5% | 8% | 9% | 4% | 10% | 2% | 12% | 20%AKLMNoPs |
| NET: Any under 5 | 257 | - | 149 | 34 | 11 | - | 257 | 257 | 257 | 162 | 8 | 25 | 31 | 51 | 41 | 33 | 12 | 8 | 9 | 12 | 11 | 1 | 8 |
| | 12%BIM | - | 41%ABD | 15%Be | 8%B | - | 40%AB | 100%ABC | 44%ABD | 29%ABDE | 7% | 8% | 7% | 12%lm | 12%lm | 19%AKLM | 15%lm | 23%aKLM | 44% | 40% | 6% | 6% | 27%AKLMno |
| NET: Any under 16 | 581 | - | 362 | 221 | 68 | - | 581 | 257 | 581 | 486 | 21 | 49 | 78 | 112 | 103 | 65 | 33 | 26 | 12 | 15 | 16 | 5 | 17 |
| | 27%BLM | - | 100%AB | 100%ABE | 51%AB | - | 90%AB | 100%AB | 100%ABE | 88%ABE | 19% | 16% | 19% | 27%LM | 31%KLM | 38%AKLM | 40%AKLM | 41%aKLM | 32%l | 56% | 56% | 34% | 53%AKLMNO |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 562
Q34. Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-16 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| NET: Any 5-18 | 552 | - | 362 | 221 | 134 | - | 552 | 162 | 486 | 552 | 23 | 46 | 78 | 102 | 101 | 59 | 33 | 24 | 9 | 12 | 14 | 6 | 19 |
| | 26%BLM | - | 100%AB | 100%AB | 100%AB | - | 85%ABH | 63%AB | 84%AB | 100%ABGH | 21% | 15% | 19% | 25%Lm | 30%LM | 34%AKLM | 40%AKLM | 37%akLM | 24% | 47% | 49% | 37% | 59%AKLMNOPRS |
| | | | GHI | GHI | I | | I | H | I | | | | | | n | N | n | | | | | | |
| Prefer not to answer | 15 | - | - | - | - | 15 | - | - | - | - | - | 1 | 4 | - | - | - | - | - | - | - | - | - | - |
| | 1%Bgi | - | - | - | - | 100% | - | - | - | - | - | * | 1%n | - | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 563
Q34. Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | | |
|--|----------------|----------------|--------------------|---------|-----------------|---------|--|---------------|--|---------------|---------------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| No children aged 18 or under | 1490 | 1396 | 94 | 1024 | 466 | 1019 | 472 | 1443 | 47 | 1442 | 48 |
| | | 69% <i>Cel</i> | 70% <i>AC</i> | 56% | 71% <i>AE</i> | 66% | 69% | 69% | 70% <i>AI</i> | 47% | 70% <i>AK</i> |
| NET: Yes | 647 | 577 | 70 | 407 | 240 | 440 | 207 | 597 | 50 | 597 | 50 |
| | 30% <i>BDH</i> | 29% | 42% <i>AB</i> | 28% | 34% <i>ad</i> | 30% | 30% | 29% | 50% <i>AH</i> | 29% | 50% <i>AJ</i> |
| Yes - children aged 0 to 12 months | 50 | 42 | 8 | 26 | 25 | 30 | 20 | 43 | 7 | 43 | 7 |
| | 2% <i>bdHJ</i> | 2% | 5% <i>ab</i> | 2% | 3% <i>ad</i> | 2% | 3% | 2% | 7% <i>AH</i> | 2% | 7% <i>AJ</i> |
| Yes - children aged 13 months to 4 years old | 227 | 202 | 26 | 140 | 87 | 145 | 82 | 208 | 19 | 208 | 19 |
| | 11% <i>bHJ</i> | 10% | 15% <i>ab</i> | 10% | 12% | 10% | 12% | 10% | 19% <i>AH</i> | 10% | 19% <i>AJ</i> |
| Yes - children aged 5 to 10 years old | 362 | 319 | 43 | 226 | 136 | 251 | 112 | 332 | 31 | 332 | 31 |
| | 17% <i>BdH</i> | 16% | 26% <i>AB</i> | 16% | 19% <i>ad</i> | 17% | 16% | 16% | 31% <i>AH</i> | 16% | 31% <i>AJ</i> |
| Yes - children aged 11 to 15 years old | 221 | 197 | 23 | 138 | 82 | 155 | 65 | 203 | 18 | 203 | 18 |
| | 10% <i>hj</i> | 10% | 14% | 10% | 12% | 11% | 10% | 18% <i>ah</i> | 10% | 18% <i>aj</i> | |
| Yes - children aged 16 to 18 years old | 134 | 119 | 15 | 89 | 45 | 87 | 47 | 123 | 11 | 123 | 12 |
| | 6% <i>hj</i> | 6% | 9% | 6% | 6% | 6% | 7% | 6% | 11% <i>ah</i> | 6% | 12% <i>aj</i> |
| NET: Any under 5 | 257 | 229 | 29 | 154 | 103 | 162 | 95 | 237 | 21 | 237 | 21 |
| | 12% <i>bdH</i> | 12% | 17% <i>ab</i> | 11% | 14% <i>ad</i> | 11% | 14% | 12% | 21% <i>AH</i> | 12% | 20% <i>AJ</i> |
| NET: Any under 16 | 581 | 518 | 63 | 359 | 222 | 394 | 187 | 536 | 45 | 536 | 45 |
| | 27% <i>BDH</i> | 26% | 38% <i>AB</i> | 25% | 31% <i>AD</i> | 27% | 27% | 26% | 46% <i>AH</i> | 26% | 45% <i>AJ</i> |
| NET: Any 5-18 | 552 | 493 | 59 | 349 | 203 | 382 | 170 | 510 | 42 | 509 | 43 |
| | 26% <i>BdH</i> | 25% | 35% <i>AB</i> | 24% | 29% <i>ad</i> | 26% | 25% | 25% | 43% <i>AH</i> | 25% | 42% <i>AJ</i> |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 563
Q34. Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | | |
|----------------------|---------------|----------|--------------------|---------|-----------------|---------|--|----------|--|----------|----------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Prefer not to answer | 15 1%bhj | 11 1% | 3 2%ab | 9 1% | 5 1% | 9 1% | 5 1% | 13 1% | 2 2%h | 13 1% | 2 2%j |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 564
Q35. What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|--------------------|------------------------|--------------|--------------|-----------------------------|--------------------------------|---------------------|-------------------|------------------------|---------------------|------------------------|-------------------------------|---------------------------|-------------------------------|--------------------|----------------------|-------------------------|-----------------------------|--------------|--------------|-------------|--------------------|--------------|--------------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2152 | 1107 | 1036 | 153 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 377 | 260 | 591 | 650 | 794 | 170 | 626 | 597 | 394 | 532 | 1223 | 926 |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| Up to £7,000 | 111 5%KpR TV | 56 5% | 55 5% | 4 3% | 28 13%ADFG HJKLmNO PQ | 15 4%K | 19 6%JK | 14 4%k | 24 8%adJK Pq | 5 2% | 1 * | 32 9%ADf hJKoP Q | 28 11%ADFG HJKINOP Q | 43 7%aFJK Pq | 34 5%JK | 30 4%K | 4 3% | 5 1% | 31 5%Rt | 11 2%r | 63 12%ARST | 36 3% | 74 8%AV |
| £7,001 to £14,000 | 299 14%BDI QRSTV | 124 12% | 174 16%AB | 6 4% | 31 14%DLQ | 44 13%Dq | 36 11%dq | 44 13%Dq | 55 16%aDg LoQ | 44 17%Dgl oQ | 39 16%Dgl oQ | 37 10%DQ | 34 14%DLQ | 78 13%DQ | 80 12%Dq | 138 16%ADGL nOQ | 8 5% | 31 5% | 64 11%R | 39 9%r | 165 32%ARST | 95 8% | 204 21%AV |
| £14,001 to £21,000 | 416 19%DFI nQRV | 203 19% | 210 20% | 10 7% | 45 21%DFL nQ | 46 13%d | 59 19%DQ | 57 17%Dq | 64 21%DIQ | 66 26%ADF gHLNOQ | 68 32%ADe FCHLM NopQ | 55 15%DQ | 49 20%DFL nQ | 95 16%DFQ | 117 16%DQ | 198 25%ADFg HLNOQ | 13 8% d | 73 12% | 118 19%R | 85 20%R | 139 27%ARS t | 191 16% | 224 23%AV |
| £21,001 to £28,000 | 414 19%cde LmqUW | 227 21%ac | 185 17% | 17 12% | 30 14% | 73 21%deL mnq | 59 18% | 86 25%ADE jLMnpQ | 61 19%l | 45 18% | 44 20%l | 48 13% | 33 13% | 106 18%Lm | 144 22%deg LMQ | 149 19%lmq | 19 12% | 122 21%U | 133 22%U | 83 19% | 75 14% | 255 21%AW | 158 17% |
| £28,001 to £34,000 | 337 16%LW | 163 15% | 173 16% | 15 11% | 30 14% | 57 17% | 55 17% | 53 15% | 52 17% | 47 18% d | 28 13% | 45 13% | 32 13% | 89 15% | 108 16% | 127 16% | 18 12% | 114 19%AU | 121 20%AU | 73 17%U | 30 6% | 234 20%AW | 102 11% |
| £34,001 to £41,000 | 171 8%cUw | 99 9%ac | 72 7% | 16 11% | 14 6% | 32 9% | 29 9% | 27 8% | 18 6% | 20 8% | 16 7% | 29 8% | 18 7% | 49 8% | 56 8% | 54 7% | 16 10% | 62 11%AU | 48 8%U | 49 11%AU | 12 2% | 110 9%aw | 61 6% |
| £41,001 to £48,000 | 82 4%U | 39 4% | 43 4% | 9 6%eklm | 4 2% | 14 4% | 14 4% | 18 5%e | 12 4% | 7 3% | 4 2% | 12 3%e | 6 2% | 20 3% | 32 5%e | 23 3% | 9 6%eklm | 33 6%AsU | 20 3%u | 23 5%U | 7 1% | 53 4% | 30 3% |
| £48,001 to £55,000 | 63 3%jPUw | 30 3% | 31 3% | 9 6%aeU KIMnP | 3 1% | 14 4%ijkP | 14 4%eijk P | 16 5%eijk P | 4 1% | 2 1% | 2 1% | 12 3%EmP | 4 2%e | 19 3%eP | 30 4%aeU kP | 8 1% | 9 6%aeU KimP | 27 5%AU | 18 3%U | 17 4%U | 2 * | 45 4%aw | 19 2% |
| £55,001 to £62,000 | 38 2%cjPU | 26 2%ac | 12 1% | 10 7%AFgH UKnOP | 6 3%jkP | 7 2%kp | 8 2%jkP | 3 1% | 4 1% | * * | - * | 17 5%AIHi JKOP | 12 5%AEHi JKOP | 18 3%AfhJ KP | 11 2% | 5 1% | 10 6%AFgH UKnOP | 12 2%u | 11 2%u | 13 3%U | 2 * | 23 2% | 15 2% |
| £62,001 to £69,000 | 26 1%tUW | 16 2% | 10 1% | 7 5%AEFG hJKIM NOP | 1 * | 5 2% | 3 1% | 5 1% | 3 1% | 1 1% | 1 * | 8 2%EMnp | 1 * | 6 1% | 8 1% | 5 1% | 7 4%AEfg hJKIM NOP | 20 3%ASTU | 4 1% | 1 * | 1 * | 24 2%AW | 2 * |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
Overlap formulae used.

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 564
Q35. What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|----------------------|-------------------|----------|------------|--------------------------------|------------|------------|------------|-----------|-----------|-----------|----------|------------------------------|-----------------|-------------|-----------|----------|--------------------------------|--------------|----------|----------|----------|------------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Weighted base | 2152 | 1072 | 1071 | 141 | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 357 | 250 | 594 | 667 | 784 | 156 | 586 | 608 | 434 | 521 | 1194 | 955 |
| £69,001 to £76,000 | 28 1%hPsU w | 16 1% | 12 1% | 7 5%AgHI JKmnOP | 4 2%hkp | 8 2%hkp | 6 2%hop | * | 1 * | 2 1% | - | 11 3%AHij KMOP | 4 2%hp | 12 2%hkP | 6 1%h | 3 * | 9 6%Aefg HIJKIM NOP | 19 3%ASU | 3 * | 7 2%U | - | 21 2%aw | 7 1% |
| £76,001 to £83,000 | 15 1%BpW | 3 * | 12 1%ab | 5 4%AefG hJklm NOP | 1 * | 4 1%p | * | 3 1% | * | * | 1 * | 6 2%aEgi mP | 2 1% | 6 1% | 4 1% | 2 * | 5 3%AeGI JkmnOP | 13 2%ASTU | 2 * | * | - | 15 1%AW | * |
| £83,001 or more | 32 1%IPU W | 19 2% | 13 1% | 14 10%AEFG HIJKLMN OP | 4 2%iP | 5 2%P | 4 1%p | 3 1% | * | 1 * | - | 18 5%AEFG HIJKMN OP | 7 3%ejk P | 12 2%kP | 8 1%p | 1 * | 16 10%AEFG HIJKLMN OP | 27 5%ASTU | 4 1% | 1 * | - | 31 3%AW | 1 * |
| Prefer not to answer | 118 5% | 49 5% | 68 6% | 11 8% | 15 7% | 20 6% | 14 4% | 17 5% | 13 4% | 15 6% | 13 6% | 27 7% | 20 8%io | 40 7% | 31 5% | 40 5% | 12 8% | 29 5% | 32 5% | 32 7% | 26 5% | 60 5% | 58 6% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used.

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Absolutes/col percents

Table 565
Q35. What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|--------------------|----------------------------|----------------------------|--------------------------|----------------------------|------------------------------|-----------------------------|------------------------------|------------------------------|------------------------|--------------------------|------------------------|-------------------------|-------------------------------|--------------------------|-------------------------|-------------------------|------------------------|---------------------------|-------------------|--------------------------------|---------------------------|-------------------------|----------------------------|--------------------------|--------------------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2152 | 161 | 80 | 213 | 166 | 183 | 144 | 153 | 180 | 270 | 275 | 171 | 156 | 1682 | 1906 | 47 | 99 | 44 | 26 | 216 | 238 | 337 | 1562 | 177 | 541 |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| Up to £7,000 | 111 5% | 13 7% _m | 6 7% | 13 5% | 5 3% | 7 4% | 5 3% | 6 5% | 8 4% | 22 8% _{aemn} | 15 5% | 9 5% | 1 2% | 92 5% | 92 5% | 1 2% | 8 8% | 4 9% | 1 4% | 14 6% | 22 9% _{AvWxy} | 17 5% | 72 5% | 8 5% | 33 6% |
| £7,001 to £14,000 | 299 14% _{hW} | 29 17% _{fh} | 8 9% | 37 15% _h | 32 19% _{cfH} | 18 10% | 21 14% | 8 8% | 25 13% | 40 14% | 40 13% | 34 18% _{fh} | 7 11% | 255 14% _h | 265 14% | 8 16% | 16 15% | 4 10% | 4 15% | 32 14% | 49 20% _{AW} | 64 19% _{AW} | 190 12% | 43 24% _{AWy} | 104 19% _{AW} |
| £14,001 to £21,000 | 416 19% _{MW} | 34 20% _m | 16 19% | 60 25% _{ahjMn} | 32 19% _m | 41 21% _M | 29 19% _m | 17 16% | 42 22% _M | 48 17% _m | 57 19% _m | 34 17% _m | 6 9% | 359 20% _M | 368 19% | 9 20% | 21 17% | 7 15% | 4 19% | 42 19% | 66 27% _{AW} | 98 29% _{AW} | 267 17% | 52 29% _{AW} | 147 27% _{AW} |
| £21,001 to £28,000 | 414 19% _{jmp} | 41 24% _{ijklM} | 19 22% _m | 46 20% _m | 36 21% _m | 53 28% _{AJKLMN} | 39 26% _{aajkLMn} | 22 20% _m | 35 18% | 41 15% | 47 15% | 28 14% | 7 12% | 344 19% _{jm} | 373 20% _p | 3 5% | 21 21% _p | 5 11% | 9 35% | 39 17% _p | 43 18% | 60 18% | 314 20% | 25 14% | 90 17% |
| £28,001 to £34,000 | 337 16% _{luxy} | 26 15% | 19 22% _{dfm} | 27 11% | 32 18% | 23 12% | 22 15% | 16 15% | 32 16% | 50 18% _d | 45 15% | 37 19% _d | 8 12% | 287 16% | 292 15% | 13 27% _{ao} | 14 14% | 7 16% | 6 24% | 42 19% | 27 11% | 46 14% | 264 17% _{auxy} | 18 10% | 69 13% |
| £34,001 to £41,000 | 171 8% _{lVY} | 7 4% | 6 7% | 11 5% | 13 7% | 23 12% _{bdgn} | 7 5% | 13 12% _{aBDgn} | 16 8% | 20 7% | 27 9% | 17 9% | 10 15% _{ABDeGUKn} | 140 8% | 160 8% _{at} | 3 6% | 5 5% | 1 2% | - | 9 4% | 14 6% _v | 9 3% | 142 9% _{AVY} | 9 5% | 26 5% _V |
| £41,001 to £48,000 | 82 4% _v | 8 5% | 1 1% | 8 3% | 6 4% | 8 4% | 7 4% | 3 3% | 8 4% | 8 3% | 13 4% | 7 4% | 5 7% _{acjn} | 67 4% | 73 4% | 2 4% | 5 5% | 1 3% | - | 8 4% | 7 3% | 6 2% | 65 4% _v | 9 5% _V | 16 3% _v |
| £48,001 to £55,000 | 63 3% _u | 4 2% | 3 4% | 11 5% _g | 2 1% | 3 1% | 1 1% | 2 2% | 4 2% | 12 4% _g | 11 4% | 6 3% | 3 5% _{efG} | 54 3% | 59 3% | 1 2% | 1 1% | 2 4% | - | 4 2% | 2 1% | 9 3% | 48 3% _u | 3 2% | 13 2% _u |
| £55,001 to £62,000 | 38 2% | 1 1% | 1 1% | 2 1% | 4 2% | 1 * | 1 1% | 5 5% _{ABDFgijLN} | 4 3% | 10 2% | 1 3% _n | 1 1% | 2 4% _{abdFgln} | 29 2% | 30 2% | - | 2 2% | 5 11% _{AOpqt} | 1 4% | 8 4% _{ao} | 2 1% | 2 1% | 33 2% | 2 1% | 6 1% |
| £62,001 to £69,000 | 26 1% | 1 1% | - | - | 1 1% | 1 1% | 4 3% _d | 1 1% | 1 1% | 6 2% _d | 6 2% _d | 4 2% _d | 2 3% _{aDefi} | 23 1% | 25 1% | - | - | 1 2% | - | 1 * | 1 * | 1 * | 23 1% | 1 1% | 3 1% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 565

Q35. What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | Disability | | | | | | |
|----------------------|------------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-------------------------|---------------------|----------------------|----------------|----------------|---------------------------------|------------------|-----------|----------------|-----------|----------------|-------------------|--------------------------------|----------------------|------------------------|-----------------|-----------|----------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Weighted base | 2152 | 172 | 86* | 237 | 172 | 194 | 151 | 108 | 194 | 280 | 301 | 194 | 65 | 1808 | 1900 | 49* | 102* | 45* | 27** | 223 | 245 | 337 | 1561 | 176 | 543 |
| £69,001 to £76,000 | 28 1% | - | - | 4 2% | - | 1 1% | 2 1% | 1 1% | - | 8 3% abei n | 8 3% bei | 2 1% | 2 4% ABCE Fhln | 25 1% | 24 1% | - | 1 1% | 3 6% AOt | - | 4 2% | - | 3 1% | 25 2% | - | 3 1% |
| £76,001 to £83,000 | 15 1% N | 2 1% | - | - | 1 1% | 1 1% | - | 1 1% | 1 1% | 2 1% | 3 1% | - | 3 5% AbcD EFGhJ KLN | 8 * | 13 1% | 1 2% | - | - | 1 4% | 2 1% | - | - | 15 1% ay | - | - |
| £83,001 or more | 32 1% NVY | 4 2% e | - | 6 3% ekn | - | 1 1% | 2 1% | 5 4% AcEF iKIN | 1 1% | 7 2% ekn | 1 * | 2 1% | 3 4% AcEF iKIN | 20 1% | 26 1% | 3 6% aOq | - | 2 4% q | - | 5 2% | 1 * | - | 29 2% avY | - | 1 * |
| Prefer not to answer | 118 5% Bow | 1 1% | 6 7% B | 11 5% b | 8 5% b | 12 6% B | 10 7% B | 8 7% B | 14 7% B | 13 5% b | 18 6% B | 12 6% B | 4 6% B | 105 6% B | 97 5% | 4 9% | 7 7% | 2 4% | - | 14 6% | 10 4% | 21 6% | 75 5% | 6 3% | 30 6% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 566

Q35. What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

Absolutes/col percents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|--------------------|----------------------------|----------------|------------------------|-------------------------|-------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| | | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted base | 2152 | 1494 | 365 | 217 | 135 | 15 | 643 | 256 | 578 | 551 | 110 | 294 | 404 | 406 | 330 | 180 | 84 | 64 | 43 | 29 | 31 | 20 | 38 |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| Up to £7,000 | 111 | 87 | 11 | 11 | 6 | - | 24 | 8 | 21 | 23 | 111 | - | - | - | - | - | - | - | - | - | - | - | - |
| | 5%cgIL MNOPl | 6%acgi | 3% | 5% | 4% | - | 4% | 3% | 4% | 4% | 100%ALMNO PORSW | - | - | - | - | - | - | - | - | - | - | - | - |
| £7,001 to £14,000 | 299 | 241 | 29 | 20 | 15 | 1 | 57 | 25 | 49 | 46 | - | 299 | - | - | - | - | - | - | - | - | - | - | - |
| | 14%CdG hIJKMN OPQRsw | 16%ACDG HIJ | 8% | 9% | 11% | 6% | 9% | 10% | 8% | 8% | - | 100%AKMNO PORSW | - | - | - | - | - | - | - | - | - | - | - |
| £14,001 to £21,000 | 416 | 316 | 43 | 31 | 28 | 4 | 96 | 31 | 78 | 78 | - | - | 416 | - | - | - | - | - | - | - | - | - | - |
| | 19%CdG HIJKLN OPQRsw | 21%ACd GHIJ | 12% | 14% | 20%Cgh ij | 27% | 15%cl | 12% | 13% | 14%c | - | - | 100%AKLNO PORSW | - | - | - | - | - | - | - | - | - | - |
| £21,001 to £28,000 | 414 | 290 | 65 | 39 | 20 | - | 124 | 51 | 112 | 102 | - | - | 414 | - | - | - | - | - | - | - | - | - | - |
| | 19%KLM OPQRsw | 19% | 18% | 18% | 15% | - | 19% | 20% | 19% | 18% | - | - | 100%AKLMO PORSW | - | - | - | - | - | - | - | - | - | - |
| £28,001 to £34,000 | 337 | 223 | 65 | 40 | 27 | - | 114 | 41 | 103 | 101 | - | - | - | 337 | - | - | - | - | - | - | - | - | - |
| | 16%KLM NPQRsw | 15% | 18% | 18% | 20% | - | 18% | 16% | 18% | 18% | - | - | - | 100%AKLMN PORSW | - | - | - | - | - | - | - | - | - |
| £34,001 to £41,000 | 171 | 105 | 41 | 26 | 9 | - | 66 | 33 | 65 | 59 | - | - | - | - | 171 | - | - | - | - | - | - | - | - |
| | 8%bKLM NOQR | 7% | 11%aB | 12%ab | 6% | - | 10%ab | 13%AB | 11%ABg | 11%aB | - | - | - | - | 100%AKLMN OQRSW | - | - | - | - | - | - | - | - |
| £41,001 to £48,000 | 82 | 44 | 23 | 13 | 6 | - | 38 | 12 | 33 | 33 | - | - | - | - | - | 82 | - | - | - | - | - | - | - |
| | 4%BKLM NOP | 3% | 6%AB | 6%b | 5% | - | 6%AB | 5% | 6%aB | 6%AB | - | - | - | - | - | 100%AKLMN OPRSW | - | - | - | - | - | - | - |
| £48,001 to £55,000 | 63 | 35 | 15 | 13 | 6 | - | 28 | 8 | 26 | 24 | - | - | - | - | - | - | 63 | - | - | - | - | - | - |
| | 3%bLMN Op | 2% | 4% | 6%aB | 4% | - | 4%ab | 3% | 4%ab | 4%ab | - | - | - | - | - | - | 100%AKLMN OPQSW | - | - | - | - | - | - |
| £55,001 to £62,000 | 38 | 26 | 9 | 1 | 1 | - | 12 | 9 | 12 | 9 | - | - | - | - | - | - | - | 38 | - | - | - | - | - |
| | 2%IMNo | 2% | 3%dj | 1% | 1% | - | 2%d | 3%adgj | 2%d | 2% | - | - | - | - | - | - | - | 100%AKLMN OPQRW | - | - | - | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 566

Absolutes/col percents

Q35. What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|----------------------|--------------------------|----------|------------------|-------------------|-------------------|--------------------------|---------|-----------------|------------------|--------------|-----------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|---------------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5-18 (j) | Up to £7,000 (k) | £7,001 to £14,000 (l) | £14,001 to £21,000 (m) | £21,001 to £28,000 (n) | £28,001 to £34,000 (o) | £34,001 to £41,000 (p) | £41,001 to £48,000 (q) | £48,001 to £55,000 (r) | £55,001 to £62,000 (s) | £62,001 to £69,000 (t) | £69,001 to £76,000 (u) | £76,001 to £83,000 (v) | £83,001 or more (w) |
| Weighted base | 2152 | 1490 | 362 | 221 | 134 | 15** | 647 | 257 | 581 | 552 | 111 | 299 | 416 | 414 | 337 | 171 | 82* | 63* | 38* | 26** | 28** | 15** | 32* |
| £62,001 to £69,000 | 26 | 11 | 10 | 5 | 3 | - | 16 | 12 | 15 | 12 | - | - | - | - | - | - | - | - | 26 | - | - | - | - |
| | 1%Bmno | 1% | 3%aB | 2%b | 2% | - | 2%AB | 4%ABgi | 3%AB | 2%aB | - | - | - | - | - | - | - | - | - | 100% | - | - | - |
| £69,001 to £76,000 | 28 | 12 | 12 | 2 | * | - | 16 | 11 | 16 | 14 | - | - | - | - | - | - | - | - | - | - | 28 | - | - |
| | 1%Bmno | 1% | 3%ABd | 1% | * | - | 2%AB | 4%ABde | 3%ABd | 2%aBe | - | - | - | - | - | - | - | - | - | - | 100% | - | - |
| £76,001 to £83,000 | 15 | 10 | 5 | 2 | 2 | - | 6 | 1 | 5 | 6 | - | - | - | - | - | - | - | - | - | - | - | 15 | - |
| | 1% | 1% | 1% | 1% | 1% | - | 1% | * | 1% | 1% | - | - | - | - | - | - | - | - | - | - | - | 100% | - |
| £83,001 or more | 32 | 13 | 17 | 7 | 6 | - | 19 | 8 | 17 | 19 | - | - | - | - | - | - | - | - | - | - | - | - | 32 |
| | 1%Bimno | 1% | 5%ABGI | 3%aB | 5%AB | - | 3%AB | 3%aB | 3%AB | 3%AB | - | - | - | - | - | - | - | - | - | - | - | - | 100%AKLMNOPQRS |
| Prefer not to answer | 118 | 77 | 18 | 11 | 5 | 10 | 32 | 8 | 29 | 27 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | 5%kLMN | 5% | 5% | 5% | 4% | 66% | 5% | 3% | 5% | 5% | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | OPq | | | | | | | | | | | | | | | | | | | | | | |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom BBC COVID Research
ONLINE Fieldwork:- 29th March to 6th April 2021

Table 567

Q35. What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Bribbox/Other platforms) | | BBC User (excluding Bribbox/Other platforms) | | |
|--------------------|---------------|---------|--------------------|---------|-----------------|---------|--|---------|--|---------|--------|
| | Total (a) | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) |
| Unweighted base | 2152 | 1983 | 169 | 1447 | 705 | 1482 | 670 | 2053 | 99 | 2051 | 101 |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| Up to £7,000 | 111 | 93 | 18 | 59 | 52 | 69 | 42 | 99 | 12 | 99 | 13 |
| | | 5%BDHJ | 5% | 11%AB | 4% | 7%AD | 5% | 5% | 12%AH | 5% | 13%AJ |
| £7,001 to £14,000 | 299 | 264 | 35 | 184 | 115 | 187 | 112 | 279 | 20 | 279 | 20 |
| | | 14%Bdf | 13% | 21%AB | 13% | 16%ad | 13% | 16%af | 14% | 14% | 20% |
| £14,001 to £21,000 | 416 | 389 | 27 | 266 | 150 | 274 | 141 | 395 | 21 | 395 | 21 |
| | | 19% | 20% | 16% | 18% | 21% | 19% | 21% | 19% | 19% | 21% |
| £21,001 to £28,000 | 414 | 384 | 30 | 285 | 129 | 287 | 127 | 396 | 18 | 396 | 18 |
| | | 19% | 19% | 18% | 20% | 18% | 20% | 19% | 18% | 19% | 18% |
| £28,001 to £34,000 | 337 | 312 | 25 | 232 | 105 | 243 | 94 | 328 | 9 | 327 | 10 |
| | | 16% | 16% | 15% | 16% | 15% | 17% | 14% | 16% | 9% | 16% |
| £34,001 to £41,000 | 171 | 159 | 12 | 121 | 50 | 112 | 59 | 163 | 8 | 163 | 8 |
| | | 8% | 8% | 7% | 8% | 7% | 8% | 9% | 8% | 8% | 8% |
| £41,001 to £48,000 | 82 | 79 | 3 | 67 | 15 | 61 | 21 | 81 | 1 | 81 | 1 |
| | | 4%E | 4% | 2% | 5%AE | 2% | 4% | 3% | 4% | 1% | 4% |
| £48,001 to £55,000 | 63 | 59 | 5 | 51 | 13 | 45 | 18 | 62 | 2 | 62 | 2 |
| | | 3%e | 3% | 3% | 4%ae | 2% | 3% | 3% | 2% | 3% | 2% |
| £55,001 to £62,000 | 38 | 37 | 1 | 29 | 9 | 32 | 7 | 37 | 1 | 37 | 1 |
| | | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 2% |
| £62,001 to £69,000 | 26 | 26 | - | 22 | 5 | 20 | 6 | 26 | - | 26 | - |
| | | 1% | 1% | - | 2% | 1% | 1% | 1% | - | 1% | - |
| £69,001 to £76,000 | 28 | 28 | - | 21 | 7 | 24 | 4 | 28 | - | 28 | - |
| | | 1%g | 1% | - | 1% | 2%g | 1% | 1% | - | 1% | - |
| £76,001 to £83,000 | 15 | 15 | - | 12 | 3 | 13 | 3 | 15 | - | 15 | - |
| | | 1% | 1% | - | 1% | * | 1% | * | 1% | - | - |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

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Absolutes/col percents

Table 567

Q35. What is the combined annual income of your household, prior to tax being deducted?**Base: All respondents**

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|----------------------|---------------|-----------|--------------------|----------|-----------------|------------|--|-----------|--|-----------|---------|
| | Yes (a) | No (b) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Weighted base | 2152 | 1985 | 167 | 1440 | 712 | 1468 | 684 | 2053 | 99* | 2052 | 100* |
| £83,001 or more | 32 1%g | 31 2% | 1 1% | 25 2% | 6 1% | 27 2%ag | 5 1% | 31 1% | 1 1% | 31 1% | 1 1% |
| Prefer not to answer | 118 5%D | 108 5% | 10 6% | 66 5% | 52 7%aD | 74 5% | 45 7% | 113 5% | 6 6% | 113 5% | 6 6% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base

Ofcom BBC COVID Research
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Absolutes/col percents

Table 568
Q36. Would you be interested in taking part?
Base: All answering

| | Gender | | | Age | | | | | | | | | | | | | SEG | | | | | | |
|---------------------------------------|--------------|----------|------------|-----------|-------------|------------------|-------------|-----------------|-----------|--------------------------|--------------------------|-------------|-------------|----------------|-----------------|-----------------------|-----------|--------|--------|--------|--------|----------|----------|
| | Total (a) | Male (b) | Female (c) | 13-17 (d) | 18-24 (e) | 25-34 (f) | 35-44 (g) | 45-54 (h) | 55-64 (i) | 65-74 (j) | 75+ (k) | 13-24 (l) | 16-24 (m) | 16-34 (n) | 35-54 (o) | 55+ (p) | 13-18 (q) | AB (r) | C1 (s) | C2 (t) | DE (u) | ABC1 (v) | C2DE (w) |
| Unweighted base | 2035 | 1051 | 977 | 36 | 224 | 331 | 330 | 320 | 315 | 261 | 218 | 260 | 260 | 591 | 650 | 794 | 53 | 566 | 575 | 381 | 510 | 1141 | 891 |
| Weighted base | 2045 | 1021 | 1017 | 34* | 216 | 344 | 321 | 346 | 312 | 255 | 217 | 250 | 250 | 594 | 667 | 784 | 49* | 534 | 586 | 421 | 502 | 1119 | 923 |
| Yes I am interested in taking part | 881 | 456 | 422 | 16 | 89 | 183 | 158 | 184 | 132 | 64 | 56 | 105 | 105 | 287 | 342 | 251 | 20 | 240 | 261 | 174 | 205 | 501 | 380 |
| | 43%JKP | 45% | 41% | 46%jk | 41%JKp | 53%AEI JKLMnP | 49%aJK P | 53%AEI JKLMP | 42%JKP | 25% | 26% | 42%JKP | 42%JKP | 48%AEJ KLMP | 51%Aei JKImP | 32%Jk | 40%jk | 45% | 45% | 41% | 41% | 45% | 41% |
| No I am not interested in taking part | 1165 | 565 | 595 | 18 | 127 | 161 | 164 | 162 | 180 | 191 | 161 | 145 | 145 | 306 | 325 | 533 | 30 | 293 | 325 | 246 | 297 | 618 | 543 |
| | 57%FgH NO | 55% | 59% | 54% | 59%FHN o | 47% | 51% | 47% | 58%FHo | 75%AdE FGHILM NOPq | 74%AdE FGHILM NOPq | 58%FHN o | 58%FHN o | 52%f | 49% | 68%AeF GHILMN O | 60% | 55% | 55% | 59% | 59% | 55% | 59% |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m/n/o/p/q - a/r/s/t/u - a/v/w
 Overlap formulae used. * small base

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Table 569
Q36. Would you be interested in taking part?
Base: All answering

Absolutes/col percents

| | GOR | | | | | | | | | | | | | Ethnicity | | | | | | Disability | | | | | |
|---------------------------------------|---------------|--------------|----------------|----------------|------------------------------|-------------------|-------------------|-----------|---------------------|--------------|----------------|----------------|------------------------|------------------|----------------|-----------|---------------|-----------|-------------------|--------------------------------|----------------------|------------------------|--------|-----------|--------------|
| | Total (a) | Scotland (b) | North East (c) | North West (d) | Yorkshire and the Humber (e) | West Midlands (f) | East Midlands (g) | Wales (h) | East of England (i) | London (j) | South East (k) | South West (l) | North-east Ireland (m) | NET: England (n) | White (o) | Mixed (p) | Asian (q) | Black (r) | Chinese/other (s) | NET: Minority Ethnic Group (t) | Mental condition (u) | Physical condition (v) | No (w) | Other (x) | Any (y) |
| Unweighted base | 2035 | 151 | 78 | 196 | 158 | 177 | 135 | 144 | 169 | 254 | 263 | 163 | 147 | 1593 | 1806 | 40 | 97 | 40 | 25 | 202 | 231 | 334 | 1465 | 170 | 526 |
| Weighted base | 2045 | 162 | 84* | 219 | 165 | 188 | 142 | 102 | 183 | 265 | 289 | 185 | 61 | 1720 | 1809 | 42* | 100* | 42* | 26** | 210 | 238 | 335 | 1471 | 171 | 531 |
| Yes I am interested in taking part | 881 | 79 | 36 | 91 | 69 | 79 | 64 | 45 | 66 | 122 | 121 | 81 | 28 | 728 | 758 | 24 | 57 | 20 | 15 | 116 | 114 | 138 | 640 | 72 | 223 |
| | 43% <i>O</i> | 49% <i>i</i> | 42% | 42% | 42% | 42% | 45% | 44% | 36% | 46% <i>i</i> | 42% | 44% | 46% | 42% | 42% | 56% | 57% <i>AO</i> | 47% | 59% | 55% <i>AO</i> | 48% <i>y</i> | 41% | 43% | 42% | 42% |
| No I am not interested in taking part | 1165 | 83 | 48 | 128 | 96 | 109 | 78 | 57 | 117 | 143 | 168 | 104 | 33 | 991 | 1051 | 19 | 43 | 22 | 11 | 94 | 124 | 196 | 831 | 99 | 307 |
| | 57% <i>QT</i> | 51% | 58% | 58% | 58% | 55% | 56% | 56% | 64% <i>abj</i> | 54% | 58% | 56% | 54% | 58% | 58% <i>AQT</i> | 44% | 43% | 53% | 41% | 45% | 52% | 59% | 57% | 58% | 58% <i>u</i> |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p/q/r/s/t - a/u/v/w/x/y
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 570
Q36. Would you be interested in taking part?
Base: All answering

| | Children Aged 18 & Under | | | | | | | | | | Household Income Before Tax | | | | | | | | | | | | |
|---------------------------------------|--------------------------|-------------|------------------------|----------------------------|----------------------------|-----------------------------------|------------|--------------------------|---------------------------|---------------------|-----------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------|
| | Total (a) | None (b) | Aged 5 to 10 (c) | Aged 11 to 15 (d) | Aged 16 to 18 (e) | Prefer not to answer (f) | Yes (g) | Any under 5 (h) | Any under 16 (i) | Any 5- 18 (j) | Up to £7,000 (k) | £7,001 | £14,001 | £21,001 | £28,001 | £34,001 | £41,001 | £48,001 | £55,001 | £62,001 | £69,001 | £76,001 | £83,001 |
| | | | | | | | | | | | | to £14,000 (l) | to £21,000 (m) | to £28,000 (n) | to £34,000 (o) | to £41,000 (p) | to £48,000 (q) | to £55,000 (r) | to £62,000 (s) | to £69,000 (t) | to £76,000 (u) | to £83,000 (v) | or more (w) |
| Unweighted base | 2035 | 1494 | 248 | 194 | 125 | 15 | 526 | 195 | 461 | 434 | 106 | 290 | 398 | 391 | 315 | 167 | 77 | 57 | 38 | 21 | 23 | 15 | 25 |
| Weighted base | 2045 | 1490 | 255 | 200 | 125 | 15** | 540 | 203 | 474 | 445 | 107 | 296 | 410 | 400 | 324 | 160 | 76* | 56* | 34* | 19** | 21** | 11** | 21** |
| Yes I am interested in taking part | 881 | 584 | 133 | 119 | 67 | 5 | 292 | 102 | 262 | 237 | 38 | 117 | 176 | 181 | 140 | 68 | 36 | 28 | 16 | 14 | 11 | 5 | 9 |
| No I am not interested in taking part | 1165 | 906 | 123 | 81 | 58 | 10 | 248 | 100 | 213 | 208 | 69 | 178 | 234 | 218 | 183 | 92 | 40 | 29 | 18 | 6 | 10 | 6 | 11 |
| | 57%CD | 61%A | 48% | 41% | 46% | 70% | 46% | 49% | 45% | 47% ^d | 65% | 60% | 57% | 55% | 57% | 52% | 51% | 53% | 29% | 46% | 54% | 54% | 54% |
| | GhJ | ECHJ | | | | | | | | | | | | | | | | | | | | | |

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g/h/i/j - a/k/l/m/n/o/p/q/r/s/t/u/v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 571
Q36. Would you be interested in taking part?
Base: All answering

| | BBC TV Viewer | | BBC Radio Listener | | BBC Online User | | BBC User (including Britbox/Other platforms) | | BBC User (excluding Britbox/Other platforms) | | |
|---------------------------------------|---------------|-------------|--------------------|------------|-----------------|--------------|--|-------------|--|-------------|-----------|
| | Yes (b) | No (c) | Yes (d) | No (e) | Yes (f) | No (g) | Yes (h) | No (i) | Yes (j) | No (k) | |
| Unweighted base | 2035 | 1882 | 153 | 1387 | 648 | 1404 | 631 | 1947 | 88 | 1945 | 90 |
| Weighted base | 2045 | 1893 | 152 | 1386 | 660 | 1397 | 648 | 1957 | 88* | 1956 | 89* |
| Yes I am interested in taking part | 881 43%G | 817 43% | 64 42% | 612 44% | 269 41% | 636 46%AG | 244 38% | 846 43% | 35 40% | 846 43% | 35 39% |
| No I am not interested in taking part | 1165 57%F | 1076 57% | 88 58% | 774 56% | 391 59% | 761 54% | 404 62%AF | 1111 57% | 53 60% | 1110 57% | 55 61% |

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i - a/j/k
 Overlap formulae used. * small base