	Page	Table	Title	Base Description	Base
●	1	1	Q2 Do you have a landline telephone at home that you can use to make or receive calls?	Base : All	3028
●	2	2	Q2 Do you have a landline telephone at home that you can use to make or receive calls?	Base : All	3028
●	3	3	Q2 Do you have a landline telephone at home that you can use to make or receive calls?	Base : All	3028
●	4	4	Q2 Do you have a landline telephone at home that you can use to make or receive calls?	Base : All	3028
	5	5	Q2 Do you have a landline telephone at home that you can use to make or receive calls?	Base : All	3028
●	6	6	Q3 Respondent age	Base : All	3028
●	7	7	Q3 Respondent age	Base : All	3028
●	8	8	Q3 Respondent age	Base : All	3028
●	9	9	Q3 Respondent age	Base : All	3028
	10	10	Q3 Respondent age	Base : All	3028
●	11	11	Q4 Respondent gender	Base : All	3028
●	12	12	Q4 Respondent gender	Base : All	3028
	13	13	Q4 Respondent gender	Base : All	3028
●	14	14	Q4 Respondent gender	Base : All	3028
	15	15	Q4 Respondent gender	Base : All	3028
●	16	16	Q5 Country	Base : All	3028
●	17	17	Q5 Country	Base : All	3028
●	18	18	Q5 Country	Base : All	3028
●	19	19	Q5 Country	Base : All	3028
	20	20	Q5 Country	Base : All	3028
●	21	21	Q6 Do you ever watch S4C Digidol?	Base : All in Wales	454
	22	22	Q6 Do you ever watch S4C Digidol?	Base : All in Wales	454
	23	23	Q6 Do you ever watch S4C Digidol?	Base : All in Wales	454

	Page	Table	Title	Base Description	Base
●	24	24	Q7 Are there any children under 16 in your household?	Base : All	3028
●	25	25	Q7 Are there any children under 16 in your household?	Base : All	3028
●	26	26	Q7 Are there any children under 16 in your household?	Base : All	3028
●	27	27	Q8_1 Number of children between 0-4 years	Base : All with chidren in household	596
●	28	28	Q8_1 Number of children between 0-4 years	Base : All with chidren in household	596
●	29	29	Q8_1 Number of children between 0-4 years	Base : All with chidren in household	596
●	30	30	Q8_2 Number of children 5-11 years	Base : All with chidren in household	596
	31	31	Q8_2 Number of children 5-11 years	Base : All with chidren in household	596
	32	32	Q8_2 Number of children 5-11 years	Base : All with chidren in household	596
●	33	33	Q8_3 Number of children 12-15 years	Base : All with chidren in household	596
●	34	34	Q8_3 Number of children 12-15 years	Base : All with chidren in household	596
●	35	35	Q8_3 Number of children 12-15 years	Base : All with chidren in household	596
●	36	36	Q9 Are you responsible for the children under 16 in your household? In other words - are you their parent or carer?	Base : All with children under 16 in household	596
	37	37	Q9 Are you responsible for the children under 16 in your household? In other words - are you their parent or carer?	Base : All with children under 16 in household	596
●	38	38	Q9 Are you responsible for the children under 16 in your household? In other words - are you their parent or carer?	Base : All with children under 16 in household	596
●	39	39	Q10 On which of these channels does/do your child/children regularly watch programmes aimed specifically at children?	Base : All responsible for children under 16	518
●	40	40	Q10 On which of these channels does/do your child/children regularly watch programmes aimed specifically at children?	Base : All responsible for children under 16	518
●	41	41	Q10 On which of these channels does/do your child/children regularly watch programmes aimed specifically at children?	Base : All responsible for children under 16	518
●	42	42	Q11 Which, if any, of these types of television does your household receive at the moment?	Base : All	3028

	Page	Table	Title	Base Description	Base
●	43	42	Q11 Which, if any, of these types of television does your household receive at the moment?	Base : All	3028
●	44	43	Q11 Which, if any, of these types of television does your household receive at the moment?	Base : All	3028
●	45	43	Q11 Which, if any, of these types of television does your household receive at the moment?	Base : All	3028
●	46	44	Q11 Which, if any, of these types of television does your household receive at the moment?	Base : All	3028
●	47	44	Q11 Which, if any, of these types of television does your household receive at the moment?	Base : All	3028
●	48	45	Q11A Do you pay a subscription for your satellite TV service?	Base : All with satellite	1451
●	49	46	Q11A Do you pay a subscription for your satellite TV service?	Base : All with satellite	1451
●	50	47	Q11A Do you pay a subscription for your satellite TV service?	Base : All with satellite	1451
	51	48	Q12 Are you able to receive Channel Five on your TV?	Base : All with terrestrial TV only	195
	52	49	Q12 Are you able to receive Channel Five on your TV?	Base : All with terrestrial TV only	195
	53	50	Q12 Are you able to receive Channel Five on your TV?	Base : All with terrestrial TV only	195
●	54	51	Q13 How often do you watch ITV1/STV/ITV Wales/UTV?	Base : All that receive this channel	2938
●	55	52	Q13 How often do you watch ITV1/STV/ITV Wales/UTV?	Base : All that receive this channel	2938
●	56	53	Q13 How often do you watch ITV1/STV/ITV Wales/UTV?	Base : All that receive this channel	2938
●	57	54	Q13 How often do you watch Channel 4?	Base : All that receive this channel	2938
●	58	55	Q13 How often do you watch Channel 4?	Base : All that receive this channel	2938
●	59	56	Q13 How often do you watch Channel 4?	Base : All that receive this channel	2938
●	60	57	Q13 How often do you watch S4C?	Base : All that receive this channel	433
	61	58	Q13 How often do you watch S4C?	Base : All that receive this channel	433
	62	59	Q13 How often do you watch S4C?	Base : All that receive this channel	433

	Page	Table	Title	Base Description	Base
●	63	60	Q13 How often do you watch Channel 5?	Base : All that receive this channel	2914
●	64	61	Q13 How often do you watch Channel 5?	Base : All that receive this channel	2914
●	65	62	Q13 How often do you watch Channel 5?	Base : All that receive this channel	2914
●	66	63	Q13 How often do you watch BBC1?	Base : All that receive this channel	2938
●	67	64	Q13 How often do you watch BBC1?	Base : All that receive this channel	2938
●	68	65	Q13 How often do you watch BBC1?	Base : All that receive this channel	2938
●	69	66	Q13 How often do you watch BBC2?	Base : All that receive this channel	2938
●	70	67	Q13 How often do you watch BBC2?	Base : All that receive this channel	2938
●	71	68	Q13 How often do you watch BBC2?	Base : All that receive this channel	2938
●	72	69	Q13 How often do you watch BBC3?	Base : All that receive this channel	2748
●	73	70	Q13 How often do you watch BBC3?	Base : All that receive this channel	2748
●	74	71	Q13 How often do you watch BBC3?	Base : All that receive this channel	2748
●	75	72	Q13 How often do you watch BBC4?	Base : All that receive this channel	2748
●	76	73	Q13 How often do you watch BBC4?	Base : All that receive this channel	2748
●	77	74	Q13 How often do you watch BBC4?	Base : All that receive this channel	2748
●	78	75	Q13 How often do you watch BBC News?	Base : All that receive this channel	2748
●	79	76	Q13 How often do you watch BBC News?	Base : All that receive this channel	2748
	80	77	Q13 How often do you watch BBC News?	Base : All that receive this channel	2748
	81	78	Q13 How often do you watch each channel? - SUMMARY	Base : All that receive each channel	2938
●	82	79	Q13 How often do you watch ITV1/STV/ITV Wales/UTV?	Base : All	3028
●	83	80	Q13 How often do you watch ITV1/STV/ITV Wales/UTV?	Base : All	3028
●	84	81	Q13 How often do you watch ITV1/STV/ITV Wales/UTV?	Base : All	3028
●	85	82	Q13 How often do you watch Channel 4?	Base : All	3028

	Page	Table	Title	Base Description	Base
●	86	83	Q13 How often do you watch Channel 4?	Base : All	3028
●	87	84	Q13 How often do you watch Channel 4?	Base : All	3028
●	88	85	Q13 How often do you watch S4C?	Base : All	3028
	89	86	Q13 How often do you watch S4C?	Base : All	3028
●	90	87	Q13 How often do you watch S4C?	Base : All	3028
●	91	88	Q13 How often do you watch Channel 5?	Base : All	3028
●	92	89	Q13 How often do you watch Channel 5?	Base : All	3028
●	93	90	Q13 How often do you watch Channel 5?	Base : All	3028
●	94	91	Q13 How often do you watch BBC1?	Base : All	3028
●	95	92	Q13 How often do you watch BBC1?	Base : All	3028
●	96	93	Q13 How often do you watch BBC1?	Base : All	3028
●	97	94	Q13 How often do you watch BBC2?	Base : All	3028
●	98	95	Q13 How often do you watch BBC2?	Base : All	3028
●	99	96	Q13 How often do you watch BBC2?	Base : All	3028
●	100	97	Q13 How often do you watch BBC3?	Base : All	3028
●	101	98	Q13 How often do you watch BBC3?	Base : All	3028
●	102	99	Q13 How often do you watch BBC3?	Base : All	3028
●	103	100	Q13 How often do you watch BBC4?	Base : All	3028
●	104	101	Q13 How often do you watch BBC4?	Base : All	3028
●	105	102	Q13 How often do you watch BBC4?	Base : All	3028
●	106	103	Q13 How often do you watch BBC News?	Base : All	3028
●	107	104	Q13 How often do you watch BBC News?	Base : All	3028
●	108	105	Q13 How often do you watch BBC News?	Base : All	3028

	Page	Table	Title	Base Description	Base
	109	106	Q13 How often do you watch each channel? - SUMMARY	Base : All	3028
●	110	107	Q13S2 SUMMARY - ANY PSB REGULARLY	Base : All	3028
●	111	108	Q13S2 SUMMARY - ANY PSB REGULARLY	Base : All	3028
	112	109	Q13S2 SUMMARY - ANY PSB REGULARLY	Base : All	3028
●	113	110	Q14 So for ITV1/STV/ITV WALES/UTV is that...?	Base : All that watch this channel regularly/occasionally	2646
●	114	111	Q14 So for ITV1/STV/ITV WALES/UTV is that...?	Base : All that watch this channel regularly/occasionally	2646
●	115	112	Q14 So for ITV1/STV/ITV WALES/UTV is that...?	Base : All that watch this channel regularly/occasionally	2646
●	116	113	Q14 So for Channel 4 is that...?	Base : All that watch this channel regularly/occasionally	2571
●	117	114	Q14 So for Channel 4 is that...?	Base : All that watch this channel regularly/occasionally	2571
●	118	115	Q14 So for Channel 4 is that...?	Base : All that watch this channel regularly/occasionally	2571
	119	116	Q14 So for S4C if that...?	Base : All that watch this channel regularly/occasionally	172
●	120	117	Q14 So for S4C if that...?	Base : All that watch this channel regularly/occasionally	172
	121	118	Q14 So for S4C if that...?	Base : All that watch this channel regularly/occasionally	172
●	122	119	Q14 So for Channel 5 is that...?	Base : All that watch this channel regularly/occasionally	2141
●	123	120	Q14 So for Channel 5 is that...?	Base : All that watch this channel regularly/occasionally	2141
	124	121	Q14 So for Channel 5 is that...?	Base : All that watch this channel regularly/occasionally	2141

	Page	Table	Title	Base Description	Base
●	125	122	Q14 So for BBC1 is that...?	Base : All that watch this channel regularly/occasionally	2828
●	126	123	Q14 So for BBC1 is that...?	Base : All that watch this channel regularly/occasionally	2828
●	127	124	Q14 So for BBC1 is that...?	Base : All that watch this channel regularly/occasionally	2828
●	128	125	Q14 So for BBC2 is that...?	Base : All that watch this channel regularly/occasionally	2442
●	129	126	Q14 So for BBC2 is that...?	Base : All that watch this channel regularly/occasionally	2442
●	130	127	Q14 So for BBC2 is that...?	Base : All that watch this channel regularly/occasionally	2442
●	131	128	Q14 So for BBC3 is that...?	Base : All that watch this channel regularly/occasionally	1800
●	132	129	Q14 So for BBC3 is that...?	Base : All that watch this channel regularly/occasionally	1800
●	133	130	Q14 So for BBC3 is that...?	Base : All that watch this channel regularly/occasionally	1800
●	134	131	Q14 So for BBC4 is that...?	Base : All that watch this channel regularly/occasionally	1442
●	135	132	Q14 So for BBC4 is that...?	Base : All that watch this channel regularly/occasionally	1442
●	136	133	Q14 So for BBC4 is that...?	Base : All that watch this channel regularly/occasionally	1442
●	137	134	Q14 So for BBC News is that...?	Base : All that watch this channel regularly/occasionally	1964
●	138	135	Q14 So for BBC News is that...?	Base : All that watch this channel regularly/occasionally	1964
	139	136	Q14 So for BBC News is that...?	Base : All that watch this channel regularly/occasionally	1964

	Page	Table	Title	Base Description	Base
	140	137	Q14 So for each channel is that...? - SUMMARY	Base : All that watch each channel regularly/occasionally	2646
	141	138	Q14 So for each channel is that...? - SUMMARY	Base : All that watch each channel regularly	1235
	142	139	Q14 So for each channel is that...? - SUMMARY	Base : All	3028
●	143	140	Q13/Q14 How often do you watch each channel? - SUMMARY - All watching regularly AND/OR at least weekly	Base : All	3028
●	144	141	Q13/Q14 How often do you watch each channel? - SUMMARY - All watching regularly AND/OR at least weekly	Base : All	3028
●	145	142	Q13/Q14 How often do you watch each channel? - SUMMARY - All watching regularly AND/OR at least weekly	Base : All	3028
●	146	143	Q15A Rating on statement - Its programmes help me understand what's going on in the world today ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	147	144	Q15A Rating on statement - Its programmes help me understand what's going on in the world today ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	148	145	Q15A Rating on statement - Its programmes help me understand what's going on in the world today ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
	149	146	Q15A Rating on statement - Its programmes help me understand what's going on in the world today ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	150	147	Q15A Rating on statement - Its programmes help me understand what's going on in the world today Channel 4	Base : All that watch this channel regularly	591
●	151	148	Q15A Rating on statement - Its programmes help me understand what's going on in the world today Channel 4	Base : All that watch this channel regularly	591
●	152	149	Q15A Rating on statement - Its programmes help me understand what's going on in the world today Channel 4	Base : All that watch this channel regularly	591
	153	150	Q15A Rating on statement - Its programmes help me understand what's going on in the world today Channel 4	Base : All that watch this channel regularly	591
	154	151	Q15A Rating on statement - Its programmes help me understand what's going on in the world today S4C	Base : All that watch this channel regularly	34
	155	152	Q15A Rating on statement - Its programmes help me understand what's going on in the world today S4C	Base : All that watch this channel regularly	34

	Page	Table	Title	Base Description	Base
	156	153	Q15A Rating on statement - Its programmes help me understand what's going on in the world today S4C	Base : All that watch this channel regularly	34
	157	154	Q15A Rating on statement - Its programmes help me understand what's going on in the world today S4C	Base : All that watch this channel regularly	34
●	158	155	Q15A Rating on statement - Its programmes help me understand what's going on in the world today Channel 5	Base : All that watch this channel regularly	360
●	159	156	Q15A Rating on statement - Its programmes help me understand what's going on in the world today Channel 5	Base : All that watch this channel regularly	360
	160	157	Q15A Rating on statement - Its programmes help me understand what's going on in the world today Channel 5	Base : All that watch this channel regularly	360
	161	158	Q15A Rating on statement - Its programmes help me understand what's going on in the world today Channel 5	Base : All that watch this channel regularly	360
●	162	159	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC1	Base : All that watch this channel regularly	1552
●	163	160	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC1	Base : All that watch this channel regularly	1552
●	164	161	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC1	Base : All that watch this channel regularly	1552
	165	162	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC1	Base : All that watch this channel regularly	1552
●	166	163	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC2	Base : All that watch this channel regularly	618
●	167	164	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC2	Base : All that watch this channel regularly	618
●	168	165	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC2	Base : All that watch this channel regularly	618
	169	166	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC2	Base : All that watch this channel regularly	618
	170	167	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC3	Base : All that watch this channel regularly	278

	Page	Table	Title	Base Description	Base
●	171	168	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC3	Base : All that watch this channel regularly	278
	172	169	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC3	Base : All that watch this channel regularly	278
	173	170	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC3	Base : All that watch this channel regularly	278
	174	171	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC4	Base : All that watch this channel regularly	150
●	175	172	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC4	Base : All that watch this channel regularly	150
	176	173	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC4	Base : All that watch this channel regularly	150
	177	174	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC4	Base : All that watch this channel regularly	150
●	178	175	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC News	Base : All that watch this channel regularly	805
●	179	176	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC News	Base : All that watch this channel regularly	805
●	180	177	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC News	Base : All that watch this channel regularly	805
	181	178	Q15A Rating on statement - Its programmes help me understand what's going on in the world today BBC News	Base : All that watch this channel regularly	805
●	182	179	Q15B Rating on statement - It's news programmes are trustworthy ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	183	180	Q15B Rating on statement - It's news programmes are trustworthy ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	184	181	Q15B Rating on statement - It's news programmes are trustworthy ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
	185	182	Q15B Rating on statement - It's news programmes are trustworthy ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235

	Page	Table	Title	Base Description	Base
●	186	183	Q15B Rating on statement - It's news programmes are trustworthy Channel 4	Base : All that watch this channel regularly	591
●	187	184	Q15B Rating on statement - It's news programmes are trustworthy Channel 4	Base : All that watch this channel regularly	591
●	188	185	Q15B Rating on statement - It's news programmes are trustworthy Channel 4	Base : All that watch this channel regularly	591
	189	186	Q15B Rating on statement - It's news programmes are trustworthy Channel 4	Base : All that watch this channel regularly	591
	190	187	Q15B Rating on statement - It's news programmes are trustworthy S4C	Base : All that watch this channel regularly	34
	191	188	Q15B Rating on statement - It's news programmes are trustworthy S4C	Base : All that watch this channel regularly	34
	192	189	Q15B Rating on statement - It's news programmes are trustworthy S4C	Base : All that watch this channel regularly	34
	193	190	Q15B Rating on statement - It's news programmes are trustworthy S4C	Base : All that watch this channel regularly	34
●	194	191	Q15B Rating on statement - It's news programmes are trustworthy Channel 5	Base : All that watch this channel regularly	360
●	195	192	Q15B Rating on statement - It's news programmes are trustworthy Channel 5	Base : All that watch this channel regularly	360
	196	193	Q15B Rating on statement - It's news programmes are trustworthy Channel 5	Base : All that watch this channel regularly	360
	197	194	Q15B Rating on statement - It's news programmes are trustworthy Channel 5	Base : All that watch this channel regularly	360
●	198	195	Q15B Rating on statement - It's news programmes are trustworthy BBC1	Base : All that watch this channel regularly	1552
●	199	196	Q15B Rating on statement - It's news programmes are trustworthy BBC1	Base : All that watch this channel regularly	1552
●	200	197	Q15B Rating on statement - It's news programmes are trustworthy BBC1	Base : All that watch this channel regularly	1552

	Page	Table	Title	Base Description	Base
	201	198	Q15B Rating on statement - It's news programmes are trustworthy BBC1	Base : All that watch this channel regularly	1552
●	202	199	Q15B Rating on statement - It's news programmes are trustworthy BBC2	Base : All that watch this channel regularly	618
●	203	200	Q15B Rating on statement - It's news programmes are trustworthy BBC2	Base : All that watch this channel regularly	618
●	204	201	Q15B Rating on statement - It's news programmes are trustworthy BBC2	Base : All that watch this channel regularly	618
	205	202	Q15B Rating on statement - It's news programmes are trustworthy BBC2	Base : All that watch this channel regularly	618
●	206	203	Q15B Rating on statement - It's news programmes are trustworthy BBC3	Base : All that watch this channel regularly	278
●	207	204	Q15B Rating on statement - It's news programmes are trustworthy BBC3	Base : All that watch this channel regularly	278
●	208	205	Q15B Rating on statement - It's news programmes are trustworthy BBC3	Base : All that watch this channel regularly	278
	209	206	Q15B Rating on statement - It's news programmes are trustworthy BBC3	Base : All that watch this channel regularly	278
	210	207	Q15B Rating on statement - It's news programmes are trustworthy BBC4	Base : All that watch this channel regularly	150
●	211	208	Q15B Rating on statement - It's news programmes are trustworthy BBC4	Base : All that watch this channel regularly	150
	212	209	Q15B Rating on statement - It's news programmes are trustworthy BBC4	Base : All that watch this channel regularly	150
	213	210	Q15B Rating on statement - It's news programmes are trustworthy BBC4	Base : All that watch this channel regularly	150
●	214	211	Q15B Rating on statement - It's news programmes are trustworthy BBC News	Base : All that watch this channel regularly	805
●	215	212	Q15B Rating on statement - It's news programmes are trustworthy BBC News	Base : All that watch this channel regularly	805

	Page	Table	Title	Base Description	Base
●	216	213	Q15B Rating on statement - It's news programmes are trustworthy BBC News	Base : All that watch this channel regularly	805
	217	214	Q15B Rating on statement - It's news programmes are trustworthy BBC News	Base : All that watch this channel regularly	805
●	218	215	Q15C Rating on statement - It shows interesting programmes about history, science or the arts ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	219	216	Q15C Rating on statement - It shows interesting programmes about history, science or the arts ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	220	217	Q15C Rating on statement - It shows interesting programmes about history, science or the arts ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
	221	218	Q15C Rating on statement - It shows interesting programmes about history, science or the arts ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	222	219	Q15C Rating on statement - It shows interesting programmes about history, science or the arts Channel 4	Base : All that watch this channel regularly	591
●	223	220	Q15C Rating on statement - It shows interesting programmes about history, science or the arts Channel 4	Base : All that watch this channel regularly	591
●	224	221	Q15C Rating on statement - It shows interesting programmes about history, science or the arts Channel 4	Base : All that watch this channel regularly	591
	225	222	Q15C Rating on statement - It shows interesting programmes about history, science or the arts Channel 4	Base : All that watch this channel regularly	591
	226	223	Q15C Rating on statement - It shows interesting programmes about history, science or the arts S4C	Base : All that watch this channel regularly	34
	227	224	Q15C Rating on statement - It shows interesting programmes about history, science or the arts S4C	Base : All that watch this channel regularly	34
	228	225	Q15C Rating on statement - It shows interesting programmes about history, science or the arts S4C	Base : All that watch this channel regularly	34
	229	226	Q15C Rating on statement - It shows interesting programmes about history, science or the arts S4C	Base : All that watch this channel regularly	34
●	230	227	Q15C Rating on statement - It shows interesting programmes about history, science or the arts Channel 5	Base : All that watch this channel regularly	360

	Page	Table	Title	Base Description	Base
	231	228	Q15C Rating on statement - It shows interesting programmes about history, science or the arts Channel 5	Base : All that watch this channel regularly	360
	232	229	Q15C Rating on statement - It shows interesting programmes about history, science or the arts Channel 5	Base : All that watch this channel regularly	360
	233	230	Q15C Rating on statement - It shows interesting programmes about history, science or the arts Channel 5	Base : All that watch this channel regularly	360
●	234	231	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC1	Base : All that watch this channel regularly	1552
●	235	232	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC1	Base : All that watch this channel regularly	1552
●	236	233	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC1	Base : All that watch this channel regularly	1552
	237	234	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC1	Base : All that watch this channel regularly	1552
●	238	235	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC2	Base : All that watch this channel regularly	618
●	239	236	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC2	Base : All that watch this channel regularly	618
●	240	237	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC2	Base : All that watch this channel regularly	618
	241	238	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC2	Base : All that watch this channel regularly	618
●	242	239	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC3	Base : All that watch this channel regularly	278
	243	240	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC3	Base : All that watch this channel regularly	278
●	244	241	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC3	Base : All that watch this channel regularly	278
	245	242	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC3	Base : All that watch this channel regularly	278

	Page	Table	Title	Base Description	Base
	246	243	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC4	Base : All that watch this channel regularly	150
●	247	244	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC4	Base : All that watch this channel regularly	150
	248	245	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC4	Base : All that watch this channel regularly	150
	249	246	Q15C Rating on statement - It shows interesting programmes about history, science or the arts BBC4	Base : All that watch this channel regularly	150
●	250	247	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	251	248	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	252	249	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
	253	250	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	254	251	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK Channel 4	Base : All that watch this channel regularly	591
●	255	252	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK Channel 4	Base : All that watch this channel regularly	591
●	256	253	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK Channel 4	Base : All that watch this channel regularly	591
	257	254	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK Channel 4	Base : All that watch this channel regularly	591
●	258	255	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK Channel 5	Base : All that watch this channel regularly	360
	259	256	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK Channel 5	Base : All that watch this channel regularly	360
●	260	257	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK Channel 5	Base : All that watch this channel regularly	360

	Page	Table	Title	Base Description	Base
	261	258	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK Channel 5	Base : All that watch this channel regularly	360
●	262	259	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC1	Base : All that watch this channel regularly	1552
●	263	260	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC1	Base : All that watch this channel regularly	1552
●	264	261	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC1	Base : All that watch this channel regularly	1552
	265	262	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC1	Base : All that watch this channel regularly	1552
●	266	263	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC2	Base : All that watch this channel regularly	618
●	267	264	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC2	Base : All that watch this channel regularly	618
●	268	265	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC2	Base : All that watch this channel regularly	618
	269	266	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC2	Base : All that watch this channel regularly	618
●	270	267	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC3	Base : All that watch this channel regularly	278
	271	268	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC3	Base : All that watch this channel regularly	278
●	272	269	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC3	Base : All that watch this channel regularly	278
	273	270	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC3	Base : All that watch this channel regularly	278
●	274	271	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC4	Base : All that watch this channel regularly	150
	275	272	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC4	Base : All that watch this channel regularly	150

	Page	Table	Title	Base Description	Base
	276	273	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC4	Base : All that watch this channel regularly	150
	277	274	Q15D Rating on statement - It shows high quality soaps or dramas made in the UK BBC4	Base : All that watch this channel regularly	150
●	278	275	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	279	276	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	280	277	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
	281	278	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	282	279	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK Channel 4	Base : All that watch this channel regularly	591
●	283	280	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK Channel 4	Base : All that watch this channel regularly	591
●	284	281	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK Channel 4	Base : All that watch this channel regularly	591
	285	282	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK Channel 4	Base : All that watch this channel regularly	591
●	286	283	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK Channel 5	Base : All that watch this channel regularly	360
●	287	284	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK Channel 5	Base : All that watch this channel regularly	360

	Page	Table	Title	Base Description	Base
●	288	285	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK Channel 5	Base : All that watch this channel regularly	360
	289	286	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK Channel 5	Base : All that watch this channel regularly	360
●	290	287	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC1	Base : All that watch this channel regularly	1552
●	291	288	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC1	Base : All that watch this channel regularly	1552
●	292	289	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC1	Base : All that watch this channel regularly	1552
	293	290	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC1	Base : All that watch this channel regularly	1552
●	294	291	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC2	Base : All that watch this channel regularly	618
●	295	292	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC2	Base : All that watch this channel regularly	618
●	296	293	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC2	Base : All that watch this channel regularly	618
	297	294	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC2	Base : All that watch this channel regularly	618
	298	295	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC3	Base : All that watch this channel regularly	278

	Page	Table	Title	Base Description	Base
●	299	296	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC3	Base : All that watch this channel regularly	278
	300	297	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC3	Base : All that watch this channel regularly	278
	301	298	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC3	Base : All that watch this channel regularly	278
●	302	299	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC4	Base : All that watch this channel regularly	150
	303	300	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC4	Base : All that watch this channel regularly	150
	304	301	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC4	Base : All that watch this channel regularly	150
	305	302	Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK BBC4	Base : All that watch this channel regularly	150
●	306	303	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	307	304	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	308	305	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
	309	306	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	310	307	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK Channel 4	Base : All that watch this channel regularly	591
●	311	308	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK Channel 4	Base : All that watch this channel regularly	591

	Page	Table	Title	Base Description	Base
●	312	309	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK Channel 4	Base : All that watch this channel regularly	591
	313	310	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK Channel 4	Base : All that watch this channel regularly	591
	314	311	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK S4C	Base : All that watch this channel regularly	34
	315	312	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK S4C	Base : All that watch this channel regularly	34
	316	313	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK S4C	Base : All that watch this channel regularly	34
	317	314	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK S4C	Base : All that watch this channel regularly	34
●	318	315	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK Channel 5	Base : All that watch this channel regularly	360
●	319	316	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK Channel 5	Base : All that watch this channel regularly	360
●	320	317	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK Channel 5	Base : All that watch this channel regularly	360
	321	318	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK Channel 5	Base : All that watch this channel regularly	360
●	322	319	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC1	Base : All that watch this channel regularly	1552
●	323	320	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC1	Base : All that watch this channel regularly	1552
●	324	321	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC1	Base : All that watch this channel regularly	1552
	325	322	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC1	Base : All that watch this channel regularly	1552
●	326	323	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC2	Base : All that watch this channel regularly	618

	Page	Table	Title	Base Description	Base
●	327	324	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC2	Base : All that watch this channel regularly	618
●	328	325	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC2	Base : All that watch this channel regularly	618
	329	326	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC2	Base : All that watch this channel regularly	618
●	330	327	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC3	Base : All that watch this channel regularly	278
●	331	328	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC3	Base : All that watch this channel regularly	278
●	332	329	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC3	Base : All that watch this channel regularly	278
	333	330	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC3	Base : All that watch this channel regularly	278
●	334	331	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC4	Base : All that watch this channel regularly	150
	335	332	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC4	Base : All that watch this channel regularly	150
	336	333	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC4	Base : All that watch this channel regularly	150
	337	334	Q15F Rating on statement - Its programmes show different kinds of cultures within the UK BBC4	Base : All that watch this channel regularly	150
●	338	335	Q15G Rating on statement - It shows well-made, high quality programmes ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	339	336	Q15G Rating on statement - It shows well-made, high quality programmes ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	340	337	Q15G Rating on statement - It shows well-made, high quality programmes ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
	341	338	Q15G Rating on statement - It shows well-made, high quality programmes ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235

	Page	Table	Title	Base Description	Base
●	342	339	Q15G Rating on statement - It shows well-made, high quality programmes Channel 4	Base : All that watch this channel regularly	591
●	343	340	Q15G Rating on statement - It shows well-made, high quality programmes Channel 4	Base : All that watch this channel regularly	591
●	344	341	Q15G Rating on statement - It shows well-made, high quality programmes Channel 4	Base : All that watch this channel regularly	591
	345	342	Q15G Rating on statement - It shows well-made, high quality programmes Channel 4	Base : All that watch this channel regularly	591
	346	343	Q15G Rating on statement - It shows well-made, high quality programmes S4C	Base : All that watch this channel regularly	34
	347	344	Q15G Rating on statement - It shows well-made, high quality programmes S4C	Base : All that watch this channel regularly	34
	348	345	Q15G Rating on statement - It shows well-made, high quality programmes S4C	Base : All that watch this channel regularly	34
	349	346	Q15G Rating on statement - It shows well-made, high quality programmes S4C	Base : All that watch this channel regularly	34
●	350	347	Q15G Rating on statement - It shows well-made, high quality programmes Channel 5	Base : All that watch this channel regularly	360
●	351	348	Q15G Rating on statement - It shows well-made, high quality programmes Channel 5	Base : All that watch this channel regularly	360
●	352	349	Q15G Rating on statement - It shows well-made, high quality programmes Channel 5	Base : All that watch this channel regularly	360
	353	350	Q15G Rating on statement - It shows well-made, high quality programmes Channel 5	Base : All that watch this channel regularly	360
●	354	351	Q15G Rating on statement - It shows well-made, high quality programmes BBC1	Base : All that watch this channel regularly	1552
●	355	352	Q15G Rating on statement - It shows well-made, high quality programmes BBC1	Base : All that watch this channel regularly	1552
●	356	353	Q15G Rating on statement - It shows well-made, high quality programmes BBC1	Base : All that watch this channel regularly	1552

	Page	Table	Title	Base Description	Base
	357	354	Q15G Rating on statement - It shows well-made, high quality programmes BBC1	Base : All that watch this channel regularly	1552
●	358	355	Q15G Rating on statement - It shows well-made, high quality programmes BBC2	Base : All that watch this channel regularly	618
●	359	356	Q15G Rating on statement - It shows well-made, high quality programmes BBC2	Base : All that watch this channel regularly	618
●	360	357	Q15G Rating on statement - It shows well-made, high quality programmes BBC2	Base : All that watch this channel regularly	618
	361	358	Q15G Rating on statement - It shows well-made, high quality programmes BBC2	Base : All that watch this channel regularly	618
	362	359	Q15G Rating on statement - It shows well-made, high quality programmes BBC3	Base : All that watch this channel regularly	278
	363	360	Q15G Rating on statement - It shows well-made, high quality programmes BBC3	Base : All that watch this channel regularly	278
●	364	361	Q15G Rating on statement - It shows well-made, high quality programmes BBC3	Base : All that watch this channel regularly	278
	365	362	Q15G Rating on statement - It shows well-made, high quality programmes BBC3	Base : All that watch this channel regularly	278
	366	363	Q15G Rating on statement - It shows well-made, high quality programmes BBC4	Base : All that watch this channel regularly	150
	367	364	Q15G Rating on statement - It shows well-made, high quality programmes BBC4	Base : All that watch this channel regularly	150
	368	365	Q15G Rating on statement - It shows well-made, high quality programmes BBC4	Base : All that watch this channel regularly	150
	369	366	Q15G Rating on statement - It shows well-made, high quality programmes BBC4	Base : All that watch this channel regularly	150
●	370	367	Q15H Rating on statement - It shows programmes with new ideas and different approaches ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	371	368	Q15H Rating on statement - It shows programmes with new ideas and different approaches ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235

	Page	Table	Title	Base Description	Base
●	372	369	Q15H Rating on statement - It shows programmes with new ideas and different approaches ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
	373	370	Q15H Rating on statement - It shows programmes with new ideas and different approaches ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	374	371	Q15H Rating on statement - It shows programmes with new ideas and different approaches Channel 4	Base : All that watch this channel regularly	591
●	375	372	Q15H Rating on statement - It shows programmes with new ideas and different approaches Channel 4	Base : All that watch this channel regularly	591
●	376	373	Q15H Rating on statement - It shows programmes with new ideas and different approaches Channel 4	Base : All that watch this channel regularly	591
	377	374	Q15H Rating on statement - It shows programmes with new ideas and different approaches Channel 4	Base : All that watch this channel regularly	591
	378	375	Q15H Rating on statement - It shows programmes with new ideas and different approaches S4C	Base : All that watch this channel regularly	34
	379	376	Q15H Rating on statement - It shows programmes with new ideas and different approaches S4C	Base : All that watch this channel regularly	34
	380	377	Q15H Rating on statement - It shows programmes with new ideas and different approaches S4C	Base : All that watch this channel regularly	34
	381	378	Q15H Rating on statement - It shows programmes with new ideas and different approaches S4C	Base : All that watch this channel regularly	34
●	382	379	Q15H Rating on statement - It shows programmes with new ideas and different approaches Channel 5	Base : All that watch this channel regularly	360
●	383	380	Q15H Rating on statement - It shows programmes with new ideas and different approaches Channel 5	Base : All that watch this channel regularly	360
●	384	381	Q15H Rating on statement - It shows programmes with new ideas and different approaches Channel 5	Base : All that watch this channel regularly	360
	385	382	Q15H Rating on statement - It shows programmes with new ideas and different approaches Channel 5	Base : All that watch this channel regularly	360
●	386	383	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC1	Base : All that watch this channel regularly	1552

	Page	Table	Title	Base Description	Base
●	387	384	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC1	Base : All that watch this channel regularly	1552
●	388	385	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC1	Base : All that watch this channel regularly	1552
	389	386	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC1	Base : All that watch this channel regularly	1552
●	390	387	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC2	Base : All that watch this channel regularly	618
●	391	388	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC2	Base : All that watch this channel regularly	618
●	392	389	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC2	Base : All that watch this channel regularly	618
	393	390	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC2	Base : All that watch this channel regularly	618
●	394	391	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC3	Base : All that watch this channel regularly	278
	395	392	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC3	Base : All that watch this channel regularly	278
●	396	393	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC3	Base : All that watch this channel regularly	278
	397	394	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC3	Base : All that watch this channel regularly	278
	398	395	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC4	Base : All that watch this channel regularly	150
	399	396	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC4	Base : All that watch this channel regularly	150
	400	397	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC4	Base : All that watch this channel regularly	150
	401	398	Q15H Rating on statement - It shows programmes with new ideas and different approaches BBC4	Base : All that watch this channel regularly	150

	Page	Table	Title	Base Description	Base
●	402	399	Q15I Rating on statement - It shows programmes I want to watch ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	403	400	Q15I Rating on statement - It shows programmes I want to watch ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	404	401	Q15I Rating on statement - It shows programmes I want to watch ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
	405	402	Q15I Rating on statement - It shows programmes I want to watch ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	406	403	Q15I Rating on statement - It shows programmes I want to watch Channel 4	Base : All that watch this channel regularly	591
●	407	404	Q15I Rating on statement - It shows programmes I want to watch Channel 4	Base : All that watch this channel regularly	591
●	408	405	Q15I Rating on statement - It shows programmes I want to watch Channel 4	Base : All that watch this channel regularly	591
	409	406	Q15I Rating on statement - It shows programmes I want to watch Channel 4	Base : All that watch this channel regularly	591
	410	407	Q15I Rating on statement - It shows programmes I want to watch S4C	Base : All that watch this channel regularly	34
	411	408	Q15I Rating on statement - It shows programmes I want to watch S4C	Base : All that watch this channel regularly	34
	412	409	Q15I Rating on statement - It shows programmes I want to watch S4C	Base : All that watch this channel regularly	34
	413	410	Q15I Rating on statement - It shows programmes I want to watch S4C	Base : All that watch this channel regularly	34
●	414	411	Q15I Rating on statement - It shows programmes I want to watch Channel 5	Base : All that watch this channel regularly	360
●	415	412	Q15I Rating on statement - It shows programmes I want to watch Channel 5	Base : All that watch this channel regularly	360
●	416	413	Q15I Rating on statement - It shows programmes I want to watch Channel 5	Base : All that watch this channel regularly	360

	Page	Table	Title	Base Description	Base
	417	414	Q15I Rating on statement - It shows programmes I want to watch Channel 5	Base : All that watch this channel regularly	360
●	418	415	Q15I Rating on statement - It shows programmes I want to watch BBC1	Base : All that watch this channel regularly	1552
●	419	416	Q15I Rating on statement - It shows programmes I want to watch BBC1	Base : All that watch this channel regularly	1552
●	420	417	Q15I Rating on statement - It shows programmes I want to watch BBC1	Base : All that watch this channel regularly	1552
	421	418	Q15I Rating on statement - It shows programmes I want to watch BBC1	Base : All that watch this channel regularly	1552
●	422	419	Q15I Rating on statement - It shows programmes I want to watch BBC2	Base : All that watch this channel regularly	618
●	423	420	Q15I Rating on statement - It shows programmes I want to watch BBC2	Base : All that watch this channel regularly	618
●	424	421	Q15I Rating on statement - It shows programmes I want to watch BBC2	Base : All that watch this channel regularly	618
	425	422	Q15I Rating on statement - It shows programmes I want to watch BBC2	Base : All that watch this channel regularly	618
●	426	423	Q15I Rating on statement - It shows programmes I want to watch BBC3	Base : All that watch this channel regularly	278
●	427	424	Q15I Rating on statement - It shows programmes I want to watch BBC3	Base : All that watch this channel regularly	278
	428	425	Q15I Rating on statement - It shows programmes I want to watch BBC3	Base : All that watch this channel regularly	278
	429	426	Q15I Rating on statement - It shows programmes I want to watch BBC3	Base : All that watch this channel regularly	278
●	430	427	Q15I Rating on statement - It shows programmes I want to watch BBC4	Base : All that watch this channel regularly	150
	431	428	Q15I Rating on statement - It shows programmes I want to watch BBC4	Base : All that watch this channel regularly	150

	Page	Table	Title	Base Description	Base
	432	429	Q15I Rating on statement - It shows programmes I want to watch BBC4	Base : All that watch this channel regularly	150
	433	430	Q15I Rating on statement - It shows programmes I want to watch BBC4	Base : All that watch this channel regularly	150
●	434	431	Q15J Rating on statement - It shows new programmes, made in the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	435	432	Q15J Rating on statement - It shows new programmes, made in the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	436	433	Q15J Rating on statement - It shows new programmes, made in the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
	437	434	Q15J Rating on statement - It shows new programmes, made in the UK ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	438	435	Q15J Rating on statement - It shows new programmes, made in the UK Channel 4	Base : All that watch this channel regularly	591
●	439	436	Q15J Rating on statement - It shows new programmes, made in the UK Channel 4	Base : All that watch this channel regularly	591
	440	437	Q15J Rating on statement - It shows new programmes, made in the UK Channel 4	Base : All that watch this channel regularly	591
	441	438	Q15J Rating on statement - It shows new programmes, made in the UK Channel 4	Base : All that watch this channel regularly	591
	442	439	Q15J Rating on statement - It shows new programmes, made in the UK S4C	Base : All that watch this channel regularly	34
	443	440	Q15J Rating on statement - It shows new programmes, made in the UK S4C	Base : All that watch this channel regularly	34
	444	441	Q15J Rating on statement - It shows new programmes, made in the UK S4C	Base : All that watch this channel regularly	34
	445	442	Q15J Rating on statement - It shows new programmes, made in the UK S4C	Base : All that watch this channel regularly	34
●	446	443	Q15J Rating on statement - It shows new programmes, made in the UK Channel 5	Base : All that watch this channel regularly	360

	Page	Table	Title	Base Description	Base
●	447	444	Q15J Rating on statement - It shows new programmes, made in the UK Channel 5	Base : All that watch this channel regularly	360
●	448	445	Q15J Rating on statement - It shows new programmes, made in the UK Channel 5	Base : All that watch this channel regularly	360
	449	446	Q15J Rating on statement - It shows new programmes, made in the UK Channel 5	Base : All that watch this channel regularly	360
●	450	447	Q15J Rating on statement - It shows new programmes, made in the UK BBC1	Base : All that watch this channel regularly	1552
●	451	448	Q15J Rating on statement - It shows new programmes, made in the UK BBC1	Base : All that watch this channel regularly	1552
●	452	449	Q15J Rating on statement - It shows new programmes, made in the UK BBC1	Base : All that watch this channel regularly	1552
	453	450	Q15J Rating on statement - It shows new programmes, made in the UK BBC1	Base : All that watch this channel regularly	1552
●	454	451	Q15J Rating on statement - It shows new programmes, made in the UK BBC2	Base : All that watch this channel regularly	618
●	455	452	Q15J Rating on statement - It shows new programmes, made in the UK BBC2	Base : All that watch this channel regularly	618
	456	453	Q15J Rating on statement - It shows new programmes, made in the UK BBC2	Base : All that watch this channel regularly	618
	457	454	Q15J Rating on statement - It shows new programmes, made in the UK BBC2	Base : All that watch this channel regularly	618
	458	455	Q15J Rating on statement - It shows new programmes, made in the UK BBC3	Base : All that watch this channel regularly	278
●	459	456	Q15J Rating on statement - It shows new programmes, made in the UK BBC3	Base : All that watch this channel regularly	278
	460	457	Q15J Rating on statement - It shows new programmes, made in the UK BBC3	Base : All that watch this channel regularly	278
	461	458	Q15J Rating on statement - It shows new programmes, made in the UK BBC3	Base : All that watch this channel regularly	278

	Page	Table	Title	Base Description	Base
	462	459	Q15J Rating on statement - It shows new programmes, made in the UK BBC4	Base : All that watch this channel regularly	150
	463	460	Q15J Rating on statement - It shows new programmes, made in the UK BBC4	Base : All that watch this channel regularly	150
	464	461	Q15J Rating on statement - It shows new programmes, made in the UK BBC4	Base : All that watch this channel regularly	150
	465	462	Q15J Rating on statement - It shows new programmes, made in the UK BBC4	Base : All that watch this channel regularly	150
●	466	463	Q15K Rating on statement - It shows programmes that make me stop and think ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	467	464	Q15K Rating on statement - It shows programmes that make me stop and think ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	468	465	Q15K Rating on statement - It shows programmes that make me stop and think ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
	469	466	Q15K Rating on statement - It shows programmes that make me stop and think ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	470	467	Q15K Rating on statement - It shows programmes that make me stop and think Channel 4	Base : All that watch this channel regularly	591
●	471	468	Q15K Rating on statement - It shows programmes that make me stop and think Channel 4	Base : All that watch this channel regularly	591
●	472	469	Q15K Rating on statement - It shows programmes that make me stop and think Channel 4	Base : All that watch this channel regularly	591
	473	470	Q15K Rating on statement - It shows programmes that make me stop and think Channel 4	Base : All that watch this channel regularly	591
	474	471	Q15K Rating on statement - It shows programmes that make me stop and think S4C	Base : All that watch this channel regularly	34
	475	472	Q15K Rating on statement - It shows programmes that make me stop and think S4C	Base : All that watch this channel regularly	34
	476	473	Q15K Rating on statement - It shows programmes that make me stop and think S4C	Base : All that watch this channel regularly	34

	Page	Table	Title	Base Description	Base
	477	474	Q15K Rating on statement - It shows programmes that make me stop and think S4C	Base : All that watch this channel regularly	34
●	478	475	Q15K Rating on statement - It shows programmes that make me stop and think Channel 5	Base : All that watch this channel regularly	360
●	479	476	Q15K Rating on statement - It shows programmes that make me stop and think Channel 5	Base : All that watch this channel regularly	360
●	480	477	Q15K Rating on statement - It shows programmes that make me stop and think Channel 5	Base : All that watch this channel regularly	360
	481	478	Q15K Rating on statement - It shows programmes that make me stop and think Channel 5	Base : All that watch this channel regularly	360
	482	479	Q15K Rating on statement - It shows programmes that make me stop and think BBC1	Base : All that watch this channel regularly	1552
●	483	480	Q15K Rating on statement - It shows programmes that make me stop and think BBC1	Base : All that watch this channel regularly	1552
	484	481	Q15K Rating on statement - It shows programmes that make me stop and think BBC1	Base : All that watch this channel regularly	1552
	485	482	Q15K Rating on statement - It shows programmes that make me stop and think BBC1	Base : All that watch this channel regularly	1552
●	486	483	Q15K Rating on statement - It shows programmes that make me stop and think BBC2	Base : All that watch this channel regularly	618
●	487	484	Q15K Rating on statement - It shows programmes that make me stop and think BBC2	Base : All that watch this channel regularly	618
●	488	485	Q15K Rating on statement - It shows programmes that make me stop and think BBC2	Base : All that watch this channel regularly	618
	489	486	Q15K Rating on statement - It shows programmes that make me stop and think BBC2	Base : All that watch this channel regularly	618
	490	487	Q15K Rating on statement - It shows programmes that make me stop and think BBC3	Base : All that watch this channel regularly	278
	491	488	Q15K Rating on statement - It shows programmes that make me stop and think BBC3	Base : All that watch this channel regularly	278

	Page	Table	Title	Base Description	Base
	492	489	Q15K Rating on statement - It shows programmes that make me stop and think BBC3	Base : All that watch this channel regularly	278
	493	490	Q15K Rating on statement - It shows programmes that make me stop and think BBC3	Base : All that watch this channel regularly	278
	494	491	Q15K Rating on statement - It shows programmes that make me stop and think BBC4	Base : All that watch this channel regularly	150
●	495	492	Q15K Rating on statement - It shows programmes that make me stop and think BBC4	Base : All that watch this channel regularly	150
	496	493	Q15K Rating on statement - It shows programmes that make me stop and think BBC4	Base : All that watch this channel regularly	150
	497	494	Q15K Rating on statement - It shows programmes that make me stop and think BBC4	Base : All that watch this channel regularly	150
●	498	495	Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	499	496	Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	500	497	Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
	501	498	Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area ITV1/STV/ITV WALES/UTV	Base : All that watch this channel regularly	1235
●	502	499	Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area BBC1	Base : All that watch this channel regularly	1552
●	503	500	Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area BBC1	Base : All that watch this channel regularly	1552
●	504	501	Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area BBC1	Base : All that watch this channel regularly	1552

	Page	Table	Title	Base Description	Base
	505	502	Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area BBC1	Base : All that watch this channel regularly	1552
●	506	503	Q16A How would you rate ALL the following channels combined - Its programmes help me understand what's going on in the world today	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	507	504	Q16A How would you rate ALL the following channels combined - Its programmes help me understand what's going on in the world today	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	508	505	Q16A How would you rate ALL the following channels combined - Its programmes help me understand what's going on in the world today	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	509	506	Q16B How would you rate ALL the following channels combined - It's news programmes are trustworthy	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	510	507	Q16B How would you rate ALL the following channels combined - It's news programmes are trustworthy	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	511	508	Q16B How would you rate ALL the following channels combined - It's news programmes are trustworthy	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	512	509	Q16C How would you rate ALL the following channels combined - It shows interesting programmes about history, science or the arts	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	513	510	Q16C How would you rate ALL the following channels combined - It shows interesting programmes about history, science or the arts	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	514	511	Q16C How would you rate ALL the following channels combined - It shows interesting programmes about history, science or the arts	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	515	512	Q16D How would you rate ALL the following channels combined - It shows high quality soaps or dramas made in the UK	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	516	513	Q16D How would you rate ALL the following channels combined - It shows high quality soaps or dramas made in the UK	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	517	514	Q16D How would you rate ALL the following channels combined - It shows high quality soaps or dramas made in the UK	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	518	515	Q16E How would you rate ALL the following channels combined - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	519	516	Q16E How would you rate ALL the following channels combined - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK	Base : All watching at least one channel asked about, regularly or occasionally	2926

	Page	Table	Title	Base Description	Base
●	520	517	Q16E How would you rate ALL the following channels combined - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	521	518	Q16F How would you rate ALL the following channels combined - Its programmes show different kinds of cultures within the UK	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	522	519	Q16F How would you rate ALL the following channels combined - Its programmes show different kinds of cultures within the UK	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	523	520	Q16F How would you rate ALL the following channels combined - Its programmes show different kinds of cultures within the UK	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	524	521	Q16G How would you rate ALL the following channels combined - It shows well-made, high quality programmes	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	525	522	Q16G How would you rate ALL the following channels combined - It shows well-made, high quality programmes	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	526	523	Q16G How would you rate ALL the following channels combined - It shows well-made, high quality programmes	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	527	524	Q16H How would you rate ALL the following channels combined - It shows programmes with new ideas and different approaches	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	528	525	Q16H How would you rate ALL the following channels combined - It shows programmes with new ideas and different approaches	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	529	526	Q16H How would you rate ALL the following channels combined - It shows programmes with new ideas and different approaches	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	530	527	Q16I How would you rate ALL the following channels combined - It shows programmes I want to watch	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	531	528	Q16I How would you rate ALL the following channels combined - It shows programmes I want to watch	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	532	529	Q16I How would you rate ALL the following channels combined - It shows programmes I want to watch	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	533	530	Q16J How would you rate ALL the following channels combined - It shows new programmes, made in the UK	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	534	531	Q16J How would you rate ALL the following channels combined - It shows new programmes, made in the UK	Base : All watching at least one channel asked about, regularly or occasionally	2926

	Page	Table	Title	Base Description	Base
●	535	532	Q16J How would you rate ALL the following channels combined - It shows new programmes, made in the UK	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	536	533	Q16K How would you rate ALL the following channels combined - It shows programmes that make me stop and think	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	537	534	Q16K How would you rate ALL the following channels combined - It shows programmes that make me stop and think	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	538	535	Q16K How would you rate ALL the following channels combined - It shows programmes that make me stop and think	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	539	536	Q16L How would you rate BBC1 and ITV1 combined on this statement? - Its regional news programmes provide a wide range of good quality news about my area	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	540	537	Q16L How would you rate BBC1 and ITV1 combined on this statement? - Its regional news programmes provide a wide range of good quality news about my area	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	541	538	Q16L How would you rate BBC1 and ITV1 combined on this statement? - Its regional news programmes provide a wide range of good quality news about my area	Base : All watching at least one channel asked about, regularly or occasionally	2926
●	542	539	Q17A How important do you think it is, in general that all those TV channels combined do this? Its programmes help me understand what's going on in the world today	Base : All	3028
●	543	540	Q17A How important do you think it is, in general that all those TV channels combined do this? Its programmes help me understand what's going on in the world today	Base : All	3028
●	544	541	Q17A How important do you think it is, in general that all those TV channels combined do this? Its programmes help me understand what's going on in the world today	Base : All	3028
●	545	542	Q17B How important do you think it is, in general that all those TV channels combined do this? It's news programmes are trustworthy	Base : All	3028
●	546	543	Q17B How important do you think it is, in general that all those TV channels combined do this? It's news programmes are trustworthy	Base : All	3028
●	547	544	Q17B How important do you think it is, in general that all those TV channels combined do this? It's news programmes are trustworthy	Base : All	3028
●	548	545	Q17C How important do you think it is, in general that all those TV channels combined do this? It shows interesting programmes about history, science or the arts	Base : All	3028
●	549	546	Q17C How important do you think it is, in general that all those TV channels combined do this? It shows interesting programmes about history, science or the arts	Base : All	3028

	Page	Table	Title	Base Description	Base
●	550	547	Q17C How important do you think it is, in general that all those TV channels combined do this? It shows interesting programmes about history, science or the arts	Base : All	3028
●	551	548	Q17D How important do you think it is, in general that all those TV channels combined do this? It shows high quality soaps or dramas made in the UK	Base : All	3028
●	552	549	Q17D How important do you think it is, in general that all those TV channels combined do this? It shows high quality soaps or dramas made in the UK	Base : All	3028
●	553	550	Q17D How important do you think it is, in general that all those TV channels combined do this? It shows high quality soaps or dramas made in the UK	Base : All	3028
●	554	551	Q17E How important do you think it is, in general that all those TV channels combined do this? It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK	Base : All	3028
●	555	552	Q17E How important do you think it is, in general that all those TV channels combined do this? It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK	Base : All	3028
●	556	553	Q17E How important do you think it is, in general that all those TV channels combined do this? It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK	Base : All	3028
●	557	554	Q17F How important do you think it is, in general that all those TV channels combined do this? Its programmes show different kinds of cultures within the UK	Base : All	3028
●	558	555	Q17F How important do you think it is, in general that all those TV channels combined do this? Its programmes show different kinds of cultures within the UK	Base : All	3028
●	559	556	Q17F How important do you think it is, in general that all those TV channels combined do this? Its programmes show different kinds of cultures within the UK	Base : All	3028
●	560	557	Q17G How important do you think it is, in general that all those TV channels combined do this? It shows well-made, high quality programmes	Base : All	3028
●	561	558	Q17G How important do you think it is, in general that all those TV channels combined do this? It shows well-made, high quality programmes	Base : All	3028
●	562	559	Q17G How important do you think it is, in general that all those TV channels combined do this? It shows well-made, high quality programmes	Base : All	3028
●	563	560	Q17H How important do you think it is, in general that all those TV channels combined do this? It shows programmes with new ideas and different approaches	Base : All	3028
●	564	561	Q17H How important do you think it is, in general that all those TV channels combined do this? It shows programmes with new ideas and different approaches	Base : All	3028

	Page	Table	Title	Base Description	Base
●	565	562	Q17H How important do you think it is, in general that all those TV channels combined do this? It shows programmes with new ideas and different approaches	Base : All	3028
●	566	563	Q17I How important do you think it is, in general that all those TV channels combined do this? It shows programmes I want to watch	Base : All	3028
●	567	564	Q17I How important do you think it is, in general that all those TV channels combined do this? It shows programmes I want to watch	Base : All	3028
●	568	565	Q17I How important do you think it is, in general that all those TV channels combined do this? It shows programmes I want to watch	Base : All	3028
●	569	566	Q17J How important do you think it is, in general that all those TV channels combined do this? It shows new programmes, made in the UK	Base : All	3028
●	570	567	Q17J How important do you think it is, in general that all those TV channels combined do this? It shows new programmes, made in the UK	Base : All	3028
●	571	568	Q17J How important do you think it is, in general that all those TV channels combined do this? It shows new programmes, made in the UK	Base : All	3028
●	572	569	Q17K How important do you think it is, in general that all those TV channels combined do this? It shows programmes that make me stop and think	Base : All	3028
●	573	570	Q17K How important do you think it is, in general that all those TV channels combined do this? It shows programmes that make me stop and think	Base : All	3028
●	574	571	Q17K How important do you think it is, in general that all those TV channels combined do this? It shows programmes that make me stop and think	Base : All	3028
●	575	572	Q17L How important do you think it is in general that BBC1 and ITV1 combined do this? Its regional news programmes provide a wide range of good quality news about my area	Base : All	3028
●	576	573	Q17L How important do you think it is in general that BBC1 and ITV1 combined do this? Its regional news programmes provide a wide range of good quality news about my area	Base : All	3028
●	577	574	Q17L How important do you think it is in general that BBC1 and ITV1 combined do this? Its regional news programmes provide a wide range of good quality news about my area	Base : All	3028
●	578	575	Q18 How satisfied are you that combined they provide these elements that we have talked about?	Base : All watching at least one channel	2926
●	579	576	Q18 How satisfied are you that combined they provide these elements that we have talked about?	Base : All watching at least one channel	2926
●	580	577	Q18 How satisfied are you that combined they provide these elements that we have talked about?	Base : All watching at least one channel	2926

	Page	Table	Title	Base Description	Base
●	581	578	Q19 Do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?	Base : All watching at least one channel	2926
●	582	579	Q19 Do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?	Base : All watching at least one channel	2926
●	583	580	Q19 Do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?	Base : All watching at least one channel	2926
●	584	581	Q20 What makes you say this?	Base : All more satisfied	303
●	585	581	Q20 What makes you say this?	Base : All more satisfied	303
●	586	582	Q20 What makes you say this?	Base : All more satisfied	303
	587	582	Q20 What makes you say this?	Base : All more satisfied	303
●	588	583	Q20 What makes you say this?	Base : All more satisfied	303
●	589	583	Q20 What makes you say this?	Base : All more satisfied	303
●	590	584	Q21 What makes you say this?	Base : All less satisfied	425
●	591	584	Q21 What makes you say this?	Base : All less satisfied	425
●	592	585	Q21 What makes you say this?	Base : All less satisfied	425
	593	585	Q21 What makes you say this?	Base : All less satisfied	425
●	594	586	Q21 What makes you say this?	Base : All less satisfied	425
●	595	586	Q21 What makes you say this?	Base : All less satisfied	425
	596	587	Q22i How would you rate Channel 5 on the statement - “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) Channel 5 regularly	112
	597	588	Q22i How would you rate Channel 5 on the statement - “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) Channel 5 regularly	112
	598	589	Q22i How would you rate Channel 5 on the statement - “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) Channel 5 regularly	112
●	599	590	Q22i How would you rate CBeebies on the statement - “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) CBeebies regularly	218

	Page	Table	Title	Base Description	Base
	600	591	Q22i How would you rate CBeebies on the statement - “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) CBeebies regularly	218
	601	592	Q22i How would you rate CBeebies on the statement - “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) CBeebies regularly	218
●	602	593	Q22i How would you rate CBBC on the statement - “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) CBBC regularly	203
	603	594	Q22i How would you rate CBBC on the statement - “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) CBBC regularly	203
●	604	595	Q22i How would you rate CBBC on the statement - “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) CBBC regularly	203
	605	596	Q22i How would you rate S4C on the statement - “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) S4C regularly	10
	606	597	Q22i How would you rate S4C on the statement - “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) S4C regularly	10
	607	598	Q22i How would you rate S4C on the statement - “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) S4C regularly	10
●	608	599	Q22ii How would you rate the following channels combined on that statement ? “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) any of these channels regularly	333
●	609	600	Q22ii How would you rate the following channels combined on that statement ? “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) any of these channels regularly	333
	610	601	Q22ii How would you rate the following channels combined on that statement ? “It provides a wide range of high quality and UK made programmes for children”	Base : All whose child(ren) watch(es) any of these channels regularly	333
●	611	602	Q22iii How important do you think it is that those TV channels combined do this?	Base : All whose child(ren) watch(es) any of these channels regularly	333
●	612	603	Q22iii How important do you think it is that those TV channels combined do this?	Base : All whose child(ren) watch(es) any of these channels regularly	333
	613	604	Q22iii How important do you think it is that those TV channels combined do this?	Base : All whose child(ren) watch(es) any of these channels regularly	333
	614	605	Q22x How would you rate Channel 4 on the statement - "It provides a wide range of high quality and UK made programmes for OLDER children	Base : All those with a child aged 12-15 that watches C4	64

	Page	Table	Title	Base Description	Base
	615	606	Q22x How would you rate Channel 4 on the statement - "It provides a wide range of high quality and UK made programmes for OLDER children	Base : All those with a child aged 12-15 that watches C4	64
	616	607	Q22x How would you rate Channel 4 on the statement - "It provides a wide range of high quality and UK made programmes for OLDER children	Base : All those with a child aged 12-15 that watches C4	64
	617	608	Q22xx How important do you think it is that Channel 4 does this?	Base : All with a child aged 12-15 that watches C4	64
	618	609	Q22xx How important do you think it is that Channel 4 does this?	Base : All with a child aged 12-15 that watches C4	64
	619	610	Q22xx How important do you think it is that Channel 4 does this?	Base : All with a child aged 12-15 that watches C4	64
●	620	611	Q22a1 How important do you think it is, that ITV does this? “Its programmes help me understand what's going on in the world today”	Base : All	3028
●	621	612	Q22a1 How important do you think it is, that ITV does this? “Its programmes help me understand what's going on in the world today”	Base : All	3028
●	622	613	Q22a1 How important do you think it is, that ITV does this? “Its programmes help me understand what's going on in the world today”	Base : All	3028
●	623	614	Q22a1 How important do you think it is, that Channel 5 does this? “Its programmes help me understand what's going on in the world today”	Base : All	3028
●	624	615	Q22a1 How important do you think it is, that Channel 5 does this? “Its programmes help me understand what's going on in the world today”	Base : All	3028
●	625	616	Q22a1 How important do you think it is, that Channel 5 does this? “Its programmes help me understand what's going on in the world today”	Base : All	3028
●	626	617	Q22a2 How important do you think it is, that ITV does this? “It's news programmes are trustworthy”	Base : All	3028
●	627	618	Q22a2 How important do you think it is, that ITV does this? “It's news programmes are trustworthy”	Base : All	3028
●	628	619	Q22a2 How important do you think it is, that ITV does this? “It's news programmes are trustworthy”	Base : All	3028
●	629	620	Q22a2 How important do you think it is, that Channel 5 does this? “It's news programmes are trustworthy”	Base : All	3028

	Page	Table	Title	Base Description	Base
●	630	621	Q22a2 How important do you think it is, that Channel 5 does this? “It's news programmes are trustworthy”	Base : All	3028
●	631	622	Q22a2 How important do you think it is, that Channel 5 does this? “It's news programmes are trustworthy”	Base : All	3028
●	632	623	Q22a3 How important do you think it is, that ITV does this? “It shows high quality soaps or dramas made in the UK”	Base : All	3028
●	633	624	Q22a3 How important do you think it is, that ITV does this? “It shows high quality soaps or dramas made in the UK”	Base : All	3028
●	634	625	Q22a3 How important do you think it is, that ITV does this? “It shows high quality soaps or dramas made in the UK”	Base : All	3028
●	635	626	Q22a4 How important do you think it is, that ITV does this? “It portrays my region my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK”	Base : All	3028
●	636	627	Q22a4 How important do you think it is, that ITV does this? “It portrays my region my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK”	Base : All	3028
●	637	628	Q22a4 How important do you think it is, that ITV does this? “It portrays my region my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK”	Base : All	3028
●	638	629	Q22a5_1 How important do you think it is, that ITV does this? “It shows well-made, high quality programmes”	Base : All	3028
●	639	630	Q22a5_1 How important do you think it is, that ITV does this? “It shows well-made, high quality programmes”	Base : All	3028
●	640	631	Q22a5_1 How important do you think it is, that ITV does this? “It shows well-made, high quality programmes”	Base : All	3028
●	641	632	Q22a5_2 How important do you think it is, that Channel 5 does this? “It shows well-made, high quality programmes”	Base : All	3028
●	642	633	Q22a5_2 How important do you think it is, that Channel 5 does this? “It shows well-made, high quality programmes”	Base : All	3028
●	643	634	Q22a5_2 How important do you think it is, that Channel 5 does this? “It shows well-made, high quality programmes”	Base : All	3028
●	644	635	Q22a6 How important do you think it is, that ITV does this? “Its regional news programmes provide a wide range of good quality news about my area”	Base : All	3028

	Page	Table	Title	Base Description	Base
●	645	636	Q22a6 How important do you think it is, that ITV does this? “Its regional news programmes provide a wide range of good quality news about my area”	Base : All	3028
●	646	637	Q22a6 How important do you think it is, that ITV does this? “Its regional news programmes provide a wide range of good quality news about my area”	Base : All	3028
	647	638	Q22a1 How important do you think it is, that these channels do this?	Base : All	3028
	648	639	Q22a1 How important do you think it is, that these channels do this? SCORES OF 7-10	Base : All	3028
●	649	640	Q23 Do you have access to the internet at home?	Base : All	3028
●	650	641	Q23 Do you have access to the internet at home?	Base : All	3028
●	651	642	Q23 Do you have access to the internet at home?	Base : All	3028
●	652	643	Q25 Which of these methods does your household use to connect to the internet at home?	Base : All with internet access at home	2417
●	653	644	Q25 Which of these methods does your household use to connect to the internet at home?	Base : All with internet access at home	2417
●	654	645	Q25 Which of these methods does your household use to connect to the internet at home?	Base : All with internet access at home	2417
●	655	646	Q27 How important is it that the BBC provides a website with high quality content that you can trust?	Base : All	3028
●	656	647	Q27 How important is it that the BBC provides a website with high quality content that you can trust?	Base : All	3028
●	657	648	Q27 How important is it that the BBC provides a website with high quality content that you can trust?	Base : All	3028
●	658	649	Q28 How important is it that Channel 4 provides websites with high quality content that you can trust?	Base : All	3028
●	659	650	Q28 How important is it that Channel 4 provides websites with high quality content that you can trust?	Base : All	3028
●	660	651	Q28 How important is it that Channel 4 provides websites with high quality content that you can trust?	Base : All	3028
●	661	652	Q29 Which of these websites have you used in the last month?	Base : All with internet access	2417
●	662	653	Q29 Which of these websites have you used in the last month?	Base : All with internet access	2417
●	663	654	Q29 Which of these websites have you used in the last month?	Base : All with internet access	2417
●	664	655	Q30_1 How would you rate your overall satisfaction with bbc.co.uk?	Base : All that have used this website in last month	1165
●	665	656	Q30_1 How would you rate your overall satisfaction with bbc.co.uk?	Base : All that have used this website in last month	1165

	Page	Table	Title	Base Description	Base
●	666	657	Q30_1 How would you rate your overall satisfaction with bbc.co.uk?	Base : All that have used this website in last month	1165
●	667	658	Q30_2 How would you rate your overall satisfaction with channel4.com?	Base : All that have used this website in last month	210
	668	659	Q30_2 How would you rate your overall satisfaction with channel4.com?	Base : All that have used this website in last month	210
	669	660	Q30_2 How would you rate your overall satisfaction with channel4.com?	Base : All that have used this website in last month	210
	670	661	Q30_3 How would you rate your overall satisfaction with s4c.co.uk?	Base : All that have used this website in last month	12
	671	662	Q30_3 How would you rate your overall satisfaction with s4c.co.uk?	Base : All that have used this website in last month	12
	672	663	Q30_3 How would you rate your overall satisfaction with s4c.co.uk?	Base : All that have used this website in last month	12
●	673	664	Q31 Do you ever use the internet to watch or download programmes or films?	Base : All with internet access	2417
●	674	665	Q31 Do you ever use the internet to watch or download programmes or films?	Base : All with internet access	2417
●	675	666	Q31 Do you ever use the internet to watch or download programmes or films?	Base : All with internet access	2417
●	676	667	Q32 Which of the following do you watch them on?	Base : All that use internet to watch or download programmes or films	900
●	677	668	Q32 Which of the following do you watch them on?	Base : All that use internet to watch or download programmes or films	900
●	678	669	Q32 Which of the following do you watch them on?	Base : All that use internet to watch or download programmes or films	900
●	679	670	Q33 Which of the following catch-up services have you used in the last month?	Base : All	3028
●	680	671	Q33 Which of the following catch-up services have you used in the last month?	Base : All	3028
●	681	672	Q33 Which of the following catch-up services have you used in the last month?	Base : All	3028
●	682	673	Q34_1 How would you rate your overall satisfaction with BBC iPlayer?	Base : All that have used this service in the last month	1307

	Page	Table	Title	Base Description	Base
●	683	674	Q34_1 How would you rate your overall satisfaction with BBC iPlayer?	Base : All that have used this service in the last month	1307
●	684	675	Q34_1 How would you rate your overall satisfaction with BBC iPlayer?	Base : All that have used this service in the last month	1307
●	685	676	Q34_2 How would you rate your overall satisfaction with 4OD?	Base : All that have used this service in the last month	495
	686	677	Q34_2 How would you rate your overall satisfaction with 4OD?	Base : All that have used this service in the last month	495
●	687	678	Q34_2 How would you rate your overall satisfaction with 4OD?	Base : All that have used this service in the last month	495
	688	679	Q34_3 How would you rate your overall satisfaction with S4C Clic?	Base : All that have used this service in the last month	18
	689	680	Q34_3 How would you rate your overall satisfaction with S4C Clic?	Base : All that have used this service in the last month	18
	690	681	Q34_3 How would you rate your overall satisfaction with S4C Clic?	Base : All that have used this service in the last month	18
●	691	682	Q35 Do you ever watch any programmes “on demand” through your TV service?	Base : All with Sky, Virgin, broadband TV or YouView	1807
●	692	683	Q35 Do you ever watch any programmes “on demand” through your TV service?	Base : All with Sky, Virgin, broadband TV or YouView	1807
●	693	684	Q35 Do you ever watch any programmes “on demand” through your TV service?	Base : All with Sky, Virgin, broadband TV or YouView	1807
●	694	685	Q36 Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV?	Base : All	3028
●	695	686	Q36 Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV?	Base : All	3028
●	696	687	Q36 Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV?	Base : All	3028
	697	688	Q36 Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV?	Base : All	3028

	Page	Table	Title	Base Description	Base
	698	689	Q36 Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV?	Base : All	3028
●	699	690	Q36X Time shifting summary	Base : All	3028
●	700	691	Q36X Time shifting summary	Base : All	3028
●	701	692	Q36X Time shifting summary	Base : All	3028
	702	693	Q36X Time shifting summary	Base : All	3028
	703	694	Q36X Time shifting summary	Base : All	3028
●	704	695	Q37A Does your household get a High Definition TV service?	Base : All	3028
●	705	696	Q37A Does your household get a High Definition TV service?	Base : All	3028
●	706	697	Q37A Does your household get a High Definition TV service?	Base : All	3028
●	707	698	Q38 How many ADULTS aged 16+ including yourself, live in your household?	Base : All	3028
●	708	699	Q38 How many ADULTS aged 16+ including yourself, live in your household?	Base : All	3028
●	709	700	Q38 How many ADULTS aged 16+ including yourself, live in your household?	Base : All	3028
●	710	701	Q39 Please can you tell me which of the following best describes you?	Base : All	3028
●	711	702	Q39 Please can you tell me which of the following best describes you?	Base : All	3028
●	712	703	Q39 Please can you tell me which of the following best describes you?	Base : All	3028
●	713	704	Q39 Please can you tell me which of the following best describes you?	Base : All	3028
	714	705	Q39 Please can you tell me which of the following best describes you?	Base : All	3028
●	715	706	Q41 Which of these, if any, limit your daily activities or the work you can do?	Base : All	3028
●	716	707	Q41 Which of these, if any, limit your daily activities or the work you can do?	Base : All	3028
●	717	708	Q41 Which of these, if any, limit your daily activities or the work you can do?	Base : All	3028
●	718	709	Q44 Which member of your household, either yourself or related to you, would you say is the CHIEF INCOME EARNER?	Base : All	3028

	Page	Table	Title	Base Description	Base
●	719	710	Q44 Which member of your household, either yourself or related to you, would you say is the CHIEF INCOME EARNER?	Base : All	3028
●	720	711	Q44 Which member of your household, either yourself or related to you, would you say is the CHIEF INCOME EARNER?	Base : All	3028
●	721	712	Q44a Social grade	Base : All	3028
●	722	713	Q44a Social grade	Base : All	3028
●	723	714	Q44a Social grade	Base : All	3028
●	724	715	Q44a Social grade	Base : All	3028
	725	716	Q44a Social grade	Base : All	3028
●	726	717	Q44 What is your current working status?	Base : All	3028
●	727	718	Q44 What is your current working status?	Base : All	3028
●	728	719	Q44 What is your current working status?	Base : All	3028
●	729	720	Definitive standard region	Base : All	3028
●	730	721	Definitive standard region	Base : All	3028
●	731	722	Definitive standard region	Base : All	3028
	732	723			
●	733	724	W_sex Weight by sex	Base : All	3028
●	734	725	W_age Weight by age	Base : All	3028
●	735	725	W_age Weight by age	Base : All	3028
●	736	726	W_soc Weight by social grade	Base : All	3028
●	737	727	W_work Weight by working status	Base : All	3028
●	738	728		Base : All	3028

J20427 PSB Tracker 2013

Table 1

Q2 Do you have a landline telephone at home that you can use to make or receive calls?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Yes - presence of a landline used to make or receive calls	**2701**	1320	1381	360	422	513	456	354	596	692	1300	709	471	2230	217	2461	2223	253	141	85
	89%	*90%*	*89%*	*79%*	**87%c**	**90%c**	**92%c**	**88%c**	**96%cdefg**	*90%*	*90%*	*87%*	**95%m**	*88%*	*83%*	**90%n**	*88%*	**95%p**	**95%p**	**100%pqr**
No - use mobile phone ONLY	**327**	153	174	95	63	57	41	49	22	74	150	102	27	299	44	281	306	13	7	*
	11%	*10%*	*11%*	**21%defgh**	**13%h**	**10%h**	**8%h**	**12%h**	*4%*	*10%*	*10%*	*13%*	*5%*	**12%l**	**17%o**	*10%*	**12%qrs**	**5%s**	**5%s**	*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 2

Q2 Do you have a landline telephone at home that you can use to make or receive calls?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Yes - presence of a landline used to make or receive calls	**2701**	310	1867	431	200	2501	1707	639	764	1085	303	2044	658	1493	1197	845	1377	566	1013	1627	1034
	89%	*94%*	*89%*	*93%*	*91%*	*89%*	*90%*	*87%*	*87%*	*92%*	*90%*	**92%l**	*82%*	**93%n**	*85%*	*92%*	*92%*	*93%*	*89%*	**92%t**	*85%*
No - use mobile phone ONLY	**327**	21	227	35	20	306	183	97	115	101	34	177	149	116	211	75	113	44	126	137	184
	11%	*6%*	*11%*	*7%*	*9%*	*11%*	*10%*	*13%*	*13%*	*8%*	*10%*	*8%*	**18%k**	*7%*	**15%m**	*8%*	*8%*	*7%*	*11%*	*8%*	**15%s**

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 3

Q2 Do you have a landline telephone at home that you can use to make or receive calls?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Yes - presence of a landline used to make or receive calls	**2701**	253	131	225	296	247	113	161	141	230	333	488	85
	89%k	**95%adejk**	*88%*	*84%*	*86%*	*91%*	*93%*	*90%*	**95%adek**	*88%*	*83%*	**91%k**	**100%abcdefg hijkl**
No - use mobile phone ONLY	**327**	13	18	42	46	25	8	18	7	30	67	51	*
	11%bim	**5%m**	**12%m**	**16%bim**	**14%bim**	**9%m**	**7%m**	**10%m**	**5%m**	**12%bm**	**17%abilm**	**9%m**	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

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Table 4

Q2 Do you have a landline telephone at home that you can use to make or receive calls?

Base : All

	TOTAL	REGULAR VIEWERS OF EACH CHANNEL								
		ITV1/STV/ITV Wales/UTV (a)	Channel 4 (b)	S4C (c)	Channel 5 (d)	BBC1 (e)	BBC2 (f)	BBC3 (g)	BBC4 (h)	BBC News (i)
Unweighted Base	**3028**	1235	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	1186	586	11*	337	1601	642	306	166	790
Yes - presence of a landline used to make or receive calls	**2701**	1085	548	11	303	1476	607	264	155	734
	89%	*92%*	**93%g**	*97%*	*90%*	**92%g**	**94%g**	*87%*	*94%*	**93%g**
No - use mobile phone ONLY	**327**	101	39	*	34	125	35	41	10	56
	11%	*8%*	*7%*	*3%*	*10%*	*8%*	*6%*	**13%befi**	*6%*	*7%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 5

Q2 Do you have a landline telephone at home that you can use to make or receive calls?

Base : All

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**3028**	2646	1448	2571	172	2141	2828	2442	1800	1442	1964	1235	638	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	2668	2249	2600	56	2154	2845	2467	1803	1450	1953	1186	984	586	11	337	1601	642	306	166	790
Yes - presence of a landline used to make or receive calls	**2701**	2404	2003	2348	53	1924	2565	2249	1596	1314	1745	1085	891	548	11	303	1476	607	264	155	734
	89%	*90%*	*89%*	*90%*	*95%*	*89%*	*90%*	*91%*	*89%*	*91%*	*89%*	*92%*	*91%*	*93%*	*97%*	*90%*	*92%*	*94%*	*87%*	*94%*	*93%*
No - use mobile phone ONLY	**327**	264	246	252	3	230	280	218	207	136	208	101	93	39	*	34	125	35	41	10	56
	11%	*10%*	*11%*	*10%*	*5%*	*11%*	*10%*	*9%*	*11%*	*9%*	*11%*	*8%*	*9%*	*7%*	*3%*	*10%*	*8%*	*6%*	*13%*	*6%*	*7%*

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 6

Q3 Respondent age

Base : All

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
16-24	**455**	221	234	455	-	-	-	-	-	156	205	94	27	427	108	345	379	36	21	18
	15%	*15%*	*15%*	**100%defgh**	-	-	-	-	-	**20%jk**	*14%*	*12%*	*5%*	**17%l**	**41%o**	*13%*	*15%*	*14%*	*14%*	**21%pqr**
25-34	**485**	236	249	-	485	-	-	-	-	150	252	83	107	378	63	420	400	45	24	15
	16%	*16%*	*16%*	-	**100%cefgh**	-	-	-	-	**20%k**	**17%k**	*10%*	**21%m**	*15%*	**24%o**	*15%*	*16%*	*17%*	*16%*	*18%*
35-44	**570**	278	292	-	-	570	-	-	-	149	320	100	240	330	40	525	473	51	27	18
	19%	*19%*	*19%*	-	-	**100%cdfgh**	-	-	-	**20%k**	**22%k**	*12%*	**48%m**	*13%*	*15%*	*19%*	*19%*	*19%*	*18%*	*21%*
45-54	**497**	241	256	-	-	-	497	-	-	119	283	95	103	394	32	463	418	45	24	9
	16%	*16%*	*16%*	-	-	-	**100%cdegh**	-	-	*16%*	**19%k**	*12%*	*21%*	*16%*	*12%*	*17%*	**17%s**	**17%s**	*16%*	*11%*
55-64	**403**	197	206	-	-	-	-	403	-	86	200	117	15	388	6	388	333	36	21	12
	13%	*13%*	*13%*	-	-	-	-	**100%cdefh**	-	*11%*	*14%*	*14%*	*3%*	**15%l**	*2%*	**14%n**	*13%*	*14%*	*14%*	*14%*
65-74	**370**	178	192	-	-	-	-	-	370	67	127	176	5	365	8	356	315	30	18	6
	12%	*12%*	*12%*	-	-	-	-	-	**60%cdefg**	*9%*	*9%*	**22%ij**	*1%*	**14%l**	*3%*	**13%n**	**12%s**	*11%*	*12%*	*7%*
75+	**249**	122	126	-	-	-	-	-	249	38	64	147	3	246	4	243	209	21	12	6
	8%	*8%*	*8%*	-	-	-	-	-	**40%cdefg**	*5%*	*4%*	**18%ij**	*1%*	**10%l**	*1%*	**9%n**	*8%*	*8%*	*8%*	*7%*
Mean	**46.67**	46.70	46.65	20.00	29.50	39.50	49.50	59.50	**75.73cdefg**	42.26	44.34	**55.01ij**	39.46	**48.10l**	32.34	**47.96n**	**46.79s**	**46.60s**	**46.96s**	42.86
Standard Deviation	**19.27**	19.29	19.26	0.00	0.00	0.00	0.00	0.00	7.61	18.21	17.10	21.28	9.70	20.34	14.48	19.12	19.30	18.93	19.24	19.30

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 7

Q3 Respondent age

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
16-24	**455**	52	347	39	19	435	307	108	123	128	45	353	101	225	229	195	191	82	210	253	198
	15%	**16%c**	**17%c**	*8%*	*9%*	*16%*	*16%*	*15%*	*14%*	*11%*	*13%*	*16%*	*13%*	*14%*	*16%*	**21%p**	*13%*	*13%*	*18%*	*14%*	*16%*
25-34	**485**	44	366	47	27	458	326	106	123	156	48	378	107	285	200	185	237	93	211	269	209
	16%	*13%*	**17%c**	*10%*	*12%*	*16%*	*17%*	*14%*	*14%*	*13%*	*14%*	*17%*	*13%*	*18%*	*14%*	*20%*	*16%*	*15%*	*19%*	*15%*	*17%*
35-44	**570**	51	422	66	21	548	420	109	126	235	73	470	100	350	217	222	286	168	226	377	188
	19%	*15%*	*20%*	*14%*	*10%*	**20%dh**	**22%dgh**	*15%*	*14%*	*20%*	*22%*	**21%l**	*12%*	**22%n**	*15%*	*24%*	*19%*	**28%r**	*20%*	**21%t**	*15%*
45-54	**497**	61	335	87	22	475	338	111	130	241	60	391	106	296	202	159	267	137	186	329	159
	16%	*18%*	*16%*	*19%*	*10%*	*17%*	*18%*	*15%*	*15%*	*20%*	*18%*	*18%*	*13%*	*18%*	*14%*	*17%*	*18%*	**22%r**	*16%*	**19%t**	*13%*
55-64	**403**	51	242	89	45	358	205	113	143	183	40	292	111	203	196	92	228	70	109	239	157
	13%	*16%*	*12%*	**19%b**	**20%ef**	*13%*	*11%*	**15%f**	**16%f**	*15%*	*12%*	*13%*	*14%*	*13%*	*14%*	*10%*	**15%o**	*12%*	*10%*	*14%*	*13%*
65-74	**370**	42	219	95	35	334	194	110	137	136	47	230	140	165	204	48	193	39	131	191	170
	12%	*13%*	*10%*	**21%b**	*16%*	*12%*	*10%*	**15%f**	**16%f**	*12%*	*14%*	*10%*	**17%k**	*10%*	**14%m**	*5%*	**13%o**	*6%*	**11%q**	*11%*	*14%*
75+	**249**	31	162	42	51	198	100	78	96	106	25	106	143	85	160	19	87	20	67	107	135
	8%	*9%*	*8%*	*9%*	**23%efgh**	*7%*	*5%*	**11%ef**	**11%ef**	*9%*	*7%*	*5%*	**18%k**	*5%*	**11%m**	*2%*	**6%o**	*3%*	*6%*	*6%*	**11%s**
Mean	**46.67**	48.07	45.09	52.79ab	56.89efgh	45.87f	44.05	49.10ef	49.74ef	48.73	47.12	44.36	53.04k	44.83	48.63m	39.57	46.82o	43.34	43.70	45.74	47.75
Standard Deviation	**19.27**	19.65	19.14	18.23	21.36	18.87	17.93	20.26	20.23	18.45	18.73	17.78	21.65	17.69	20.70	15.72	18.13	15.71	18.73	18.07	20.78

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 8

Q3 Respondent age

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
16-24	**455**	36	11	34	38	35	13	31	21	35	107	74	18
	15%	*14%*	*8%*	*13%*	*11%*	*13%*	*11%*	*17%*	*14%*	*14%*	**27%abcdefgijl**	*14%*	**21%abcdefi l**
25-34	**485**	45	16	36	63	50	13	37	24	47	67	71	15
	16%	*17%*	*11%*	*14%*	*18%*	*19%*	*11%*	*21%*	*16%*	*18%*	*17%*	*13%*	*18%*
35-44	**570**	51	24	66	66	41	26	22	27	44	79	104	18
	19%	*19%*	*16%*	*25%*	*19%*	*15%*	*21%*	*12%*	*18%*	*17%*	*20%*	*19%*	*21%*
45-54	**497**	45	28	34	59	27	26	33	24	47	58	107	9
	16%m	**17%m**	*19%*	*13%*	*17%*	*10%*	*21%*	*19%*	*16%*	*18%*	*14%*	**20%fm**	*11%*
55-64	**403**	36	36	38	41	55	12	16	21	27	36	73	12
	13%	*14%*	**24%aehjk**	*14%*	*12%*	**20%hk**	*10%*	*9%*	*14%*	*10%*	*9%*	*13%*	*14%*
65-74	**370**	30	25	29	54	42	16	29	18	35	30	55	6
	12%m	*11%*	*17%*	*11%*	**16%km**	**15%m**	*13%*	*16%*	*12%*	*14%*	*8%*	*10%*	*7%*
75+	**249**	21	9	29	21	21	14	11	12	26	22	55	6
	8%	*8%*	*6%*	*11%*	*6%*	*8%*	*12%*	*6%*	*8%*	*10%*	*6%*	*10%*	*7%*
Mean	**46.67km**	**46.60km**	**51.42km**	**47.97km**	**47.17km**	**48.39km**	**49.88km**	45.31	**46.96km**	**47.52km**	40.63	**47.90km**	42.86
Standard Deviation	**19.27**	18.93	17.03	19.57	18.42	19.57	19.42	19.52	19.24	19.83	18.75	19.31	19.30

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 9

Q3 Respondent age

Base : All

	TOTAL	REGULAR VIEWERS OF EACH CHANNEL								
		ITV1/STV/ITV Wales/UTV (a)	Channel 4 (b)	S4C (c)	Channel 5 (d)	BBC1 (e)	BBC2 (f)	BBC3 (g)	BBC4 (h)	BBC News (i)
Unweighted Base	**3028**	1235	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	1186	586	11*	337	1601	642	306	166	790
16-24	**455**	128	81	1	45	171	41	88	9	87
	15%	**11%f**	**14%f**	*9%*	**13%f**	**11%f**	*6%*	**29%abdefhi**	*5%*	**11%f**
25-34	**485**	156	95	1	48	208	80	33	18	83
	16%	*13%*	**16%i**	*6%*	*14%*	*13%*	*13%*	*11%*	*11%*	*11%*
35-44	**570**	235	123	3	73	307	99	75	32	147
	19%	*20%*	*21%*	*31%*	*22%*	*19%*	*15%*	**25%f**	*19%*	*19%*
45-54	**497**	241	109	1	60	294	123	34	29	150
	16%	**20%g**	*19%*	*12%*	*18%*	*18%*	**19%g**	*11%*	*17%*	**19%g**
55-64	**403**	183	83	1	40	239	110	28	36	117
	13%	*15%*	*14%*	*9%*	*12%*	*15%*	**17%g**	*9%*	**22%g**	*15%*
65-74	**370**	136	62	2	47	229	114	31	32	126
	12%	*12%*	*11%*	*22%*	*14%*	*14%*	**18%ab**	*10%*	*19%*	*16%*
75+	**249**	106	33	1	25	152	75	16	9	80
	8%	*9%*	*6%*	*11%*	*7%*	*9%*	**12%bg**	*5%*	*6%*	*10%*
Mean	**46.67**	**48.73bg**	**45.65g**	**51.63g**	**47.12g**	**49.55bg**	**53.01abdeg**	41.14	**51.84bg**	**50.54bg**
Standard Deviation	**19.27**	18.45	17.87	20.05	18.73	18.88	18.57	19.13	16.61	19.01

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 10

Q3 Respondent age

Base : All

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**3028**	2646	1448	2571	172	2141	2828	2442	1800	1442	1964	1235	638	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	2668	2249	2600	56	2154	2845	2467	1803	1450	1953	1186	984	586	11	337	1601	642	306	166	790
16-24	**455**	409	349	399	6	316	426	326	343	197	273	128	103	81	1	45	171	41	88	9	87
	15%	*15%*	*16%*	*15%*	*11%*	*15%*	*15%*	*13%*	*19%*	*14%*	*14%*	*11%*	*10%*	*14%*	*9%*	*13%*	*11%*	*6%*	*29%*	*5%*	*11%*
25-34	**485**	416	341	404	9	323	444	376	295	219	301	156	123	95	1	48	208	80	33	18	83
	16%	*16%*	*15%*	*16%*	*15%*	*15%*	*16%*	*15%*	*16%*	*15%*	*15%*	*13%*	*12%*	*16%*	*6%*	*14%*	*13%*	*13%*	*11%*	*11%*	*11%*
35-44	**570**	487	408	476	10	406	529	444	335	236	370	235	202	123	3	73	307	99	75	32	147
	19%	*18%*	*18%*	*18%*	*18%*	*19%*	*19%*	*18%*	*19%*	*16%*	*19%*	*20%*	*20%*	*21%*	*31%*	*22%*	*19%*	*15%*	*25%*	*19%*	*19%*
45-54	**497**	454	389	433	11	365	470	418	279	235	338	241	203	109	1	60	294	123	34	29	150
	16%	*17%*	*17%*	*17%*	*19%*	*17%*	*17%*	*17%*	*15%*	*16%*	*17%*	*20%*	*21%*	*19%*	*12%*	*18%*	*18%*	*19%*	*11%*	*17%*	*19%*
55-64	**403**	352	289	353	8	288	379	352	229	216	256	183	148	83	1	40	239	110	28	36	117
	13%	*13%*	*13%*	*14%*	*15%*	*13%*	*13%*	*14%*	*13%*	*15%*	*13%*	*15%*	*15%*	*14%*	*9%*	*12%*	*15%*	*17%*	*9%*	*22%*	*15%*
65-74	**370**	330	283	325	7	280	357	332	211	229	264	136	115	62	2	47	229	114	31	32	126
	12%	*12%*	*13%*	*13%*	*12%*	*13%*	*13%*	*13%*	*12%*	*16%*	*14%*	*12%*	*12%*	*11%*	*22%*	*14%*	*14%*	*18%*	*10%*	*19%*	*16%*
75+	**249**	220	190	210	5	176	241	220	112	117	151	106	90	33	1	25	152	75	16	9	80
	8%	*8%*	*8%*	*8%*	*9%*	*8%*	*8%*	*9%*	*6%*	*8%*	*8%*	*9%*	*9%*	*6%*	*11%*	*7%*	*9%*	*12%*	*5%*	*6%*	*10%*
Mean	**46.67**	46.75	46.88	46.76	48.68	47.12	46.96	48.03	44.57	48.36	47.16	48.73	48.95	45.65	51.63	47.12	49.55	53.01	41.14	51.84	50.54
Standard Deviation	**19.27**	19.31	19.41	19.29	18.96	19.22	19.37	19.29	19.05	19.33	19.02	18.45	18.40	17.87	20.05	18.73	18.88	18.57	19.13	16.61	19.01

* = Less than .5

J20427 PSB Tracker 2013

Table 11

Q4 Respondent gender

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Male	**1473**	1473	-	221	236	278	241	197	300	366	716	391	213	1260	158	1298	1231	129	73	41
	49%	**100%b**	-	*49%*	*49%*	*49%*	*49%*	*49%*	*49%*	*48%*	*49%*	*48%*	*43%*	*50%*	**61%o**	*47%*	*49%*	*48%*	*49%*	*48%*
Female	**1555**	-	1555	234	249	292	256	206	318	400	734	421	286	1269	103	1444	1297	138	76	44
	51%	-	**100%a**	*51%*	*51%*	*51%*	*51%*	*51%*	*51%*	*52%*	*51%*	*52%*	*57%*	*50%*	*39%*	**53%n**	*51%*	*52%*	*51%*	*52%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 12

Q4 Respondent gender

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Male	**1473**	161	1027	206	110	1363	935	338	406	523	141	1134	339	821	649	504	718	306	565	901	554
	49%	*48%*	*49%*	*44%*	*50%*	*49%*	*49%*	*46%*	*46%*	*44%*	*42%*	**51%l**	*42%*	*51%*	*46%*	**55%p**	*48%*	*50%*	*50%*	*51%*	*46%*
Female	**1555**	171	1066	259	111	1444	955	398	473	662	196	1087	468	788	759	416	771	305	574	863	664
	51%	*52%*	*51%*	*56%*	*50%*	*51%*	*51%*	*54%*	*54%*	*56%*	*58%*	*49%*	**58%k**	*49%*	*54%*	*45%*	**52%o**	*50%*	*50%*	*49%*	*54%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 13

Q4 Respondent gender

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Male	**1473**	129	59	111	174	115	70	87	73	125	203	286	41
	49%	*48%*	*40%*	*42%*	*51%*	*42%*	*57%*	*49%*	*49%*	*48%*	*51%*	*53%*	*48%*
Female	**1555**	138	89	155	168	157	52	91	76	135	197	253	44
	51%	*52%*	*60%*	*58%*	*49%*	*58%*	*43%*	*51%*	*51%*	*52%*	*49%*	*47%*	*52%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

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Table 14

Q4 Respondent gender

Base : All

	TOTAL	REGULAR VIEWERS OF EACH CHANNEL								
		ITV1/STV/ITV Wales/UTV (a)	Channel 4 (b)	S4C (c)	Channel 5 (d)	BBC1 (e)	BBC2 (f)	BBC3 (g)	BBC4 (h)	BBC News (i)
Unweighted Base	**3028**	1235	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	1186	586	11*	337	1601	642	306	166	790
Male	**1473**	523	252	4	141	754	339	135	79	396
	49%	*44%*	*43%*	*36%*	*42%*	*47%*	***53%abd***	*44%*	*48%*	*50%*
Female	**1555**	662	335	7	196	846	303	170	86	393
	51%	***56%f***	***57%f***	*64%*	***58%f***	*53%*	*47%*	*56%*	*52%*	*50%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 15

Q4 Respondent gender

Base : All

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**3028**	2646	1448	2571	172	2141	2828	2442	1800	1442	1964	1235	638	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	2668	2249	2600	56	2154	2845	2467	1803	1450	1953	1186	984	586	11	337	1601	642	306	166	790
Male	**1473**	1267	1071	1238	30	1040	1376	1221	882	741	970	523	439	252	4	141	754	339	135	79	396
	49%	*47%*	*48%*	*48%*	*54%*	*48%*	*48%*	*50%*	*49%*	*51%*	*50%*	*44%*	*45%*	*43%*	*36%*	*42%*	*47%*	*53%*	*44%*	*48%*	*50%*
Female	**1555**	1401	1178	1362	26	1114	1469	1246	921	709	983	662	545	335	7	196	846	303	170	86	393
	51%	*53%*	*52%*	*52%*	*46%*	*52%*	*52%*	*50%*	*51%*	*49%*	*50%*	*56%*	*55%*	*57%*	*64%*	*58%*	*53%*	*47%*	*56%*	*52%*	*50%*

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 16

Q5 Country

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
England	**2528**	1231	1297	379	400	473	418	333	524	657	1214	657	411	2117	251	2254	2528	-	-	-
	84%	*84%*	*83%*	*83%*	*83%*	*83%*	*84%*	*83%*	*85%*	*86%*	*84%*	*81%*	*82%*	*84%*	**96%o**	*82%*	**100%qrs**	-	-	-
Scotland	**266**	129	138	36	45	51	45	36	51	55	121	91	46	221	7	258	-	266	-	-
	9%	*9%*	*9%*	*8%*	*9%*	*9%*	*9%*	*9%*	*8%*	*7%*	*8%*	*11%*	*9%*	*9%*	*3%*	**9%n**	-	**100%prs**	-	-
Wales	**148**	73	76	21	24	27	24	21	30	39	71	39	24	124	3	145	-	-	148	-
	5%	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*1%*	*5%*	-	-	**100%pqs**	-
Northern Ireland	**85**	41	44	18	15	18	9	12	12	16	44	25	17	68	*	84	-	-	-	85
	3%	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*	*3%*	-	-	-	**100%pqr**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 17

Q5 Country

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
England	**2528**	295	1716	404	197	2332	1552	626	746	980	273	1864	665	1331	1188	779	1238	520	913	1490	1003
	84%	**89%b**	*82%*	*87%*	*89%*	*83%*	*82%*	*85%*	*85%*	*83%*	*81%*	*84%*	*82%*	*83%*	*84%*	*85%*	*83%*	*85%*	*80%*	*84%*	*82%*
Scotland	**266**	18	204	35	14	252	188	50	62	107	30	193	74	151	114	70	139	52	124	150	113
	9%	*5%*	*10%*	*7%*	*6%*	*9%*	*10%*	*7%*	*7%*	*9%*	*9%*	*9%*	*9%*	*9%*	*8%*	*8%*	*9%*	*9%*	*11%*	*8%*	*9%*
Wales	**148**	8	110	20	5	144	97	37	43	56	25	108	41	82	66	46	66	26	66	77	66
	5%	*3%*	*5%*	*4%*	*2%*	*5%*	*5%*	*5%*	*5%*	*5%*	*7%*	*5%*	*5%*	*5%*	*5%*	*5%*	*4%*	*4%*	*6%*	*4%*	*5%*
Northern Ireland	**85**	10	63	7	5	80	52	23	27	43	10	57	28	44	41	25	46	12	37	47	36
	3%	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

* = Less than .5

J20427 PSB Tracker 2013

Table 18

Q5 Country

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
England	**2528**	-	148	266	342	273	121	179	-	260	400	539	-
	84%bim	-	**100%abim**	**100%abim**	**100%abim**	**100%abim**	**100%abim**	**100%abim**	-	**100%abim**	**100%abim**	**100%abim**	-
Scotland	**266**	266	-	-	-	-	-	-	-	-	-	-	-
	9%cdefghijklm	**100%acdefghijklm**	-	-	-	-	-	-	-	-	-	-	-
Wales	**148**	-	-	-	-	-	-	-	148	-	-	-	-
	5%bdefjklm	-	-	-	-	-	-	-	**100%abcdefghjklm**	-	-	-	-
Northern Ireland	**85**	-	-	-	-	-	-	-	-	-	-	-	85
	3%bikl	-	-	-	-	-	-	-	-	-	-	-	**100%abcdefghjkl**

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

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Table 19

Q5 Country

Base : All

	TOTAL	REGULAR VIEWERS OF EACH CHANNEL								
		ITV1/STV/ITV Wales/UTV (a)	Channel 4 (b)	S4C (c)	Channel 5 (d)	BBC1 (e)	BBC2 (f)	BBC3 (g)	BBC4 (h)	BBC News (i)
Unweighted Base	**3028**	1235	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	1186	586	11*	337	1601	642	306	166	790
England	**2528**	980	489	-	273	1359	546	265	144	652
	84%	**83%c**	**83%c**	-	**81%c**	**85%c**	**85%c**	**87%c**	**87%c**	**83%c**
Scotland	**266**	107	54	-	30	127	50	23	12	75
	9%	*9%*	*9%*	-	*9%*	*8%*	*8%*	*7%*	*7%*	*10%*
Wales	**148**	56	24	11	25	76	33	14	6	40
	5%	*5%*	*4%*	**100%abdefghi**	*7%*	*5%*	*5%*	*4%*	*4%*	*5%*
Northern Ireland	**85**	43	19	-	10	38	13	5	3	23
	3%	*4%*	*3%*	-	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i
* small base

Prepared by BDRC Continental

* = Less than .5

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Table 20

Q5 Country

Base : All

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**3028**	2646	1448	2571	172	2141	2828	2442	1800	1442	1964	1235	638	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	2668	2249	2600	56	2154	2845	2467	1803	1450	1953	1186	984	586	11	337	1601	642	306	166	790
England	**2528**	2243	2246	2179	-	1797	2381	2067	1496	1204	1617	980	983	489	-	273	1359	546	265	144	652
	84%	*84%*	*100%*	*84%*	-	*83%*	*84%*	*84%*	*83%*	*83%*	*83%*	*83%*	*100%*	*83%*	-	*81%*	*85%*	*85%*	*87%*	*87%*	*83%*
Scotland	**266**	225	2	228	-	193	249	215	167	133	187	107	1	54	-	30	127	50	23	12	75
	9%	*8%*	*	*9%*	-	*9%*	*9%*	*9%*	*9%*	*9%*	*10%*	*9%*	*	*9%*	-	*9%*	*8%*	*8%*	*7%*	*7%*	*10%*
Wales	**148**	124	1	123	56	109	139	123	96	78	97	56	1	24	11	25	76	33	14	6	40
	5%	*5%*	*	*5%*	*100%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*	*4%*	*100%*	*7%*	*5%*	*5%*	*4%*	*4%*	*5%*
Northern Ireland	**85**	76	-	69	-	55	76	63	45	34	52	43	-	19	-	10	38	13	5	3	23
	3%	*3%*	-	*3%*	-	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*4%*	-	*3%*	-	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 21

Q6 Do you ever watch S4C Digidol?

Base : All in Wales

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**454**	218	236	63	71	79	76	65	100	112	218	124	73	381	8	445	-	-	454	-
Weighted Base	**148**	73	76	21*	24*	27*	24*	21*	30*	39	71	39	24*	124	3**	145	-**	-**	148	-**
Yes	**43**	25	18	3	6	6	11	7	11	8	24	11	8	35	1	42	-	-	43	-
	29%	*35%*	*24%*	*16%*	*24%*	*23%*	**43%ce**	*33%*	**35%c**	*22%*	*33%*	*29%*	*33%*	*29%*	*26%*	*29%*	-	-	*29%*	-
No	**104**	47	57	18	18	21	14	14	20	30	47	27	16	88	2	103	-	-	104	-
	70%	*64%*	**76%a**	**83%f**	*76%*	*76%*	*57%*	*67%*	*65%*	*78%*	*66%*	*71%*	*67%*	*71%*	*61%*	*71%*	-	-	*70%*	-
Don't know	**1**	1	-	*	-	*	-	-	-	-	1	-	-	1	*	*	-	-	1	-
	*****	*1%*	-	*2%*	-	*1%*	-	-	-	-	*1%*	-	-	*1%*	*12%*	*	-	-	*	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 22

Q6 Do you ever watch S4C Digidol?

Base : All in Wales

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**454**	26	335	62	15	439	296	115	134	173	77	326	128	249	204	138	202	79	201	234	204
Weighted Base	**148**	8**	110	20*	5**	144	97	37	43	56	25*	108	41	82	66	46	66	26*	66	77	66
Yes	**43**	5	31	6	*	43	29	11	13	18	10	33	11	25	19	16	17	9	19	26	16
	29%	*57%*	*29%*	*29%*	*6%*	*30%*	*30%*	*30%*	*29%*	*32%*	*39%*	*30%*	*26%*	*30%*	*28%*	*36%*	*26%*	*33%*	*28%*	*34%*	*25%*
No	**104**	4	78	14	4	100	68	26	30	38	15	75	30	58	47	29	49	17	48	51	49
	70%	*43%*	*71%*	*71%*	*94%*	*70%*	*70%*	*69%*	*70%*	*68%*	*61%*	*69%*	*73%*	*70%*	*71%*	*64%*	*73%*	*66%*	*72%*	*66%*	*75%*
Don't know	**1**	-	*	-	-	1	*	*	*	-	-	*	*	*	*	*	*	*	-	-	*
	*	-	*	-	-	*	*	*1%*	*1%*	-	-	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*

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

* = Less than .5

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Table 23

Q6 Do you ever watch S4C Digidol?

Base : All in Wales

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**454**	-	-	-	-	-	-	-	454	-	-	-	-
Weighted Base	**148**	-**	-**	-**	-**	-**	-**	-**	148	-**	-**	-**	-**
Yes	**43**	-	-	-	-	-	-	-	43	-	-	-	-
	29%	-	-	-	-	-	-	-	*29%*	-	-	-	-
No	**104**	-	-	-	-	-	-	-	104	-	-	-	-
	70%	-	-	-	-	-	-	-	*70%*	-	-	-	-
Don't know	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	-	-	-	*	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

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Table 24

Q7 Are there any children under 16 in your household?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Yes	**585**	256	330	96	113	241	106	18	10	173	307	105	499	86	107	474	488	50	26	21
	19%	*17%*	*21%*	**21%gh**	**23%gh**	**42%cdfgh**	**21%gh**	*4%*	*2%*	**23%k**	**21%k**	*13%*	**100%m**	*3%*	**41%o**	*17%*	*19%*	*19%*	*18%*	*24%*
No	**2443**	1217	1225	358	372	329	391	385	608	593	1144	706	-	2443	154	2268	2040	217	122	64
	81%	*83%*	*79%*	**79%e**	**77%e**	*58%*	**79%e**	**96%cdef**	**98%cdef**	*77%*	*79%*	**87%ij**	-	**97%l**	*59%*	**83%n**	*81%*	*81%*	*82%*	*76%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 25

Q7 Are there any children under 16 in your household?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Yes	**585**	81	420	71	16	570	441	107	121	249	94	493	92	378	205	249	290	173	242	381	200
	19%	**24%c**	*20%*	*15%*	*7%*	**20%dgh**	**23%dgh**	*15%*	*14%*	*21%*	*28%*	**22%l**	*11%*	**24%n**	*15%*	**27%p**	*19%*	**28%r**	*21%*	**22%t**	*16%*
No	**2443**	251	1674	395	205	2238	1448	629	758	937	243	1728	715	1231	1203	670	1199	437	898	1383	1018
	81%	*76%*	*80%*	**85%a**	**93%ef**	*80%*	*77%*	**85%ef**	**86%ef**	*79%*	*72%*	*78%*	**89%k**	*76%*	**85%m**	*73%*	**81%o**	*72%*	**79%q**	*78%*	**84%s**

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 26

Q7 Are there any children under 16 in your household?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Yes	**585**	50	26	51	60	60	23	19	26	44	97	108	21
	19%	*19%*	*18%*	*19%*	*18%*	*22%*	*19%*	*11%*	*18%*	*17%*	**24%h**	*20%*	**24%h**
No	**2443**	217	122	216	282	212	98	160	122	217	303	431	64
	81%	*81%*	*82%*	*81%*	*82%*	*78%*	*81%*	**89%km**	*82%*	*83%*	*76%*	*80%*	*76%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 27

Q8_1 Number of children between 0-4 years

Base : All with chidren in household

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**596**	264	332	88	125	244	110	16	13	168	322	106	518	78	73	520	313	93	79	111
Weighted Base	**585**	256	330	96*	113*	241	106*	18**	10**	173	307	105*	499	86*	107*	474	488	50*	26*	21
0	**347**	152	196	59	34	142	93	15	5	102	180	64	291	56	65	280	290	32	16	9
	59%	*59%*	*59%*	**61%d**	*30%*	**59%d**	**88%cde**	*82%*	*50%*	*59%*	*59%*	*61%*	*58%*	*65%*	*60%*	*59%*	*59%*	**64%s**	*60%*	*46%*
1	**175**	82	93	27	60	75	10	*	3	53	92	31	156	19	27	147	147	14	6	8
	30%	*32%*	*28%*	**29%f**	**53%cef**	**31%f**	*9%*	*1%*	*24%*	*30%*	*30%*	*29%*	*31%*	*22%*	*25%*	*31%*	*30%*	*28%*	*25%*	*37%*
2	**46**	14	33	5	18	18	2	3	1	12	26	9	42	5	10	36	36	4	3	3
	8%	*5%*	*10%*	*5%*	**16%f**	*8%*	*1%*	*17%*	*11%*	*7%*	*8%*	*8%*	*8%*	*5%*	*10%*	*8%*	*7%*	*9%*	*10%*	**16%p**
3	**9**	2	7	2	2	4	2	-	-	2	6	-	7	2	2	7	8	-	1	-
	2%	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	-	-	*1%*	*2%*	-	*1%*	*2%*	*2%*	*1%*	*2%*	-	*3%*	-
4	**2**	2	-	2	-	-	-	-	-	2	-	-	-	2	2	-	2	-	-	-
	*******	*1%*	-	*2%*	-	-	-	-	-	*1%*	-	-	-	**2%l**	*2%*	-	*	-	-	-
5	**4**	4	-	2	-	*	-	-	2	-	2	2	*	3	2	2	3	-	*	-
	1%	*1%*	-	*2%*	-	*	-	-	*15%*	-	*1%*	*1%*	*	**4%l**	*2%*	*	*1%*	-	*1%*	-
6	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	**2**	1	1	*	-	2	-	-	-	2	*	*	2	*	-	2	1	-	*	*
	*******	***	***	***	-	*1%*	-	-	-	*1%*	***	***	***	***	-	***	***	-	*1%*	*2%*
10	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**0.58**	0.58	0.58	**0.62f**	**0.89f**	**0.59f**	0.17	0.35	1.19	0.61	0.57	0.54	0.56	0.67	0.64	0.57	0.57	0.45	0.71	**0.85pq**
Standard Deviation	**0.96**	0.99	0.94	1.09	0.71	1.06	0.51	0.78	1.80	1.13	0.87	0.92	0.90	1.28	1.03	0.95	0.94	0.65	1.36	1.37

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

* = Less than .5

J20427 PSB Tracker 2013

Table 28

Q8_1 Number of children between 0-4 years

Base : All with chidren in household

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**596**	70	438	73	14	582	459	100	117	271	94	503	93	395	198	256	295	173	256	379	210
Weighted Base	**585**	81*	420	71*	16**	570	441	107*	121*	249	94*	493	92*	378	205	249	290	173	242	381	200
0	**347**	48	250	42	9	339	271	58	66	160	54	301	47	239	108	143	175	118	136	243	101
	59%	*59%*	*60%*	*59%*	*56%*	*59%*	*61%*	*55%*	*55%*	*64%*	*58%*	*61%*	*51%*	*63%*	*53%*	*57%*	*60%*	*68%*	*56%*	***64%t***	*50%*
1	**175**	26	128	16	4	172	130	35	37	69	27	143	33	104	71	81	84	38	87	103	72
	30%	*32%*	*30%*	*23%*	*23%*	*30%*	*30%*	*33%*	*31%*	*28%*	*29%*	*29%*	*35%*	*28%*	*35%*	*32%*	*29%*	*22%*	***36%c***	*27%*	*36%*
2	**46**	7	30	7	2	45	31	10	12	17	7	36	10	30	15	19	26	13	14	29	17
	8%	*9%*	*7%*	*11%*	*11%*	*8%*	*7%*	*9%*	*10%*	*7%*	*7%*	*7%*	*11%*	*8%*	*7%*	*8%*	*9%*	*8%*	*6%*	*8%*	*9%*
3	**9**	-	7	2	-	9	3	4	5	*	4	7	2	3	6	4	2	2	1	2	7
	2%	-	*2%*	*2%*	-	*2%*	*1%*	*3%*	*4%*	*	*4%*	*1%*	*2%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*
4	**2**	-	-	2	-	2	2	-	-	-	-	2	-	-	2	2	-	-	2	2	-
	*	-	-	***2%b***	-	*	*	-	-	-	-	*	-	-	*1%*	*1%*	-	-	*1%*	*	-
5	**4**	-	2	2	2	2	2	-	-	2	2	2	2	*	3	*	2	*	2	*	3
	1%	-	*	*2%*	*10%*	*	*	-	-	*1%*	*2%*	*	*2%*	*	*2%*	*	*1%*	*	*1%*	*	*2%*
6	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	**2**	-	2	*	-	2	2	*	*	1	-	2	*	2	*	1	2	2	-	2	*
	*	-	*	*	-	*	*	*	*	*	-	*	*	*1%*	*	*	*1%*	*1%*	-	*1%*	*
10	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**0.58**	0.49	0.57	0.76	0.94	0.57	0.54	0.63	0.65	0.48	0.65	0.55	0.72	0.51	0.70	0.58	0.57	0.51	0.56	0.51	0.72
Standard Deviation	**0.96**	0.65	0.97	1.24	1.54	0.94	0.95	0.87	0.90	0.84	1.01	0.95	1.00	0.93	1.01	0.87	1.00	1.11	0.80	0.94	0.99

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

* = Less than .5

J20427 PSB Tracker 2013

Table 29

Q8_1 Number of children between 0-4 years

Base : All with chidren in household

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**596**	93	17	33	39	39	14	12	79	28	60	71	111
Weighted Base	**585**	50*	26**	51*	60*	60*	23**	19**	26*	44**	97*	108*	21
0	**347**	32	14	27	29	45	13	9	16	26	50	76	9
	59%m	**64%m**	*53%*	*54%*	*49%*	**74%m**	*57%*	*49%*	*60%*	*60%*	*52%*	**70%m**	*46%*
1	**175**	14	9	17	23	8	7	8	6	17	37	21	8
	30%	*28%*	*35%*	*33%*	*39%*	*13%*	*29%*	*42%*	*25%*	*40%*	**38%f**	*20%*	**37%fl**
2	**46**	4	2	6	6	6	-	2	3	-	7	8	3
	8%	*9%*	*6%*	*13%*	*10%*	*10%*	-	*8%*	*10%*	-	*7%*	*7%*	**16%a**
3	**9**	-	2	-	-	-	2	-	1	-	2	3	-
	2%	-	*6%*	-	-	-	*7%*	-	*3%*	-	*2%*	*3%*	-
4	**2**	-	-	-	-	-	-	-	-	-	2	-	-
	*	-	-	-	-	-	-	-	-	-	*2%*	-	-
5	**4**	-	-	-	2	-	2	-	*	-	-	-	-
	1%	-	-	-	*3%*	-	*8%*	-	*1%*	-	-	-	-
6	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
7	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
8	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
9	**2**	-	-	-	-	1	-	-	*	-	-	-	*
	*	-	-	-	-	*2%*	-	-	*1%*	-	-	-	*2%*
10	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**0.58**	0.45	0.66	0.59	0.71	0.56	0.88	0.59	0.71	0.40	0.64	0.42	**0.85abl**
Standard Deviation	**0.96**	0.65	0.87	0.71	0.96	1.51	1.47	0.65	1.36	0.49	0.83	0.75	1.37

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

Prepared by BDRC Continental

* = Less than .5

Q8_2 Number of children 5-11 years

Base : All with chidren in household

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**596**	264	332	88	125	244	110	16	13	168	322	106	518	78	73	520	313	93	79	111
Weighted Base	**585**	256	330	96*	113*	241	106*	18**	10**	173	307	105*	499	86*	107*	474	488	50*	26*	21
0	**259**	112	147	44	47	91	63	8	6	83	130	46	223	36	35	221	215	26	11	7
	44%	*44%*	*45%*	*45%*	*41%*	*38%*	*59%e*	*46%*	*56%*	*48%*	*42%*	*44%*	*45%*	*41%*	*33%*	*47%*	*44%*	*52%*	*40%*	*36%*
1	**225**	99	126	42	45	100	32	5	2	63	121	41	184	41	53	170	189	16	10	10
	38%	*39%*	*38%*	*43%*	*40%*	*41%*	*30%*	*29%*	*19%*	*37%*	*39%*	*39%*	*37%*	*48%*	*50%*	*36%*	*39%*	*31%*	*39%*	*48%*
2	**82**	35	47	6	20	43	8	3	3	20	47	15	78	4	12	70	68	7	4	3
	14%	*14%*	*14%*	*6%*	*18%*	*18%*	*8%*	*16%*	*25%*	*12%*	*15%*	*14%*	*16%*	*5%*	*11%*	*15%*	*14%*	*13%*	*17%*	*14%*
3	**16**	8	8	5	2	6	2	2	-	6	6	3	10	5	7	9	13	2	1	*
	3%	*3%*	*2%*	*5%*	*1%*	*2%*	*2%*	*9%*	-	*3%*	*2%*	*3%*	*2%*	*6%*	*6%*	*2%*	*3%*	*3%*	*4%*	*1%*
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	**2**	*	2	-	-	*	2	-	-	*	2	-	2	-	-	2	2	-	-	*
	*	*	*	-	-	*	*1%*	-	-	*	*1%*	-	*	-	-	*	*	-	-	*1%*
7	**2**	2	-	-	-	2	-	-	-	-	2	-	2	-	-	2	2	-	-	-
	*	*1%*	-	-	-	*1%*	-	-	-	-	*1%*	-	*	-	-	*	*	-	-	-
8	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**0.78**	0.80	0.77	0.71	0.79	0.89	0.59	0.88	0.70	0.71	0.83	0.76	0.79	0.76	0.91	0.76	0.79	0.67	0.85	0.85
Standard Deviation	**0.90**	0.95	0.87	0.81	0.78	0.95	0.97	1.01	0.89	0.83	0.97	0.81	0.92	0.81	0.83	0.92	0.92	0.83	0.86	0.88

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

J20427 PSB Tracker 2013

Table 31

Q8_2 Number of children 5-11 years

Base : All with chidren in household

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**596**	70	438	73	14	582	459	100	117	271	94	503	93	395	198	256	295	173	256	379	210
Weighted Base	**585**	81*	420	71*	16**	570	441	107*	121*	249	94*	493	92*	378	205	249	290	173	242	381	200
0	**259**	36	182	33	7	252	194	50	54	113	45	226	33	175	81	103	138	75	113	160	98
	44%	*45%*	*43%*	*46%*	*43%*	*44%*	*44%*	*47%*	*44%*	*45%*	*48%*	*46%*	*35%*	*46%*	*40%*	*41%*	*48%*	*43%*	*47%*	*42%*	*49%*
1	**225**	34	164	23	7	218	175	33	40	96	35	186	39	141	84	102	106	70	91	160	63
	38%	*43%*	*39%*	*32%*	*45%*	*38%*	*40%*	*31%*	*33%*	*39%*	*37%*	*38%*	*42%*	*37%*	*41%*	*41%*	*37%*	*41%*	*37%*	*42%*	*31%*
2	**82**	8	62	10	2	80	60	19	21	37	11	64	18	54	28	33	39	26	28	51	31
	14%	*10%*	*15%*	*14%*	*12%*	*14%*	*14%*	*17%*	*17%*	*15%*	*12%*	*13%*	*20%*	*14%*	*14%*	*13%*	*13%*	*15%*	*12%*	*13%*	*15%*
3	**16**	2	9	5	-	16	12	2	4	1	*	14	2	6	9	8	7	2	10	8	7
	3%	*2%*	*2%*	*8%*	-	*3%*	*3%*	*2%*	*3%*	*	*	*3%*	*2%*	*2%*	*5%*	*3%*	*2%*	*1%*	*4%*	*2%*	*3%*
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	**2**	-	2	*	-	2	-	2	2	*	2	2	*	-	2	2	*	-	-	-	2
	*	-	*	*	-	*	-	*2%*	*1%*	*	*2%*	*	*	-	*1%*	*1%*	*	-	-	-	*1%*
7	**2**	-	2	-	-	2	-	2	2	2	2	2	-	2	-	2	-	-	-	2	-
	*	-	*	-	-	*	-	*1%*	*1%*	*1%*	*2%*	*	-	*	-	*1%*	-	-	-	*	-
8	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**0.78**	0.69	0.80	0.84	0.69	0.78	0.75	0.91	0.94	0.74	0.83	0.76	0.90	0.74	0.87	0.85	0.71	0.74	0.73	0.78	0.78
Standard Deviation	**0.90**	0.74	0.92	0.98	0.70	0.91	0.79	1.29	1.26	0.89	1.27	0.92	0.83	0.87	0.96	1.02	0.80	0.75	0.82	0.86	0.98

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

* = Less than .5

J20427 PSB Tracker 2013

Table 32

Q8_2 Number of children 5-11 years

Base : All with chidren in household

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**596**	93	17	33	39	39	14	12	79	28	60	71	111
Weighted Base	**585**	50*	26**	51*	60*	60*	23**	19**	26*	44**	97*	108*	21
0	**259**	26	13	26	20	28	8	10	11	17	43	50	7
	44%	*52%*	*48%*	*52%*	*33%*	*46%*	*36%*	*50%*	*40%*	*39%*	*45%*	*46%*	*36%*
1	**225**	16	11	21	28	16	11	8	10	14	39	41	10
	38%	*31%*	*41%*	*42%*	*46%*	*26%*	*50%*	*41%*	*39%*	*32%*	*40%*	*38%*	*48%*
2	**82**	7	3	3	11	12	2	2	4	11	10	15	3
	14%	*13%*	*11%*	*6%*	*18%*	*20%*	*7%*	*9%*	*17%*	*25%*	*10%*	*14%*	*14%*
3	**16**	2	-	-	2	5	-	-	1	-	5	1	*
	3%	*3%*	-	-	*3%*	*8%*	-	-	*4%*	-	*5%*	*1%*	*1%*
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
6	**2**	-	-	-	-	-	2	-	-	-	-	-	*
	*	-	-	-	-	-	*7%*	-	-	-	-	-	*1%*
7	**2**	-	-	-	-	-	-	-	-	2	-	-	-
	*	-	-	-	-	-	-	-	-	*4%*	-	-	-
8	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
9	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
10	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**0.78**	0.67	0.64	0.55	0.90	0.90	1.06	0.59	0.85	1.07	0.75	0.70	0.85
Standard Deviation	**0.90**	0.83	0.69	0.62	0.79	0.99	1.51	0.67	0.86	1.40	0.83	0.76	0.88

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 33

Q8_3 Number of children 12-15 years

Base : All with chidren in household

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**596**	264	332	88	125	244	110	16	13	168	322	106	518	78	73	520	313	93	79	111
Weighted Base	**585**	256	330	96*	113*	241	106*	18**	10**	173	307	105*	499	86*	107*	474	488	50*	26*	21
0	**299**	136	163	42	86	136	23	8	5	97	152	50	265	34	49	247	245	25	16	13
	51%	*53%*	*49%*	***44%f***	***76%cef***	***56%f***	*22%*	*42%*	*45%*	*56%*	*49%*	*47%*	*53%*	*39%*	*45%*	*52%*	*50%*	*50%*	*61%*	*63%*
1	**215**	85	130	33	23	79	67	7	5	56	119	40	184	31	37	177	183	19	7	6
	37%	*33%*	*39%*	*35%*	*20%*	*33%*	***63%cde***	*39%*	*53%*	*32%*	*39%*	*38%*	*37%*	*36%*	*34%*	*37%*	*37%*	*38%*	*27%*	*31%*
2	**68**	31	36	19	4	26	16	3	-	19	33	16	49	19	20	48	59	5	2	1
	12%	*12%*	*11%*	***20%d***	*3%*	*11%*	*15%*	*19%*	-	*11%*	*11%*	*15%*	*10%*	***22%l***	*19%*	*10%*	*12%*	*11%*	*9%*	*4%*
3	**2**	2	-	2	-	*	*	-	-	*	2	-	1	2	2	1	2	-	1	-
	*	*1%*	-	*2%*	-	*	*	-	-	*	*1%*	-	*	*2%*	*2%*	*	*	-	***3%p***	-
4	*	-	*	-	-	-	-	-	*	-	*	-	-	*	-	*	-	-	-	*
	*	-	*	-	-	-	-	-	*2%*	-	*	-	-	*	-	*	-	-	-	***1%p***
5	**1**	1	-	-	1	-	-	-	-	1	-	-	1	-	-	1	-	1	-	-
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	***1%p***	-	-
6	*	*	-	-	-	*	-	-	-	*	-	-	*	-	-	*	-	-	-	*
	*	*	-	-	-	*	-	-	-	*	-	-	*	-	-	*	-	-	-	***1%p***
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**0.62**	0.62	0.62	***0.80d***	0.30	***0.55d***	***0.94de***	0.77	0.62	0.57	0.63	0.67	0.57	***0.88l***	0.76	0.59	0.63	0.65	0.53	0.49
Standard Deviation	**0.72**	0.78	0.68	0.82	0.61	0.70	0.61	0.77	0.75	0.76	0.71	0.72	0.69	0.84	0.81	0.70	0.71	0.81	0.78	0.88

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

* = Less than .5

J20427 PSB Tracker 2013

Table 34

Q8_3 Number of children 12-15 years

Base : All with chidren in household

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**596**	70	438	73	14	582	459	100	117	271	94	503	93	395	198	256	295	173	256	379	210
Weighted Base	**585**	81*	420	71*	16**	570	441	107*	121*	249	94*	493	92*	378	205	249	290	173	242	381	200
0	**299**	29	230	34	8	291	217	58	67	112	38	248	51	189	110	144	131	89	116	191	106
	51%	*35%*	***55%a***	*48%*	*51%*	*51%*	*49%*	*54%*	*55%*	*45%*	*41%*	*50%*	*56%*	*50%*	*54%*	*58%*	*45%*	*51%*	*48%*	*50%*	*53%*
1	**215**	41	140	29	6	209	164	41	45	105	46	180	35	141	73	76	123	59	93	142	70
	37%	*51%*	*33%*	*41%*	*38%*	*37%*	*37%*	*39%*	*37%*	*42%*	*49%*	*37%*	*38%*	*37%*	*36%*	*30%*	*42%*	*34%*	*38%*	*37%*	*35%*
2	**68**	10	48	7	2	66	58	7	9	32	9	62	5	46	21	28	35	26	30	45	22
	12%	*13%*	*11%*	*10%*	*11%*	*12%*	*13%*	*7%*	*7%*	*13%*	*10%*	*13%*	*6%*	*12%*	*10%*	*11%*	*12%*	*15%*	*13%*	*12%*	*11%*
3	**2**	-	2	*	-	2	2	*	*	-	*	2	-	2	*	2	*	-	2	2	1
	*	-	*1%*	*	-	*	*	*	*	-	*	*	-	*1%*	*	*1%*	*	-	*1%*	*	*
4	*	-	*	-	-	*	-	-	*	-	-	-	*	-	*	-	*	-	-	-	*
	*	-	*	-	-	*	-	-	*	-	-	-	*	-	*	-	*	-	-	-	*
5	**1**	1	-	-	-	1	1	-	-	1	-	-	1	-	1	-	1	-	1	1	-
	*	*1%*	-	-	-	*	*	-	-	*	-	-	*1%*	-	*	-	*	-	*	*	-
6	*	-	-	*	-	*	-	*	*	*	-	-	*	-	*	-	*	-	-	-	*
	*	-	-	*	-	*	-	*	*	*	-	-	*	-	*	-	*	-	-	-	*
7	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**0.62**	0.80	0.58	0.65	0.59	0.62	0.65	0.54	0.54	0.69	0.70	0.63	0.54	0.63	0.59	0.55	0.68	0.64	0.67	0.63	0.60
Standard Deviation	**0.72**	0.74	0.71	0.74	0.70	0.73	0.74	0.68	0.69	0.73	0.66	0.72	0.76	0.71	0.74	0.72	0.73	0.73	0.75	0.73	0.73

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

* = Less than .5

J20427 PSB Tracker 2013

Table 35

Q8_3 Number of children 12-15 years

Base : All with chidren in household

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**596**	93	17	33	39	39	14	12	79	28	60	71	111
Weighted Base	**585**	50*	26**	51*	60*	60*	23**	19**	26*	44**	97*	108*	21
0	**299**	25	15	26	43	28	8	13	16	15	50	46	13
	51%	*50%*	*58%*	*51%*	**72%l**	*46%*	*36%*	*67%*	*61%*	*35%*	*52%*	*42%*	**63%l**
1	**215**	19	9	18	12	28	15	3	7	27	24	46	6
	37%	*38%*	*36%*	*36%*	*21%*	*46%*	*64%*	*16%*	*27%*	*61%*	*25%*	*43%*	*31%*
2	**68**	5	1	6	5	5	-	3	2	2	21	16	1
	12%	*11%*	*6%*	*13%*	*8%*	*8%*	-	*17%*	*9%*	*4%*	**22%m**	*15%*	*4%*
3	**2**	-	-	-	-	-	-	-	1	-	2	-	-
	*	-	-	-	-	-	-	-	*3%*	-	*2%*	-	-
4	*	-	-	-	-	-	-	-	-	-	-	-	*
	*	-	-	-	-	-	-	-	-	-	-	-	**1%a**
5	**1**	1	-	-	-	-	-	-	-	-	-	-	-
	*	*1%*	-	-	-	-	-	-	-	-	-	-	-
6	*	-	-	-	-	-	-	-	-	-	-	-	*
	*	-	-	-	-	-	-	-	-	-	-	-	**1%a**
7	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
8	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
9	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
10	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**0.62**	0.65	0.47	0.61	0.36	0.61	0.64	0.51	0.53	0.68	0.74	**0.73e**	0.49
Standard Deviation	**0.72**	0.81	0.61	0.71	0.62	0.63	0.49	0.79	0.78	0.54	0.86	0.71	0.88

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 36

Q9 Are you responsible for the children under 16 in your household? In other words - are you their parent or carer?

Base : All with children under 16 in household

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**596**	264	332	88	125	244	110	16	13	168	322	106	518	78	73	520	313	93	79	111
Weighted Base	**585**	256	330	96*	113*	241	106*	18**	10**	173	307	105*	499	86*	107*	474	488	50*	26*	21
Yes	**499**	213	286	27	107	240	103	15	7	147	269	83	499	-	57	438	411	46	24	17
	85%	*83%*	*87%*	*28%*	**95%c**	**99%c**	**96%c**	*83%*	*71%*	*85%*	*88%*	*79%*	**100%m**	-	*53%*	**92%n**	*84%*	*92%*	*92%*	*84%*
No	**86**	43	44	69	6	2	4	3	3	26	38	22	-	86	50	36	77	4	2	3
	15%	*17%*	*13%*	**72%def**	*5%*	*1%*	*4%*	*17%*	*29%*	*15%*	*12%*	*21%*	-	**100%l**	**47%o**	*8%*	*16%*	*8%*	*8%*	*16%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 37

Q9 Are you responsible for the children under 16 in your household? In other words - are you their parent or carer?

Base : All with children under 16 in household

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**596**	70	438	73	14	582	459	100	117	271	94	503	93	395	198	256	295	173	256	379	210
Weighted Base	**585**	81*	420	71*	16**	570	441	107*	121*	249	94*	493	92*	378	205	249	290	173	242	381	200
Yes	**499**	67	357	62	12	486	370	100	110	226	81	418	80	331	166	212	252	153	195	329	166
	85%	*83%*	*85%*	*88%*	*79%*	*85%*	*84%*	*94%*	*91%*	*91%*	*86%*	*85%*	*87%*	*87%*	*81%*	*85%*	*87%*	*89%*	*81%*	*86%*	*83%*
No	**86**	14	62	8	3	83	71	7	11	23	13	75	12	48	39	37	38	20	47	52	35
	15%	*17%*	*15%*	*12%*	*21%*	*15%*	*16%*	*6%*	*9%*	*9%*	*14%*	*15%*	*13%*	*13%*	*19%*	*15%*	*13%*	*11%*	*19%*	*14%*	*17%*

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

* = Less than .5

J20427 PSB Tracker 2013

Table 38

Q9 Are you responsible for the children under 16 in your household? In other words - are you their parent or carer?

Base : All with children under 16 in household

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**596**	93	17	33	39	39	14	12	79	28	60	71	111
Weighted Base	**585**	50*	26**	51*	60*	60*	23**	19**	26*	44**	97*	108*	21
Yes	**499**	46	25	44	54	49	19	17	24	37	67	98	17
	85%k	**92%k**	*94%*	*88%*	*89%*	*81%*	*85%*	*91%*	**92%k**	*85%*	*69%*	**91%k**	*84%*
No	**86**	4	2	6	7	11	3	2	2	7	30	10	3
	15%	*8%*	*6%*	*12%*	*11%*	*19%*	*15%*	*9%*	*8%*	*15%*	**31%abij**	*9%*	*16%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 39

Q10 On which of these channels does/do your child/children regularly watch programmes aimed specifically at children?

Base : All responsible for children under 16

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**518**	225	293	28	120	243	105	14	8	145	284	89	518	-	41	474	266	85	73	94
Weighted Base	**499**	213	286	27**	107*	240	103*	15**	7**	147	269	83*	499	-**	57*	438	411	46*	24*	17*
Channel 4	**93**	39	54	*	8	42	33	4	5	29	46	18	93	-	11	81	76	10	4	3
	19%	*18%*	*19%*	*2%*	*8%*	*18%*	***32%d***	*30%*	*64%*	*20%*	*17%*	*21%*	*19%*	-	*19%*	*18%*	*18%*	*22%*	*15%*	*19%*
S4C	**3**	2	1	*	1	1	1	-	-	1	2	*	3	-	-	3	-	-	3	-
	1%	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	-	*	*1%*	*	*1%*	-	-	*1%*	-	-	***14%pqs***	-
Channel Five	**107**	35	73	5	24	52	20	3	2	26	59	22	107	-	7	97	88	9	7	3
	21%	*16%*	*25%*	*19%*	*22%*	*22%*	*20%*	*20%*	*31%*	*18%*	*22%*	*26%*	*21%*	-	*12%*	*22%*	*21%*	*20%*	*27%*	*20%*
CBBC	**184**	80	104	8	51	86	30	7	3	51	105	29	184	-	15	166	148	17	12	7
	37%	*38%*	*36%*	*29%*	*47%*	*36%*	*29%*	*47%*	*47%*	*35%*	*39%*	*35%*	*37%*	-	*27%*	*38%*	*36%*	*38%*	*49%*	*43%*
CBeebies	**199**	88	112	19	68	90	16	3	4	52	109	38	199	-	26	169	162	16	13	9
	40%	*41%*	*39%*	*68%*	***64%ef***	***38%f***	*15%*	*23%*	*50%*	*36%*	*40%*	*46%*	*40%*	-	*46%*	*39%*	*39%*	*35%*	*52%*	*51%*
My children do not watch TV	**67**	26	40	2	17	31	13	3	-	19	38	10	67	-	7	60	54	9	2	2
	13%	*12%*	*14%*	*6%*	*16%*	*13%*	*13%*	*20%*	-	*13%*	*14%*	*12%*	*13%*	-	*12%*	*14%*	*13%*	*20%*	*7%*	*10%*
I am not sure what channels my children watch	**89**	42	48	3	11	46	26	3	-	28	50	11	89	-	10	79	75	8	3	3
	18%	*20%*	*17%*	*13%*	*10%*	*19%*	*26%*	*23%*	-	*19%*	*19%*	*13%*	*18%*	-	*18%*	*18%*	*18%*	*18%*	*14%*	*20%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 40

Q10 On which of these channels does/do your child/children regularly watch programmes aimed specifically at children?

Base : All responsible for children under 16

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**518**	56	384	64	12	506	393	95	108	245	85	438	80	349	166	223	260	154	213	335	177
Weighted Base	**499**	67*	357	62*	12**	486	370	100*	110*	226	81*	418	80*	331	166	212	252	153	195	329	166
Channel 4	**93**	17	60	15	2	91	59	30	32	56	17	74	19	60	33	42	46	26	24	65	25
	19%	*26%*	*17%*	*24%*	*18%*	*19%*	*16%*	***30%f***	***29%f***	*25%*	*20%*	*18%*	*24%*	*18%*	*20%*	*20%*	*18%*	*17%*	*12%*	*20%*	*15%*
S4C	**3**	-	2	1	-	3	3	1	1	2	2	3	*	2	1	2	1	1	1	2	2
	1%	-	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*
Channel Five	**107**	17	77	12	3	104	71	30	31	52	30	89	18	66	41	48	49	34	32	69	38
	21%	*26%*	*22%*	*20%*	*27%*	*21%*	*19%*	*30%*	*28%*	*23%*	*37%*	*21%*	*23%*	*20%*	*24%*	*23%*	*19%*	*22%*	*16%*	*21%*	*23%*
CBBC	**184**	31	127	24	5	179	119	49	58	88	32	152	33	118	66	85	89	50	57	121	61
	37%	*47%*	*36%*	*38%*	*44%*	*37%*	*32%*	***49%f***	***53%ef***	*39%*	*40%*	*36%*	*41%*	*36%*	*40%*	*40%*	*35%*	*33%*	*29%*	*37%*	*37%*
CBeebies	**199**	27	142	26	7	192	134	48	52	86	34	159	40	118	80	89	92	57	69	122	76
	40%	*40%*	*40%*	*43%*	*56%*	*40%*	*36%*	*48%*	*48%*	*38%*	*42%*	*38%*	*50%*	*36%*	*48%*	*42%*	*36%*	*37%*	*36%*	*37%*	*46%*
My children do not watch TV	**67**	5	52	4	1	66	57	9	9	26	14	56	11	45	22	20	42	20	35	36	30
	13%	*7%*	*15%*	*6%*	*4%*	*14%*	*15%*	*9%*	*9%*	*12%*	*17%*	*13%*	*13%*	*14%*	*13%*	*9%*	*17%*	*13%*	*18%*	*11%*	*18%*
I am not sure what channels my children watch	**89**	10	68	11	2	88	82	5	6	42	6	80	9	72	18	33	52	29	47	69	21
	18%	*15%*	*19%*	*18%*	*12%*	***18%gh***	***22%gh***	*5%*	*5%*	*18%*	*8%*	*19%*	*12%*	*22%*	*11%*	*16%*	*20%*	*19%*	*24%*	*21%*	*12%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 41

Q10 On which of these channels does/do your child/children regularly watch programmes aimed specifically at children?

Base : All responsible for children under 16

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**518**	85	16	29	35	32	12	11	73	24	42	65	94
Weighted Base	**499**	46*	25**	44**	54*	49*	19**	17**	24*	37**	67*	98*	17*
Channel 4	**93**	10	5	8	9	8	5	3	4	9	13	17	3
	19%	*22%*	*19%*	*18%*	*17%*	*16%*	*24%*	*18%*	*15%*	*25%*	*19%*	*17%*	*19%*
S4C	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	1%	-	-	-	-	-	-	-	**14%abefklm**	-	-	-	-
Channel Five	**107**	9	9	14	12	11	3	8	7	7	8	16	3
	21%	*20%*	*37%*	*31%*	*23%*	*22%*	*16%*	*46%*	*27%*	*18%*	*12%*	*17%*	*20%*
CBBC	**184**	17	11	16	28	9	3	8	12	17	22	33	7
	37%	*38%*	*44%*	*35%*	**52%f**	*19%*	*17%*	*45%*	**49%f**	*46%*	*33%*	*34%*	**43%f**
CBeebies	**199**	16	11	20	28	14	3	6	13	14	29	37	9
	40%	*35%*	*44%*	*45%*	*51%*	*28%*	*17%*	*37%*	*52%*	*38%*	*43%*	*37%*	*51%*
My children do not watch TV	**67**	9	2	2	6	11	3	2	2	3	8	18	2
	13%	*20%*	*6%*	*3%*	*11%*	*22%*	*16%*	*9%*	*7%*	*8%*	*12%*	*18%*	*10%*
I am not sure what channels my children watch	**89**	8	5	8	5	11	7	3	3	8	13	17	3
	18%	*18%*	*19%*	*17%*	*9%*	*22%*	*34%*	*19%*	*14%*	*21%*	*19%*	*17%*	*20%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 42

Q11 Which, if any, of these types of television does your household receive at the moment?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
(A) Terrestrial TV (i.e just BBC 1 and 2, ITV 1, Channel 4 and 5)	**668**	329	339	79	73	109	112	125	170	163	288	217	89	579	61	596	581	48	24	15
	22%	*22%*	*22%*	*17%*	*15%*	*19%*	*22%*	**31%cde**	**28%cde**	*21%*	*20%*	**27%j**	*18%*	*23%*	*23%*	*22%*	**23%r**	*18%*	*16%*	*18%*
(B) Cable TV (through Virgin Media previously NTL and Telewest)	**428**	218	210	52	61	101	91	54	68	107	223	98	77	351	33	392	365	45	15	3
	14%	*15%*	*13%*	*11%*	*13%*	**18%h**	**18%h**	*13%*	*11%*	*14%*	*15%*	*12%*	*15%*	*14%*	*13%*	*14%*	**14%s**	**17%rs**	**10%s**	*3%*
(C) Satellite TV (from Sky)	**1277**	632	645	236	234	286	221	126	173	362	645	270	273	1004	146	1121	1031	127	75	43
	42%	*43%*	*41%*	**52%gh**	**48%gh**	**50%gh**	**44%gh**	*31%*	*28%*	**47%k**	**44%k**	*33%*	**55%m**	*40%*	**56%o**	*41%*	*41%*	**48%p**	**50%p**	**51%p**
(D) Satellite TV (from someone other than Sky)	**97**	57	39	15	20	12	13	16	20	28	43	26	17	80	16	80	80	7	7	2
	3%	*4%*	*3%*	*3%*	*4%*	*2%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*5%*	*2%*
(E) Freeview (through a set-top box or digital television set) with ONLY free channels	**1141**	539	603	172	160	183	186	168	272	281	539	321	170	972	83	1053	966	85	56	34
	38%	*37%*	*39%*	*38%*	*33%*	*32%*	*37%*	**42%e**	**44%de**	*37%*	*37%*	*40%*	*34%*	*38%*	*32%*	*38%*	**38%q**	*32%*	*38%*	**40%q**
(F) Freeview (through a set-top box or digital television set) with free channels PLUS payment for extra channels such as Top-up TV, ESPN, Picturebox films)	**99**	41	58	13	12	19	17	13	25	27	44	28	11	88	8	89	85	8	3	3
	3%	*3%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*
(G) Digital TV via a broadband DSL line (e.g. BT Vision or TalkTalk TV)	**102**	56	46	13	16	17	19	12	26	25	48	29	14	88	11	91	87	6	5	4
	3%	*4%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*5%*
(I) No TV in household	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(J) DON'T KNOW (DO NOT READ OUT)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(H) YouView	**10**	4	6	1	-	4	2	1	2	6	3	2	4	6	2	8	8	1	1	*
	*****	***	***	***	*-*	*1%*	***	***	***	*1%*	***	***	*1%*	***	*1%*	***	***	***	*1%*	***
SUMMARY: TERRESTRIAL ONLY	**220**	110	111	19	27	21	22	45	86	40	79	102	12	208	10	205	197	14	5	5
	7%	*7%*	*7%*	*4%*	*6%*	*4%*	*4%*	**11%cef**	**14%cdef**	*5%*	*5%*	**13%ij**	*2%*	**8%l**	*4%*	*7%*	**8%r**	*5%*	*3%*	*6%*
FREEVIEW ONLY	**736**	338	398	108	106	109	111	113	189	163	349	224	100	636	49	686	626	50	37	23
	24%	*23%*	*26%*	*24%*	*22%*	*19%*	*22%*	**28%e**	**31%def**	*21%*	*24%*	*28%*	*20%*	*25%*	*19%*	*25%*	**25%q**	*19%*	*25%*	**27%q**
MULTICHANNEL	**2808**	1363	1444	435	458	548	475	358	532	726	1371	710	486	2321	251	2537	2332	252	144	80
	93%	*93%*	*93%*	**96%gh**	**94%h**	**96%gh**	**96%gh**	*89%*	*86%*	**95%k**	**95%k**	*87%*	**98%m**	*92%*	*96%*	*93%*	*92%*	*95%*	**97%p**	*94%*
PAY TV	**1890**	935	955	307	326	420	338	205	294	517	958	415	370	1519	188	1687	1552	188	97	52
	62%	*63%*	*61%*	**67%gh**	**67%gh**	**74%gh**	**68%gh**	*51%*	*47%*	**68%k**	**66%k**	*51%*	**74%m**	*60%*	**72%o**	*62%*	*61%*	**71%ps**	*66%*	*62%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 42

Q11 Which, if any, of these types of television does your household receive at the moment?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
FREEVIEW+TERRESTRIAL ONLY	**879**	406	473	123	123	126	130	143	233	196	402	281	110	769	59	814	746	62	43	27
	29%	*28%*	*30%*	*27%*	*25%*	*22%*	*26%*	**36%def**	**38%cdef**	*26%*	*28%*	**35%ij**	*22%*	**30%l**	*23%*	*30%*	**30%q**	*23%*	*29%*	**32%q**
SKY/VIRGIN/BROADBAND	**1763**	878	885	291	306	397	323	188	258	485	895	382	353	1410	177	1573	1445	177	93	49
	58%	*60%*	*57%*	**64%gh**	**63%gh**	**70%gh**	**65%gh**	*47%*	*42%*	**63%k**	**62%k**	*47%*	**71%m**	*56%*	**68%o**	*57%*	*57%*	**66%ps**	*62%*	*58%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 43

Q11 Which, if any, of these types of television does your household receive at the moment?

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	3028	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	3028	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
(A) Terrestrial TV (i.e just BBC 1 and 2, ITV 1, Channel 4 and 5)	668	69	439	122	220	447	299	-	143	265	78	455	213	313	351	202	279	105	164	344	301
	22%	21%	21%	26%	100%efgh	16%g	16%g	-	16%g	22%	23%	20%	26%k	19%	25%m	22%	19%	17%	14%	20%	25%s
(B) Cable TV (through Virgin Media previously NTL and Telewest)	428	60	278	61	-	428	428	-	-	179	53	374	54	247	178	146	220	229	196	308	110
	14%	18%	13%	13%	-	15%dgh	23%degh	-	-	15%	16%	17%l	7%	15%	13%	16%	15%	38%r	17%	17%t	9%
(C) Satellite TV (from Sky)	1277	131	945	154	-	1277	1277	-	-	515	130	1054	223	905	369	405	689	361	904	860	408
	42%	40%	45%c	33%	-	45%dgh	68%degh	-	-	43%	39%	47%l	28%	56%n	26%	44%	46%	59%	79%q	49%t	33%
(D) Satellite TV (from someone other than Sky)	97	15	59	20	-	97	60	-	-	38	14	74	23	54	42	31	56	4	6	60	36
	3%	5%	3%	4%	-	3%gh	3%gh	-	-	3%	4%	3%	3%	3%	3%	3%	4%	1%	*	3%	3%
(E) Freeview (through a set-top box or digital television set) with ONLY free channels	1141	121	773	212	-	1141	258	736	879	418	128	746	395	464	675	361	503	81	168	571	551
	38%	36%	37%	46%b	-	41%df	14%d	100%def	100%def	35%	38%	34%	49%k	29%	48%m	39%	34%	13%	15%	32%	45%s
(F) Freeview (through a set-top box or digital television set) with free channels PLUS payment for extra channels such as Top-up TV, ESPN, Picturebox films)	99	7	57	26	-	99	99	-	-	40	7	73	26	52	48	34	44	9	12	52	48
	3%	2%	3%	6%b	-	4%gh	5%dgh	-	-	3%	2%	3%	3%	3%	3%	4%	3%	2%	1%	3%	4%
(G) Digital TV via a broadband DSL line (e.g. BT Vision or TalkTalk TV)	102	13	55	31	-	102	102	-	-	41	14	82	21	60	42	34	58	33	67	63	39
	3%	4%	3%	7%b	-	4%gh	5%dgh	-	-	3%	4%	4%	3%	4%	3%	4%	4%	5%	6%	4%	3%
(I) No TV in household	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(J) DON'T KNOW (DO NOT READ OUT)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(H) YouView	10	-	6	4	-	10	5	1	3	5	2	5	5	4	6	4	5	2	8	4	6
	*	-	*	1%	-	*	*	*	*	*	1%	*	1%	*	*	*	*	*	1%	*	*
SUMMARY: TERRESTRIAL ONLY	220	18	152	35	220	-	-	-	-	80	28	106	114	67	151	51	76	-	-	84	126
	7%	5%	7%	7%	100%efgh	-	-	-	-	7%	8%	5%	14%k	4%	11%m	6%	5%	-	-	5%	10%s
FREEVIEW ONLY	736	82	497	131	-	736	-	736	736	269	91	442	294	227	507	214	328	-	1	339	390
	24%	25%	24%	28%	-	26%df	-	100%defh	84%def	23%	27%	20%	36%k	14%	36%m	23%	22%	-	*	19%	32%s
MULTICHANNEL	2808	314	1942	431	-	2808	1890	736	879	1105	308	2115	693	1542	1257	869	1414	610	1139	1680	1092
	93%	95%	93%	93%	-	100%d	100%d	100%d	100%d	93%	92%	95%l	86%	96%n	89%	94%	95%	100%	100%	95%t	90%
PAY TV	1890	209	1336	258	-	1890	1890	-	-	774	207	1558	331	1253	631	594	1020	609	1136	1264	608
	62%	63%	64%c	55%	-	67%dgh	100%degh	-	-	65%	61%	70%l	41%	78%n	45%	65%	68%	100%	100%	72%t	50%

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 43

Q11 Which, if any, of these types of television does your household receive at the moment?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
FREEVIEW+TERRESTRIAL ONLY	**879**	97	586	165	-	879	-	736	879	320	102	528	351	272	604	259	377	2	1	395	466
	29%	*29%*	*28%*	**35%b**	-	**31%df**	-	**100%def**	**100%def**	*27%*	*30%*	*24%*	**43%k**	*17%*	**43%m**	*28%*	*25%*	*	*	*22%*	**38%s**
SKY/VIRGIN/BROADBAND	**1763**	199	1255	230	-	1763	1763	-	-	714	189	1467	295	1182	575	562	948	609	1136	1196	549
	58%	*60%*	**60%c**	*49%*	-	**63%dgh**	**93%degh**	-	-	*60%*	*56%*	**66%l**	*37%*	**73%n**	*41%*	*61%*	*64%*	*100%*	*100%*	**68%t**	*45%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 44

Q11 Which, if any, of these types of television does your household receive at the moment?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	3028	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	3028	266	148*	266	342	273	121*	179	148	260	400	539	85
(A) Terrestrial TV (i.e just BBC 1 and 2, ITV 1, Channel 4 and 5)	668	48	32	69	71	70	19	41	24	60	97	121	15
	22%i	18%	22%	26%i	21%	26%i	16%	23%	16%	23%	24%i	22%	18%
(B) Cable TV (through Virgin Media previously NTL and Telewest)	428	45	29	31	53	39	19	15	15	27	67	85	3
	14%m	17%im	20%m	12%m	15%m	14%m	16%m	8%	10%m	11%m	17%m	16%m	3%
(C) Satellite TV (from Sky)	1277	127	68	110	135	105	45	73	75	83	170	243	43
	42%j	48%j	46%	41%	39%	39%	37%	41%	50%aefj	32%	43%	45%j	51%aefj
(D) Satellite TV (from someone other than Sky)	97	7	2	3	14	6	5	5	7	11	18	17	2
	3%	3%	1%	1%	4%	2%	4%	3%	5%	4%	4%	3%	2%
(E) Freeview (through a set-top box or digital television set) with ONLY free channels	1141	85	58	108	115	101	44	84	56	105	135	217	34
	38%	32%	39%	41%	34%	37%	36%	47%b	38%	40%	34%	40%	40%b
(F) Freeview (through a set-top box or digital television set) with free channels PLUS payment for extra channels such as Top-up TV, ESPN, Picturebox films)	99	8	2	6	12	8	3	8	3	16	17	13	3
	3%	3%	1%	2%	4%	3%	3%	4%	2%	6%	4%	2%	3%
(G) Digital TV via a broadband DSL line (e.g. BT Vision or TalkTalk TV)	102	6	9	6	9	10	10	3	5	8	13	19	4
	3%	2%	6%	2%	3%	4%	8%	2%	3%	3%	3%	3%	5%
(I) No TV in household	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
(J) DON'T KNOW (DO NOT READ OUT)	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
(H) YouView	10	1	-	-	3	-	-	2	1	1	2	-	*
	*	*	-	-	1%	-	-	1%	1%	1%	*	-	*
SUMMARY: TERRESTRIAL ONLY	220	14	6	23	28	25	5	14	5	34	32	30	5
	7%i	5%	4%	9%	8%	9%i	4%	8%	3%	13%abil	8%	6%	6%
FREEVIEW ONLY	736	50	36	70	83	70	29	49	37	79	88	122	23
	24%b	19%	24%	26%	24%	26%	24%	27%	25%	30%b	22%	23%	27%b
MULTICHANNEL	2808	252	142	244	315	247	116	165	144	227	368	509	80
	93%j	95%j	96%	91%	92%	91%	96%	92%	97%afj	87%	92%	94%j	94%
PAY TV	1890	188	100	151	213	161	81	98	97	137	260	350	52
	62%	71%adfhjm	67%	57%	62%	59%	67%	55%	66%j	53%	65%	65%j	62%

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 44

Q11 Which, if any, of these types of television does your household receive at the moment?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
FREEVIEW+TERRESTRIAL ONLY	**879**	62	42	89	96	83	34	63	43	85	103	151	27
	29%	*23%*	*28%*	*34%*	*28%*	*30%*	*28%*	*35%*	*29%*	*33%*	*26%*	*28%*	**32%b**
SKY/VIRGIN/BROADBAND	**1763**	177	99	146	195	151	74	89	93	118	238	335	49
	58%j	**66%adfhjm**	**66%j**	*55%*	*57%*	*55%*	*61%*	*50%*	**62%j**	*45%*	**60%j**	**62%j**	**58%j**

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 45

Q11A Do you pay a subscription for your satellite TV service?

Base : All with satellite

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1451**	712	739	261	267	320	243	168	192	380	740	331	315	1136	110	1334	711	252	247	241
Weighted Base	**1369**	686	683	252	252	298	235	142	190	390	686	294	290	1080	161	1199	1109	134	81	45
Yes	**1262**	627	635	231	231	282	221	128	169	366	632	264	273	988	137	1115	1021	127	71	43
	92%	*91%*	*93%*	*92%*	*92%*	*95%*	*94%*	*90%*	*89%*	*94%*	*92%*	*90%*	*94%*	*92%*	*86%*	**93%n**	*92%*	**94%r**	*87%*	**96%r**
No	**98**	57	41	15	21	16	14	14	19	24	47	28	16	82	22	75	80	6	9	2
	7%	*8%*	*6%*	*6%*	*8%*	*5%*	*6%*	*10%*	*10%*	*6%*	*7%*	*9%*	*5%*	*8%*	**14%o**	*6%*	*7%*	*5%*	**11%qs**	*4%*
Don't know	**10**	3	7	7	-	1	-	1	2	*	7	2	1	9	2	8	8	1	1	*
	1%	*	*1%*	*3%*	-	*	-	*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 46

Q11A Do you pay a subscription for your satellite TV service?

Base : All with satellite

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1451**	140	1095	166	-	1451	1416	-	-	616	165	1191	260	1033	415	463	791	360	995	946	489
Weighted Base	**1369**	145	1003	172	-**	1369	1332	-**	-**	552	144	1123	246	956	409	434	743	365	906	918	443
Yes	**1262**	130	940	152	-	1262	1262	-	-	514	132	1046	216	910	349	396	703	352	849	863	390
	92%	*89%*	*94%*	*88%*	-	*92%*	*95%*	-	-	*93%*	*92%*	*93%*	*88%*	**95%n**	*85%*	*91%*	*95%*	*97%*	*94%*	**94%t**	*88%*
No	**98**	13	55	20	-	98	63	-	-	33	10	70	28	42	55	35	38	10	51	50	47
	7%	*9%*	*6%*	**12%b**	-	*7%*	*5%*	-	-	*6%*	*7%*	*6%*	*11%*	*4%*	**14%m**	*8%*	*5%*	*3%*	*6%*	*5%*	**11%s**
Don't know	**10**	2	8	*	-	10	8	-	-	5	2	8	2	4	5	4	2	2	6	5	5
	1%	*1%*	*1%*	*	-	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 47

Q11A Do you pay a subscription for your satellite TV service?

Base : All with satellite

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1451**	252	44	73	96	72	31	48	247	60	116	171	241
Weighted Base	**1369**	134	68*	114*	149*	112*	50*	78*	81	94*	186	259	45
Yes	**1262**	127	63	107	142	101	47	73	71	86	163	238	43
	92%	**94%i**	*93%*	*95%*	**96%i**	*90%*	*94%*	*94%*	*87%*	*91%*	*88%*	*92%*	**96%i**
No	**98**	6	5	6	6	8	3	3	9	8	20	21	2
	7%	*5%*	*7%*	*5%*	*4%*	*7%*	*6%*	*4%*	**11%bm**	*9%*	*11%*	*8%*	*4%*
Don't know	**10**	1	-	-	-	3	-	2	1	-	3	-	*
	1%	*1%*	-	-	-	*3%*	-	*2%*	*1%*	-	*2%*	-	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Q12 Are you able to receive Channel Five on your TV?

Base : All with terrestrial TV only

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**195**	96	99	17	27	21	20	37	73	34	67	94	12	183	7	184	127	27	15	26
Weighted Base	**220**	110*	111*	19**	27**	21**	22**	45*	86*	40**	79*	102*	12**	208	10**	205	197	14**	5**	5**
Yes	**202**	102	100	18	22	19	21	41	81	37	72	94	12	190	10	187	183	12	4	4
	92%	*93%*	*90%*	*94%*	*82%*	*89%*	*95%*	*91%*	*94%*	*93%*	*91%*	*92%*	*96%*	*91%*	*100%*	*91%*	*93%*	*85%*	*74%*	*73%*
No	**16**	7	8	1	3	2	1	4	5	3	5	8	1	15	-	16	12	2	1	*
	7%	*7%*	*7%*	*5%*	*12%*	*9%*	*4%*	*9%*	*5%*	*6%*	*7%*	*8%*	*4%*	*7%*	-	*8%*	*6%*	*15%*	*20%*	*7%*
Don't know	**3**	*	2	*	2	*	*	-	*	*	2	1	-	3	-	3	2	-	*	1
	1%	*	*2%*	*1%*	*6%*	*2%*	*1%*	-	*	*	*2%*	*1%*	-	*1%*	-	*1%*	*1%*	-	*6%*	*19%*

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

* = Less than .5

J20427 PSB Tracker 2013

Table 49

Q12 Are you able to receive Channel Five on your TV?

Base : All with terrestrial TV only

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**195**	19	137	26	195	-	-	-	-	72	28	86	109	54	138	40	69	-	-	73	114
Weighted Base	**220**	18**	152	35**	220	-**	-**	-**	-**	80*	28**	106*	114*	67*	151	51*	76*	-**	-**	84*	126*
Yes	**202**	17	140	31	202	-	-	-	-	78	28	98	104	64	136	44	74	-	-	79	113
	92%	*97%*	*93%*	*90%*	*92%*	-	-	-	-	*97%*	*100%*	*92%*	*91%*	*96%*	*90%*	*87%*	*98%*	-	-	*94%*	*89%*
No	**16**	*	9	3	16	-	-	-	-	2	-	6	9	1	14	5	1	-	-	3	13
	7%	*2%*	*6%*	*9%*	*7%*	-	-	-	-	*3%*	-	*6%*	*8%*	*2%*	*10%*	*9%*	*1%*	-	-	*4%*	*10%*
Don't know	**3**	*	2	*	3	-	-	-	-	*	-	2	1	2	1	2	1	-	-	2	1
	1%	*1%*	*1%*	*1%*	*1%*	-	-	-	-	*1%*	-	*2%*	*1%*	*3%*	*1%*	*3%*	*1%*	-	-	*2%*	*1%*

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

* = Less than .5

J20427 PSB Tracker 2013

Table 50

Q12 Are you able to receive Channel Five on your TV?

Base : All with terrestrial TV only

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**195**	27	4	15	18	16	3	9	15	22	20	20	26
Weighted Base	**220**	14**	6**	23**	28**	25**	5**	14**	5**	34**	32**	30**	5**
Yes	**202**	12	3	23	25	24	5	14	4	34	30	26	4
	92%	*85%*	*50%*	*100%*	*89%*	*94%*	*100%*	*100%*	*74%*	*100%*	*95%*	*85%*	*73%*
No	**16**	2	3	-	3	2	-	-	1	-	2	3	*
	7%	*15%*	*50%*	-	*11%*	*6%*	-	-	*20%*	-	*5%*	*10%*	*7%*
Don't know	**3**	-	-	-	-	-	-	-	*	-	-	2	1
	1%	-	-	-	-	-	-	-	*6%*	-	-	*5%*	*19%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 51

Q13 How often do you watch ITV1/STV/ITV Wales/UTV?

Base : All that receive this channel

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2938**	1410	1528	440	476	556	475	404	587	703	1412	823	511	2427	178	2742	1582	491	433	432
Weighted Base	**2950**	1425	1524	444	470	545	487	395	608	747	1410	793	493	2456	258	2668	2465	262	141	81
Regularly	**1186**	523	662	128	156	235	241	183	243	264	571	351	226	960	68	1111	980	107	56	43
	40%	*37%*	**43%a**	*29%*	*33%*	**43%cd**	**49%cdh**	**46%cd**	**40%c**	*35%*	*40%*	**44%i**	*46%*	*39%*	*26%*	**42%n**	*40%*	*41%*	*40%*	**53%pqr**
Occasionally	**1482**	743	739	281	260	252	213	170	307	404	710	368	216	1266	151	1316	1263	119	68	33
	50%	*52%*	*48%*	**63%efgh**	**55%fg**	*46%*	*44%*	*43%*	*50%*	*54%*	*50%*	*46%*	*44%*	**52%l**	*59%*	*49%*	**51%s**	*45%*	*48%*	*41%*
Never	**274**	157	117	33	54	58	32	38	58	79	129	67	51	223	39	235	217	35	17	5
	9%	**11%b**	*8%*	*7%*	*12%*	*11%*	*7%*	*10%*	*10%*	*11%*	*9%*	*8%*	*10%*	*9%*	**15%o**	*9%*	*9%*	**13%ps**	**12%s**	*6%*
Don't know	**8**	2	6	2	-	*	1	5	-	*	*	7	-	8	-	6	6	1	*	*
	*******	***	***	*1%*	-	***	***	*1%*	-	***	***	**1%j**	-	***	-	***	***	***	***	***

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 52

Q13 How often do you watch ITV1/STV/ITV Wales/UTV?

Base : All that receive this channel

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2938**	303	2155	425	188	2750	1874	704	841	1235	360	2124	814	1581	1346	879	1461	560	1185	1676	1209
Weighted Base	**2950**	332	2094	466	213	2736	1838	720	862	1186	337	2162	788	1569	1369	902	1448	593	1111	1713	1190
Regularly	**1186**	157	849	166	80	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
	40%	**47%c**	*41%*	*36%*	*38%*	*40%*	*42%*	*37%*	*37%*	**100%j**	*72%*	*41%*	*37%*	**44%n**	*36%*	*35%*	**44%o**	*45%*	*40%*	**44%t**	*35%*
Occasionally	**1482**	145	1071	241	98	1384	896	384	465	-	71	1060	422	737	741	470	706	277	565	799	662
	50%	*44%*	*51%*	*52%*	*46%*	*51%*	*49%*	*53%*	*54%*	-	**21%i**	*49%*	*54%*	*47%*	**54%m**	*52%*	*49%*	*47%*	*51%*	*47%*	**56%s**
Never	**274**	29	168	59	33	241	166	62	71	-	24	208	66	138	134	117	108	51	103	163	106
	9%	*9%*	*8%*	**13%b**	**16%efh**	*9%*	*9%*	*9%*	*8%*	-	**7%i**	*10%*	*8%*	*9%*	*10%*	**13%p**	*7%*	*9%*	*9%*	*10%*	*9%*
Don't know	**8**	*	5	1	2	6	1	5	5	-	-	3	5	2	6	3	2	*	1	2	6
	*****	*	*	*	*1%*	*	*	*1%*	*1%*	-	-	*	*1%*	*	*	*	*	*	*	*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 53

Q13 How often do you watch ITV1/STV/ITV Wales/UTV?

Base : All that receive this channel

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2938**	491	96	161	214	173	75	110	433	162	241	350	432
Weighted Base	**2950**	262	148*	249	331	269	121*	177	141	253	385	531	81
Regularly	**1186**	107	63	100	157	119	47	58	56	101	122	213	43
	40%	*41%*	*43%*	*40%*	**47%k**	*44%*	*39%*	*33%*	*40%*	*40%*	*32%*	*40%*	**53%abdhijkl**
Occasionally	**1482**	119	71	129	148	135	61	110	68	134	217	257	33
	50%m	*45%*	*48%*	*52%*	*45%*	*50%*	*51%*	**62%beim**	*48%*	**53%m**	**56%bm**	*48%*	*41%*
Never	**274**	35	14	20	25	16	13	10	17	17	43	59	5
	9%	**13%afm**	*9%*	*8%*	*8%*	*6%*	*11%*	*5%*	**12%m**	*7%*	*11%*	*11%*	*6%*
Don't know	**8**	1	-	-	2	-	-	-	*	-	3	2	*
	*	*	-	-	*	-	-	-	*	-	*1%*	*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 54

Q13 How often do you watch Channel 4?

Base : All that receive this channel

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2938**	1410	1528	440	476	556	475	404	587	703	1412	823	511	2427	178	2742	1582	491	433	432
Weighted Base	**2950**	1425	1524	444	470	545	487	395	608	747	1410	793	493	2456	258	2668	2465	262	141	81
Regularly	**586**	252	335	81	95	123	109	83	95	161	284	142	135	451	45	537	489	54	24	19
	20%	*18%*	*22%*	*18%*	*20%*	*23%*	*22%*	*21%*	*16%*	*21%*	*20%*	*18%*	**27%m**	*18%*	*18%*	*20%*	*20%*	*21%*	*17%*	**24%r**
Occasionally	**2013**	986	1028	318	309	353	324	270	440	524	931	558	296	1717	159	1838	1690	175	100	50
	68%	*69%*	*67%*	*72%*	*66%*	*65%*	*67%*	*68%*	*72%*	*70%*	*66%*	*70%*	*60%*	**70%l**	*62%*	*69%*	**69%s**	*67%*	**70%s**	*61%*
Never	**338**	178	160	45	66	66	52	40	69	62	189	87	58	280	50	286	276	33	18	12
	11%	*12%*	*11%*	*10%*	*14%*	*12%*	*11%*	*10%*	*11%*	*8%*	**13%i**	*11%*	*12%*	*11%*	**20%o**	*11%*	*11%*	*13%*	*13%*	*14%*
Don't know	**12**	10	2	-	*	4	2	2	5	-	5	7	3	9	3	7	11	1	*	*
	*	*1%*	*	-	*	*1%*	*	*	*1%*	-	*	*1%*	*1%*	*	*1%*	*	*	*	*	*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 55

Q13 How often do you watch Channel 4?

Base : All that receive this channel

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2938**	303	2155	425	188	2750	1874	704	841	1235	360	2124	814	1581	1346	879	1461	560	1185	1676	1209
Weighted Base	**2950**	332	2094	466	213	2736	1838	720	862	1186	337	2162	788	1569	1369	902	1448	593	1111	1713	1190
Regularly	**586**	92	386	100	42	545	374	127	163	379	180	470	116	339	244	230	272	155	188	376	196
	20%	**28%b**	*18%*	*22%*	*20%*	*20%*	*20%*	*18%*	*19%*	*32%*	**53%i**	**22%l**	*15%*	*22%*	*18%*	**25%p**	*19%*	**26%r**	*17%*	**22%t**	*16%*
Occasionally	**2013**	206	1460	320	123	1891	1261	516	602	726	136	1440	573	1060	948	571	1002	377	797	1133	854
	68%	*62%*	*70%*	*69%*	*58%*	**69%d**	**69%d**	**72%d**	**70%d**	**61%j**	*40%*	*67%*	**73%k**	*68%*	*69%*	*63%*	*69%*	*64%*	**72%q**	*66%*	**72%s**
Never	**338**	32	240	46	45	292	194	77	97	76	18	246	92	166	170	100	169	60	121	200	135
	11%	*10%*	*11%*	*10%*	**21%efgh**	*11%*	*11%*	*11%*	*11%*	*6%*	*5%*	*11%*	*12%*	*11%*	*12%*	*11%*	*12%*	*10%*	*11%*	*12%*	*11%*
Don't know	**12**	1	7	-	3	9	9	-	-	5	3	6	6	5	7	2	5	1	5	5	6
	*	*	*	-	**2%gh**	*	*	-	-	*	*1%*	*	*1%*	*	*	*	*	*	*	*	*1%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 56

Q13 How often do you watch Channel 4?

Base : All that receive this channel

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2938**	491	96	161	214	173	75	110	433	162	241	350	432
Weighted Base	**2950**	262	148*	249	331	269	121*	177	141	253	385	531	81
Regularly	**586**	54	18	40	63	59	22	27	24	41	103	114	19
	20%	*21%*	*12%*	*16%*	*19%*	*22%*	*19%*	*15%*	*17%*	*16%*	**27%ci**	*22%*	**24%ci**
Occasionally	**2013**	175	106	186	217	179	86	130	100	197	222	366	50
	68%km	*67%*	*71%*	**75%km**	*66%*	*66%*	*71%*	**74%k**	**70%km**	**78%bkm**	*58%*	**69%k**	*61%*
Never	**338**	33	21	21	51	32	11	19	18	14	58	47	12
	11%	**13%j**	*14%*	*9%*	**15%j**	*12%*	*9%*	*11%*	**13%j**	*6%*	**15%j**	*9%*	**14%jl**
Don't know	**12**	1	3	2	-	-	2	-	*	-	2	3	*
	*	*	*2%*	*1%*	-	-	*1%*	-	*	-	*	*1%*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 57

Q13 How often do you watch S4C?

Base : All that receive this channel

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**433**	205	228	53	66	77	76	65	96	104	210	119	72	361	8	424	-	-	433	-
Weighted Base	**141**	68	73	18*	22*	27*	24*	21*	29*	36	69	37	24*	117	3**	138	-**	-**	141	-**
Regularly	**11**	4	7	1	1	3	1	1	4	2	7	2	2	9	*	11	-	-	11	-
	8%	*6%*	*10%*	*6%*	*3%*	*13%*	*5%*	*5%*	*12%*	*5%*	*10%*	*7%*	*10%*	*7%*	*13%*	*8%*	-	-	*8%*	-
Occasionally	**45**	26	19	5	8	7	10	7	9	10	24	11	8	38	1	44	-	-	45	-
	32%	**38%b**	*26%*	*28%*	*35%*	*26%*	*39%*	*34%*	*29%*	*29%*	*34%*	*30%*	*32%*	*32%*	*26%*	*32%*	-	-	*32%*	-
Never	**84**	37	46	12	14	16	13	13	17	23	38	22	14	70	2	82	-	-	84	-
	59%	*55%*	*63%*	*66%*	*61%*	*58%*	*55%*	*60%*	*57%*	*65%*	*55%*	*60%*	*57%*	*60%*	*61%*	*59%*	-	-	*59%*	-
Don't know	**2**	1	1	-	*	1	-	*	*	*	*	1	*	1	-	2	-	-	2	-
	1%	*1%*	*1%*	-	*1%*	*3%*	-	*1%*	*1%*	*1%*	*	*3%*	*1%*	*1%*	-	*1%*	-	-	*1%*	-

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

Prepared by BDRC Continental

* = Less than .5

Table 58

Q13 How often do you watch S4C?

Base : All that receive this channel

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**433**	26	335	62	15	418	287	107	123	173	77	311	122	239	193	133	193	78	193	226	192
Weighted Base	**141**	8**	110	20*	5**	137	94	34	40	56	25*	103	39	79	62	44	63	26*	64	74	62
Regularly	**11**	1	9	1	-	11	7	3	4	7	3	8	2	7	4	4	6	3	4	6	4
	8%	*15%*	*8%*	*5%*	*-*	*8%*	*8%*	*8%*	*9%*	*12%*	*13%*	*8%*	*6%*	*9%*	*6%*	*8%*	*9%*	*10%*	*6%*	*8%*	*7%*
Occasionally	**45**	3	35	6	1	44	30	10	13	15	8	32	13	24	21	15	19	7	21	24	18
	32%	*39%*	*32%*	*29%*	*27%*	*32%*	*32%*	*30%*	*32%*	*26%*	*30%*	*31%*	*34%*	*31%*	*33%*	*35%*	*30%*	*28%*	*33%*	*33%*	*30%*
Never	**84**	4	64	13	4	80	56	20	22	33	13	61	22	47	36	25	38	15	38	43	38
	59%	*46%*	*59%*	*64%*	*73%*	*59%*	*60%*	*59%*	*57%*	*59%*	*53%*	*60%*	*57%*	*60%*	*58%*	*57%*	*60%*	*59%*	*60%*	*58%*	*62%*
Don't know	**2**	-	1	*	-	2	1	1	1	1	1	1	1	*	1	*	1	1	-	1	1
	1%	*-*	*1%*	*2%*	*-*	*1%*	*1%*	*3%*	*2%*	*2%*	*4%*	*1%*	*3%*	***	*2%*	*1%*	*1%*	*3%*	*-*	*1%*	*1%*

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

* = Less than .5

J20427 PSB Tracker 2013

Table 59

Q13 How often do you watch S4C?

Base : All that receive this channel

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**433**	-	-	-	-	-	-	-	433	-	-	-	-
Weighted Base	**141**	-**	-**	-**	-**	-**	-**	-**	141	-**	-**	-**	-**
Regularly	**11**	-	-	-	-	-	-	-	11	-	-	-	-
	8%	-	-	-	-	-	-	-	*8%*	-	-	-	-
Occasionally	**45**	-	-	-	-	-	-	-	45	-	-	-	-
	32%	-	-	-	-	-	-	-	*32%*	-	-	-	-
Never	**84**	-	-	-	-	-	-	-	84	-	-	-	-
	59%	-	-	-	-	-	-	-	*59%*	-	-	-	-
Don't know	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	1%	-	-	-	-	-	-	-	*1%*	-	-	-	-

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

* = Less than .5

J20427 PSB Tracker 2013

Table 60

Q13 How often do you watch Channel 5?

Base : All that receive this channel

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2914**	1401	1513	437	471	551	472	400	583	699	1403	812	509	2405	178	2718	1573	487	429	425
Weighted Base	**2931**	1417	1514	443	465	543	486	391	603	744	1403	784	493	2438	258	2650	2452	260	140	80
Regularly	**337**	141	196	45	48	73	60	40	72	66	158	113	81	256	31	302	273	30	25	10
	11%	*10%*	*13%*	*10%*	*10%*	*13%*	*12%*	*10%*	*12%*	*9%*	*11%*	**14%i**	**16%m**	*10%*	*12%*	*11%*	*11%*	*11%*	**18%pq**	*12%*
Occasionally	**1817**	899	918	271	275	334	305	248	384	448	875	493	287	1530	116	1687	1525	164	83	45
	62%	*63%*	*61%*	*61%*	*59%*	*61%*	*63%*	*63%*	*64%*	*60%*	*62%*	*63%*	*58%*	*63%*	*45%*	**64%n**	*62%*	*63%*	*59%*	*56%*
Never	**770**	372	398	123	142	135	121	101	147	228	367	175	125	646	107	658	648	67	31	25
	26%	*26%*	*26%*	*28%*	*31%*	*25%*	*25%*	*26%*	*24%*	**31%k**	*26%*	*22%*	*25%*	*26%*	**42%o**	*25%*	*26%*	*26%*	*22%*	**31%r**
Don't know	**7**	5	2	3	-	2	-	2	*	2	2	3	*	7	3	2	6	-	1	*
	*****	**	**	*1%*	-	**	-	**	**	**	**	**	**	**	**1%o**	**	**	-	**	**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 61

Q13 How often do you watch Channel 5?

Base : All that receive this channel

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2914**	301	2139	421	164	2750	1874	704	841	1230	360	2114	800	1576	1327	873	1456	560	1185	1668	1193
Weighted Base	**2931**	331	2082	462	195	2736	1838	720	862	1183	337	2154	777	1566	1354	895	1447	593	1111	1709	1177
Regularly	**337**	52	226	52	28	308	207	91	102	242	337	259	78	187	150	93	175	83	104	207	125
	11%	*16%*	*11%*	*11%*	*15%*	*11%*	*11%*	*13%*	*12%*	*20%*	**100%i**	*12%*	*10%*	*12%*	*11%*	*10%*	*12%*	*14%*	*9%*	*12%*	*11%*
Occasionally	**1817**	186	1321	284	106	1711	1113	473	570	728	-	1290	526	948	861	515	906	348	697	1027	772
	62%	*56%*	*63%*	*61%*	*54%*	*63%*	*61%*	*66%*	*66%*	**62%j**	-	*60%*	**68%k**	*61%*	*64%*	*58%*	*63%*	*59%*	*63%*	*60%*	*66%*
Never	**770**	93	532	124	59	712	512	156	190	211	-	599	171	429	338	286	361	160	308	471	277
	26%	*28%*	*26%*	*27%*	*30%*	*26%*	**28%gh**	*22%*	*22%*	**18%j**	-	**28%l**	*22%*	*27%*	*25%*	**32%p**	*25%*	*27%*	*28%*	*28%*	*24%*
Don't know	**7**	-	3	2	2	6	5	*	*	2	-	5	2	2	5	2	4	2	2	4	3
	*	-	*	*	*1%*	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 62

Q13 How often do you watch Channel 5?

Base : All that receive this channel

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2914**	487	94	161	212	172	75	110	429	162	240	347	425
Weighted Base	**2931**	260	145*	249	328	268	121*	177	140	253	384	527	80
Regularly	**337**	30	13	15	38	37	15	16	25	22	48	69	10
	11%	*11%*	*9%*	*6%*	*12%*	*14%*	*12%*	*9%*	**18%abdj**	*9%*	*13%*	*13%*	*12%*
Occasionally	**1817**	164	91	174	197	170	76	112	83	173	206	327	45
	62%	*63%*	*63%*	**70%km**	*60%*	*63%*	*63%*	*63%*	*59%*	**69%km**	*54%*	*62%*	*56%*
Never	**770**	67	42	60	92	62	29	49	31	56	130	129	25
	26%	*26%*	*29%*	*24%*	*28%*	*23%*	*24%*	*28%*	*22%*	*22%*	**34%i**	*24%*	**31%i**
Don't know	**7**	-	-	-	1	-	2	-	1	2	-	2	*
	*	-	-	-	*	-	*1%*	-	*	*1%*	-	*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 63

Q13 How often do you watch BBC1?

Base : All that receive this channel

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2938**	1410	1528	440	476	556	475	404	587	703	1412	823	511	2427	178	2742	1582	491	433	432
Weighted Base	**2950**	1425	1524	444	470	545	487	395	608	747	1410	793	493	2456	258	2668	2465	262	141	81
Regularly	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123	1467	1359	127	76	38
	54%	*53%*	*56%*	*39%*	*44%*	**56%cd**	**60%cd**	**60%cd**	**63%cd**	*57%*	*52%*	*55%*	*58%*	*53%*	*48%*	*55%*	**55%s**	*49%*	*54%*	*47%*
Occasionally	**1244**	621	623	254	236	222	176	140	217	300	617	328	188	1056	111	1124	1021	122	63	38
	42%	*44%*	*41%*	**57%efgh**	**50%efgh**	*41%*	*36%*	*35%*	*36%*	*40%*	*44%*	*41%*	*38%*	*43%*	*43%*	*42%*	*41%*	*47%*	*45%*	*47%*
Never	**102**	46	55	17	26	17	17	15	10	22	53	27	17	85	24	76	82	13	2	5
	3%	*3%*	*4%*	*4%*	**6%h**	*3%*	*4%*	*4%*	*2%*	*3%*	*4%*	*3%*	*3%*	*3%*	**9%o**	*3%*	*3%*	**5%r**	*2%*	**6%r**
Don't know	**3**	3	-	2	-	-	-	2	-	-	2	2	-	3	-	2	3	-	-	-
	*	*	-	*	-	-	-	*	-	-	*	*	-	*	-	*	*	-	-	-

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 64

Q13 How often do you watch BBC1?

Base : All that receive this channel

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2938**	303	2155	425	188	2750	1874	704	841	1235	360	2124	814	1581	1346	879	1461	560	1185	1676	1209
Weighted Base	**2950**	332	2094	466	213	2736	1838	720	862	1186	337	2162	788	1569	1369	902	1448	593	1111	1713	1190
Regularly	**1601**	205	1101	268	120	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
	54%	**62%b**	*53%*	*57%*	*56%*	*54%*	*53%*	*56%*	*55%*	*69%*	*70%*	**56%l**	*49%*	**57%n**	*51%*	*55%*	*56%*	*57%*	*50%*	**58%t**	*50%*
Occasionally	**1244**	119	927	183	80	1164	794	294	356	342	96	873	371	619	622	371	593	229	521	665	557
	42%	*36%*	*44%*	*39%*	*38%*	*43%*	*43%*	*41%*	*41%*	*29%*	*29%*	*40%*	**47%k**	*39%*	**45%m**	*41%*	*41%*	*39%*	**47%q**	*39%*	**47%s**
Never	**102**	8	64	15	11	90	61	23	29	31	2	70	31	49	53	34	47	27	28	62	38
	3%	*2%*	*3%*	*3%*	*5%*	*3%*	*3%*	*3%*	*3%*	*3%*	*1%*	*3%*	*4%*	*3%*	*4%*	*4%*	*3%*	*5%*	*3%*	*4%*	*3%*
Don't know	**3**	-	2	-	2	2	2	-	-	-	2	2	2	-	3	2	-	-	2	-	3
	*******	-	*	-	*1%*	*	*	-	-	-	*	*	*	-	*	*	-	-	*	-	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 65

Q13 How often do you watch BBC1?

Base : All that receive this channel

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2938**	491	96	161	214	173	75	110	433	162	241	350	432
Weighted Base	**2950**	262	148*	249	331	269	121*	177	141	253	385	531	81
Regularly	**1601**	127	69	129	172	160	69	87	76	152	215	305	38
	54%m	*49%*	*46%*	*52%*	*52%*	**59%m**	*57%*	*49%*	*54%*	**60%bm**	*56%*	**57%m**	*47%*
Occasionally	**1244**	122	72	110	142	101	47	89	63	97	150	212	38
	42%	*47%*	*48%*	*44%*	*43%*	*38%*	*39%*	*50%*	*45%*	*38%*	*39%*	*40%*	*47%*
Never	**102**	13	8	10	17	8	5	1	2	3	19	11	5
	3%	**5%i**	*5%*	*4%*	*5%*	*3%*	*4%*	*1%*	*2%*	*1%*	*5%*	*2%*	**6%hij**
Don't know	**3**	-	-	-	-	-	-	-	-	-	-	3	-
	*	-	-	-	-	-	-	-	-	-	-	*1%*	-

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 66

Q13 How often do you watch BBC2?

Base : All that receive this channel

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2938**	1410	1528	440	476	556	475	404	587	703	1412	823	511	2427	178	2742	1582	491	433	432
Weighted Base	**2950**	1425	1524	444	470	545	487	395	608	747	1410	793	493	2456	258	2668	2465	262	141	81
Regularly	**642**	339	303	41	80	99	123	110	189	192	282	169	91	551	44	597	546	50	33	13
	22%	*24%*	*20%*	*9%*	**17%c**	**18%c**	**25%cd**	**28%cde**	**31%cde**	*26%*	*20%*	*21%*	*18%*	*22%*	*17%*	*22%*	*22%*	*19%*	*23%*	*17%*
Occasionally	**1825**	883	943	285	296	345	295	241	363	471	872	483	317	1508	134	1675	1521	165	90	49
	62%	*62%*	*62%*	*64%*	*63%*	*63%*	*61%*	*61%*	*60%*	*63%*	*62%*	*61%*	*64%*	*61%*	*52%*	**63%n**	*62%*	*63%*	*63%*	*61%*
Never	**476**	199	277	118	94	98	69	42	55	85	255	136	84	392	78	393	392	47	19	18
	16%	*14%*	**18%a**	**27%efgh**	**20%gh**	**18%gh**	*14%*	*11%*	*9%*	*11%*	**18%i**	**17%i**	*17%*	*16%*	**30%o**	*15%*	*16%*	*18%*	*13%*	**22%pr**
Don't know	**6**	5	2	-	-	3	*	2	2	*	2	5	2	5	2	3	6	-	-	*
	*****	*****	*****	-	-	*1%*	*****	*****	*****	*****	*****	*1%*	*****	*****	*1%*	*****	*****	-	-	*****

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 67

Q13 How often do you watch BBC2?

Base : All that receive this channel

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2938**	303	2155	425	188	2750	1874	704	841	1235	360	2124	814	1581	1346	879	1461	560	1185	1676	1209
Weighted Base	**2950**	332	2094	466	213	2736	1838	720	862	1186	337	2162	788	1569	1369	902	1448	593	1111	1713	1190
Regularly	**642**	81	429	115	58	584	362	168	205	286	95	494	148	357	283	224	291	139	187	383	245
	22%	*24%*	*20%*	*25%*	*27%*	*21%*	*20%*	*23%*	*24%*	*24%*	*28%*	*23%*	*19%*	*23%*	*21%*	*25%*	*20%*	**23%r**	*17%*	*22%*	*21%*
Occasionally	**1825**	197	1320	288	127	1698	1130	465	551	729	199	1310	515	958	861	508	934	352	701	1005	796
	62%	*59%*	*63%*	*62%*	*60%*	*62%*	*61%*	*65%*	*64%*	*62%*	*59%*	*61%*	*65%*	*61%*	*63%*	*56%*	**65%o**	*59%*	*63%*	*59%*	**67%s**
Never	**476**	54	342	61	26	450	342	85	105	168	42	356	120	252	221	168	219	101	221	322	147
	16%	*16%*	*16%*	*13%*	*12%*	**16%g**	**19%gh**	*12%*	*12%*	*14%*	*13%*	*16%*	*15%*	*16%*	*16%*	*19%*	*15%*	*17%*	*20%*	**19%t**	*12%*
Don't know	**6**	*	3	2	2	5	3	2	2	2	-	2	5	2	5	1	3	1	2	3	3
	**	*	*	*	*1%*	*	*	*	*	*	-	*	*1%*	*	*	*	*	*	*	*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 68

Q13 How often do you watch BBC2?

Base : All that receive this channel

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2938**	491	96	161	214	173	75	110	433	162	241	350	432
Weighted Base	**2950**	262	148*	249	331	269	121*	177	141	253	385	531	81
Regularly	**642**	50	27	44	68	53	21	44	33	63	96	131	13
	22%	*19%*	*18%*	*18%*	*21%*	*20%*	*17%*	*25%*	*23%*	*25%*	*25%*	**25%m**	*17%*
Occasionally	**1825**	165	90	165	174	180	86	116	90	162	216	333	49
	62%e	**63%e**	*61%*	**66%e**	*52%*	**67%e**	**71%e**	*65%*	**63%e**	*64%*	*56%*	*63%*	*61%*
Never	**476**	47	31	40	90	36	15	16	19	26	74	64	18
	16%	*18%*	*21%*	*16%*	**27%abfghijl**	*13%*	*12%*	*9%*	*13%*	*10%*	*19%*	*12%*	**22%afhijl**
Don't know	**6**	-	-	-	-	-	-	2	-	2	-	3	*
	*	-	-	-	-	-	-	*1%*	-	*1%*	-	*1%*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 69

Q13 How often do you watch BBC3?

Base : All that receive this channel

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2748**	1316	1432	423	449	536	456	368	516	670	1345	733	499	2249	171	2563	1458	465	417	408
Weighted Base	**2735**	1317	1417	425	443	526	467	351	524	709	1332	693	481	2254	248	2469	2274	248	136	77
Regularly	**306**	135	170	88	33	75	34	28	47	76	134	96	59	247	55	251	265	23	14	5
	11%	*10%*	*12%*	**21%dfgh**	*8%*	**14%df**	*7%*	*8%*	*9%*	*11%*	*10%*	*14%*	*12%*	*11%*	**22%o**	*10%*	**12%s**	*9%*	*10%*	*6%*
Occasionally	**1498**	747	750	255	262	260	245	200	276	391	729	377	244	1254	107	1380	1231	144	82	40
	55%	*57%*	*53%*	**60%e**	*59%*	*49%*	*52%*	*57%*	*53%*	*55%*	*55%*	*54%*	*51%*	*56%*	*43%*	**56%n**	*54%*	*58%*	*60%*	*53%*
Never	**909**	427	482	80	147	184	186	118	194	236	463	210	176	733	84	819	759	79	40	31
	33%	*32%*	*34%*	*19%*	**33%c**	**35%c**	**40%c**	**34%c**	**37%c**	*33%*	*35%*	*30%*	*37%*	*33%*	*34%*	*33%*	*33%*	*32%*	*29%*	**41%pqr**
Don't know	**22**	8	14	2	*	6	2	4	7	6	5	10	2	20	1	19	19	3	1	*
	1%	*1%*	*1%*	*	*	*1%*	*	*1%*	*1%*	*1%*	*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 70

Q13 How often do you watch BBC3?

Base : All that receive this channel

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2748**	284	2017	399	-	2748	1874	704	841	1163	332	2041	707	1530	1210	839	1397	560	1183	1606	1097
Weighted Base	**2735**	314	1940	431	-**	2735	1838	720	862	1105	308	2060	674	1507	1218	852	1377	593	1109	1634	1065
Regularly	**306**	67	208	28	-	306	199	85	102	162	73	241	65	158	148	109	122	73	113	174	126
	11%	**21%bc**	*11%*	*6%*	-	*11%*	*11%*	*12%*	*12%*	*15%*	**24%i**	*12%*	*10%*	*10%*	*12%*	*13%*	*9%*	*12%*	*10%*	*11%*	*12%*
Occasionally	**1498**	152	1080	244	-	1498	1003	388	471	581	136	1110	387	838	655	478	754	297	640	855	629
	55%	*48%*	*56%*	*57%*	-	*55%*	*55%*	*54%*	*55%*	*53%*	*44%*	*54%*	*57%*	*56%*	*54%*	*56%*	*55%*	*50%*	*58%*	*52%*	**59%s**
Never	**909**	94	634	160	-	909	620	242	283	356	96	698	211	506	400	260	490	218	349	593	303
	33%	*30%*	*33%*	*37%*	-	*33%*	*34%*	*34%*	*33%*	*32%*	*31%*	*34%*	*31%*	*34%*	*33%*	*31%*	*36%*	*37%*	*31%*	**36%t**	*28%*
Don't know	**22**	2	18	-	-	22	15	5	7	7	3	11	11	6	16	5	11	5	7	13	7
	1%	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*

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

* = Less than .5

J20427 PSB Tracker 2013

Table 71

Q13 How often do you watch BBC3?

Base : All that receive this channel

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2748**	465	92	148	195	157	72	101	417	141	221	331	408
Weighted Base	**2735**	248	142*	229	302	244	116*	163	136	220	354	503	77
Regularly	**306**	23	16	28	26	33	7	13	14	20	68	54	5
	11%m	*9%*	*11%*	*12%*	*9%*	*13%*	*6%*	*8%*	*10%*	*9%*	**19%abegilm**	*11%*	*6%*
Occasionally	**1498**	144	78	126	160	128	67	104	82	132	172	266	40
	55%	*58%*	*55%*	*55%*	*53%*	*52%*	*57%*	*64%*	**60%k**	*60%*	*49%*	*53%*	*53%*
Never	**909**	79	47	72	111	83	40	46	40	65	111	183	31
	33%	*32%*	*33%*	*31%*	*37%*	*34%*	*34%*	*28%*	*29%*	*30%*	*31%*	*36%*	**41%abi**
Don't know	**22**	3	1	3	5	-	3	-	1	3	3	-	*
	1%	*1%*	*1%*	*1%*	*2%*	-	**3%l**	-	*	*1%*	*1%*	-	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 72

Q13 How often do you watch BBC4?

Base : All that receive this channel

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2748**	1316	1432	423	449	536	456	368	516	670	1345	733	499	2249	171	2563	1458	465	417	408
Weighted Base	**2735**	1317	1417	425	443	526	467	351	524	709	1332	693	481	2254	248	2469	2274	248	136	77
Regularly	**166**	79	86	9	18	32	29	36	41	51	58	56	21	144	10	154	144	12	6	3
	6%	*6%*	*6%*	*2%*	*4%*	*6%*	*6%*	**10%cd**	**8%c**	*7%*	*4%*	**8%j**	*4%*	*6%*	*4%*	*6%*	*6%*	*5%*	*5%*	*4%*
Occasionally	**1284**	661	623	188	201	204	206	180	305	356	586	342	168	1116	82	1191	1060	121	72	32
	47%	**50%b**	*44%*	*44%*	*45%*	*39%*	*44%*	**51%e**	**58%cdef**	*50%*	*44%*	*49%*	*35%*	**50%l**	*33%*	**48%n**	*47%*	*49%*	**53%s**	*41%*
Never	**1248**	560	688	222	221	280	224	128	173	297	665	286	283	965	148	1095	1037	113	56	42
	46%	*43%*	**49%a**	**52%gh**	**50%gh**	**53%gh**	**48%gh**	*36%*	*33%*	*42%*	**50%ik**	*41%*	**59%m**	*43%*	**60%o**	*44%*	*46%*	*46%*	*41%*	**54%pr**
Don't know	**37**	16	21	6	2	10	8	7	4	6	23	8	9	28	8	29	32	2	2	1
	1%	*1%*	*1%*	*2%*	*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 73

Q13 How often do you watch BBC4?

Base : All that receive this channel

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2748**	284	2017	399	-	2748	1874	704	841	1163	332	2041	707	1530	1210	839	1397	560	1183	1606	1097
Weighted Base	**2735**	314	1940	431	-**	2735	1838	720	862	1105	308	2060	674	1507	1218	852	1377	593	1109	1634	1065
Regularly	**166**	26	103	28	-	166	87	60	74	73	45	136	30	93	73	70	62	47	34	91	70
	6%	*8%*	*5%*	*6%*	-	*6%*	*5%*	**8%f**	**9%f**	*7%*	**14%i**	*7%*	*4%*	*6%*	*6%*	**8%p**	*4%*	**8%r**	*3%*	*6%*	*7%*
Occasionally	**1284**	136	920	209	-	1284	817	367	447	513	122	943	341	695	586	367	650	218	536	710	564
	47%	*43%*	*47%*	*48%*	-	*47%*	*44%*	*51%*	**52%f**	*46%*	*40%*	*46%*	*51%*	*46%*	*48%*	*43%*	*47%*	*37%*	**48%q**	*43%*	**53%s**
Never	**1248**	150	889	188	-	1248	905	285	333	505	135	955	293	699	543	407	640	316	525	809	418
	46%	*48%*	*46%*	*44%*	-	**46%h**	**49%gh**	*40%*	*39%*	*46%*	*44%*	*46%*	*43%*	*46%*	*45%*	*48%*	*46%*	*53%*	*47%*	**50%t**	*39%*
Don't know	**37**	2	28	7	-	37	29	8	8	15	7	26	11	21	16	8	25	12	14	23	12
	1%	*1%*	*1%*	*2%*	-	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*

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

* = Less than .5

J20427 PSB Tracker 2013

Table 74

Q13 How often do you watch BBC4?

Base : All that receive this channel

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2748**	465	92	148	195	157	72	101	417	141	221	331	408
Weighted Base	**2735**	248	142*	229	302	244	116*	163	136	220	354	503	77
Regularly	**166**	12	11	9	14	17	5	10	6	18	35	26	3
	6%	*5%*	*8%*	*4%*	*5%*	*7%*	*4%*	*6%*	*5%*	*8%*	***10%m***	*5%*	*4%*
Occasionally	**1284**	121	59	123	138	119	52	93	72	97	134	245	32
	47%	***49%k***	*42%*	***54%k***	*46%*	*49%*	*45%*	***57%km***	***53%km***	*44%*	*38%*	*49%*	*41%*
Never	**1248**	113	69	95	147	107	56	61	56	102	178	221	42
	46%	*46%*	*49%*	*41%*	*49%*	*44%*	*48%*	*37%*	*41%*	*46%*	*50%*	*44%*	***54%adhil***
Don't know	**37**	2	3	2	3	1	3	-	2	3	6	11	1
	1%	*1%*	*2%*	*1%*	*1%*	*1%*	*3%*	-	*1%*	*1%*	*2%*	*2%*	*1%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Q13 How often do you watch BBC News?

Base : All that receive this channel

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2748**	1316	1432	423	449	536	456	368	516	670	1345	733	499	2249	171	2563	1458	465	417	408
Weighted Base	**2735**	1317	1417	425	443	526	467	351	524	709	1332	693	481	2254	248	2469	2274	248	136	77
Regularly	**790**	396	393	87	83	147	150	117	206	214	369	206	130	659	87	696	652	75	40	23
	29%	*30%*	*28%*	*20%*	*19%*	**28%d**	**32%cd**	**33%cd**	**39%cde**	*30%*	*28%*	*30%*	*27%*	*29%*	*35%*	*28%*	*29%*	*30%*	*29%*	*29%*
Occasionally	**1163**	574	589	186	218	223	188	138	210	315	548	301	189	974	89	1067	965	112	57	30
	43%	*44%*	*42%*	*44%*	*49%*	*42%*	*40%*	*39%*	*40%*	*44%*	*41%*	*43%*	*39%*	*43%*	*36%*	*43%*	*42%*	*45%*	*42%*	*39%*
Never	**778**	345	433	150	141	156	129	95	107	178	413	186	162	616	69	704	654	61	39	24
	28%	*26%*	*31%*	**35%h**	**32%h**	**30%h**	*28%*	*27%*	*20%*	*25%*	*31%*	*27%*	*34%*	*27%*	*28%*	*28%*	*29%*	*24%*	*29%*	*32%*
Don't know	**3**	2	2	2	-	-	-	-	2	2	2	-	-	3	2	2	3	-	*	-
	*****	*	*	*	-	-	-	-	*	*	*	-	-	*	*1%*	*	*	-	*	-

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 76

Q13 How often do you watch BBC News?

Base : All that receive this channel

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2748**	284	2017	399	-	2748	1874	704	841	1163	332	2041	707	1530	1210	839	1397	560	1183	1606	1097
Weighted Base	**2735**	314	1940	431	-**	2735	1838	720	862	1105	308	2060	674	1507	1218	852	1377	593	1109	1634	1065
Regularly	**790**	117	517	146	-	790	521	208	261	367	108	603	187	413	374	238	398	180	289	488	291
	29%	**37%b**	*27%*	*34%*	-	*29%*	*28%*	*29%*	*30%*	*33%*	*35%*	*29%*	*28%*	*27%*	*31%*	*28%*	*29%*	*30%*	*26%*	*30%*	*27%*
Occasionally	**1163**	112	876	157	-	1163	814	281	333	441	108	878	286	670	492	334	609	236	527	679	470
	43%	*36%*	**45%ac**	*36%*	-	*43%*	*44%*	*39%*	*39%*	*40%*	*35%*	*43%*	*42%*	*44%*	*40%*	*39%*	*44%*	*40%*	**48%q**	*42%*	*44%*
Never	**778**	84	545	129	-	778	500	229	267	296	93	577	201	425	349	279	368	176	290	464	304
	28%	*27%*	*28%*	*30%*	-	*28%*	*27%*	*32%*	*31%*	*27%*	*30%*	*28%*	*30%*	*28%*	*29%*	**33%p**	*27%*	*30%*	*26%*	*28%*	*29%*
Don't know	**3**	2	2	-	-	3	2	1	1	*	-	3	*	-	3	1	2	-	2	3	*
	*****	*1%*	*	-	-	*	*	*	*	*	-	*	*	-	*	*	*	-	*	*	*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 77

Q13 How often do you watch BBC News?

Base : All that receive this channel

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2748**	465	92	148	195	157	72	101	417	141	221	331	408
Weighted Base	**2735**	248	142*	229	302	244	116*	163	136	220	354	503	77
Regularly	**790**	75	37	75	81	75	32	39	40	62	109	144	23
	29%	*30%*	*26%*	*32%*	*27%*	*31%*	*28%*	*24%*	*29%*	*28%*	*31%*	*29%*	*29%*
Occasionally	**1163**	112	57	96	130	99	50	72	57	97	147	217	30
	43%	*45%*	*40%*	*42%*	*43%*	*41%*	*43%*	*44%*	*42%*	*44%*	*42%*	*43%*	*39%*
Never	**778**	61	48	59	91	68	34	53	39	62	98	141	24
	28%	*24%*	*34%*	*26%*	*30%*	*28%*	*29%*	*32%*	*29%*	*28%*	*28%*	*28%*	*32%*
Don't know	**3**	-	-	-	-	2	-	-	*	-	-	1	-
	*	-	-	-	-	*1%*	-	-	*	-	-	*	-

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

Q13 How often do you watch each channel? - SUMMARY

Base : All that receive each channel

	ITV1/STV/ITV Wales/UTV	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	2938	2938	433	2914	2938	2938	2748	2748	2748
Weighted Base	2950	2950	141	2931	2950	2950	2735	2735	2735
Regularly	1186	586	11	337	1601	642	306	166	790
	40%	*20%*	*8%*	*11%*	*54%*	*22%*	*11%*	*6%*	*29%*
Occasionally	1482	2013	45	1817	1244	1825	1498	1284	1163
	50%	*68%*	*32%*	*62%*	*42%*	*62%*	*55%*	*47%*	*43%*
Never	274	338	84	770	102	476	909	1248	778
	9%	*11%*	*59%*	*26%*	*3%*	*16%*	*33%*	*46%*	*28%*
Don't know	8	12	2	7	3	6	22	37	3
	*	*	*1%*	*	*	*	*1%*	*1%*	*

* = Less than .5

J20427 PSB Tracker 2013

Table 79

Q13 How often do you watch ITV1/STV/ITV Wales/UTV?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Regularly	**1186**	523	662	128	156	235	241	183	243	264	571	351	226	960	68	1111	980	107	56	43
	39%	*36%*	**43%a**	*28%*	*32%*	**41%cd**	**48%cdh**	**45%cd**	**39%c**	*34%*	*39%*	**43%i**	**45%m**	*38%*	*26%*	**41%n**	*39%*	*40%*	*38%*	**51%pqr**
Occasionally	**1482**	743	739	281	260	252	213	170	307	404	710	368	216	1266	151	1316	1263	119	68	33
	49%	*50%*	*48%*	**62%efgh**	**54%fg**	*44%*	*43%*	*42%*	*50%*	*53%*	*49%*	*45%*	*43%*	*50%*	*58%*	*48%*	**50%s**	*45%*	*46%*	*39%*
Never	**274**	157	117	33	54	58	32	38	58	79	129	67	51	223	39	235	217	35	17	5
	9%	*11%*	*8%*	*7%*	*11%*	*10%*	*6%*	*9%*	*9%*	*10%*	*9%*	*8%*	*10%*	*9%*	**15%o**	*9%*	*9%*	**13%ps**	**11%s**	*6%*
Don't know	**8**	2	6	2	-	*	1	5	-	*	*	7	-	8	-	6	6	1	*	*
	*******	***	***	*1%*	-	***	***	*1%*	-	***	***	**1%j**	-	***	-	***	***	***	***	***
Don't receive this channel	**78**	48	30	11	15	24	10	8	10	19	41	19	6	73	3	73	63	5	7	4
	3%	*3%*	*2%*	*2%*	*3%*	*4%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	*3%*	*1%*	*3%*	*2%*	*2%*	**5%pq**	**4%q**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 80

Q13 How often do you watch ITV1/STV/ITV Wales/UTV?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Regularly	**1186**	157	849	166	80	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
	39%	**47%c**	*41%*	*36%*	*36%*	*39%*	*41%*	*37%*	*36%*	**100%j**	*72%*	*40%*	*36%*	**43%n**	*35%*	*34%*	**42%o**	*43%*	*39%*	**42%t**	*34%*
Occasionally	**1482**	145	1071	241	98	1384	896	384	465	-	71	1060	422	737	741	470	706	277	565	799	662
	49%	*44%*	*51%*	*52%*	*44%*	*49%*	*47%*	*52%*	*53%*	-	**21%i**	*48%*	*52%*	*46%*	**53%m**	*51%*	*47%*	*45%*	*50%*	*45%*	**54%s**
Never	**274**	29	168	59	33	241	166	62	71	-	24	208	66	138	134	117	108	51	103	163	106
	9%	*9%*	*8%*	**13%b**	**15%eh**	*9%*	*9%*	*8%*	*8%*	-	**7%i**	*9%*	*8%*	*9%*	*10%*	**13%p**	*7%*	*8%*	*9%*	*9%*	*9%*
Don't know	**8**	*	5	1	2	6	1	5	5	-	-	3	5	2	6	3	2	*	1	2	6
	*	*	*	*	*1%*	*	*	*1%*	*1%*	-	-	*	*1%*	*	*	*	*	*	*	*	*
Don't receive this channel	**78**	-	-	-	7	71	52	16	17	-	-	59	19	39	39	18	42	17	28	50	28
	3%	-	-	-	*3%*	*3%*	*3%*	*2%*	*2%*	-	-	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 81

Q13 How often do you watch ITV1/STV/ITV Wales/UTV?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Regularly	**1186**	107	63	100	157	119	47	58	56	101	122	213	43
	39%k	*40%*	*43%*	*37%*	**46%k**	**44%k**	*39%*	*32%*	*38%*	*39%*	*31%*	*40%*	**51%abdhijkl**
Occasionally	**1482**	119	71	129	148	135	61	110	68	134	217	257	33
	49%m	*45%*	*48%*	*49%*	*43%*	*50%*	*51%*	**62%abeim**	*46%*	**52%m**	**54%m**	*48%*	*39%*
Never	**274**	35	14	20	25	16	13	10	17	17	43	59	5
	9%	**13%afm**	*9%*	*8%*	*7%*	*6%*	*11%*	*5%*	**11%m**	*7%*	*11%*	*11%*	*6%*
Don't know	**8**	1	-	-	2	-	-	-	*	-	3	2	*
	*	*	-	-	*	-	-	-	*	-	*1%*	*	*
Don't receive this channel	**78**	5	-	17	11	3	-	2	7	8	14	8	4
	3%	*2%*	-	**7%abfl**	*3%*	*1%*	-	*1%*	**5%bcfi**	*3%*	*4%*	*1%*	**4%bcfgl**

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Q13 How often do you watch Channel 4?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Regularly	**586**	252	335	81	95	123	109	83	95	161	284	142	135	451	45	537	489	54	24	19
	19%	*17%*	**22%a**	*18%*	*20%*	*22%*	*22%*	*21%*	*15%*	*21%*	*20%*	*17%*	**27%m**	*18%*	*17%*	*20%*	*19%*	*20%*	*16%*	**23%r**
Occasionally	**2013**	986	1028	318	309	353	324	270	440	524	931	558	296	1717	159	1838	1690	175	100	50
	66%	*67%*	*66%*	*70%*	*64%*	*62%*	*65%*	*67%*	**71%e**	*68%*	*64%*	*69%*	*59%*	**68%l**	*61%*	*67%*	**67%s**	*65%*	**67%s**	*59%*
Never	**338**	178	160	45	66	66	52	40	69	62	189	87	58	280	50	286	276	33	18	12
	11%	*12%*	*10%*	*10%*	*14%*	*12%*	*10%*	*10%*	*11%*	*8%*	**13%i**	*11%*	*12%*	*11%*	**19%o**	*10%*	*11%*	*12%*	*12%*	*14%*
Don't know	**12**	10	2	-	*	4	2	2	5	-	5	7	3	9	3	7	11	1	*	*
	**	*1%*	*	-	*	*1%*	*	*	*1%*	-	*	*1%*	*1%*	*	*1%*	*	*	*	*	*
Don't receive this channel	**78**	48	30	11	15	24	10	8	10	19	41	19	6	73	3	73	63	5	7	4
	3%	*3%*	*2%*	*2%*	*3%*	*4%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	*3%*	*1%*	*3%*	*2%*	*2%*	**5%pq**	**4%q**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

* = Less than .5

J20427 PSB Tracker 2013

Table 83

Q13 How often do you watch Channel 4?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Regularly	**586**	92	386	100	42	545	374	127	163	379	180	470	116	339	244	230	272	155	188	376	196
	19%	**28%b**	*18%*	*22%*	*19%*	*19%*	*20%*	*17%*	*19%*	*32%*	**53%i**	**21%l**	*14%*	*21%*	*17%*	**25%p**	*18%*	**25%r**	*17%*	**21%t**	*16%*
Occasionally	**2013**	206	1460	320	123	1891	1261	516	602	726	136	1440	573	1060	948	571	1002	377	797	1133	854
	66%	*62%*	*70%*	*69%*	*56%*	**67%d**	**67%d**	**70%d**	**68%d**	**61%j**	*40%*	*65%*	**71%k**	*66%*	*67%*	*62%*	*67%*	*62%*	**70%q**	*64%*	**70%s**
Never	**338**	32	240	46	45	292	194	77	97	76	18	246	92	166	170	100	169	60	121	200	135
	11%	*10%*	*11%*	*10%*	**21%efgh**	*10%*	*10%*	*10%*	*11%*	*6%*	*5%*	*11%*	*11%*	*10%*	*12%*	*11%*	*11%*	*10%*	*11%*	*11%*	*11%*
Don't know	**12**	1	7	-	3	9	9	-	-	5	3	6	6	5	7	2	5	1	5	5	6
	** *	*	*	-	**1%gh**	*	*	-	-	*	*1%*	*	*1%*	*	*	*	*	*	*	*	*1%*
Don't receive this channel	**78**	-	-	-	7	71	52	16	17	-	-	59	19	39	39	18	42	17	28	50	28
	3%	-	-	-	*3%*	*3%*	*3%*	*2%*	*2%*	-	-	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 84

Q13 How often do you watch Channel 4?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Regularly	**586**	54	18	40	63	59	22	27	24	41	103	114	19
	19%	*20%*	*12%*	*15%*	*18%*	*22%*	*19%*	*15%*	*16%*	*16%*	***26%cdi***	*21%*	***23%i***
Occasionally	**2013**	175	106	186	217	179	86	130	100	197	222	366	50
	66%km	***65%k***	***71%k***	***70%km***	*64%*	*66%*	*71%*	***73%km***	***67%km***	***76%km***	*56%*	***68%km***	*59%*
Never	**338**	33	21	21	51	32	11	19	18	14	58	47	12
	11%	***12%j***	*14%*	*8%*	***15%j***	*12%*	*9%*	*11%*	***12%j***	*6%*	***14%j***	*9%*	***14%j***
Don't know	**12**	1	3	2	-	-	2	-	*	-	2	3	*
	*	*	*2%*	*1%*	-	-	*1%*	-	*	-	*	*1%*	*
Don't receive this channel	**78**	5	-	17	11	3	-	2	7	8	14	8	4
	3%	*2%*	-	***7%abfl***	*3%*	*1%*	-	*1%*	***5%bcfl***	*3%*	*4%*	*1%*	***4%bcfgl***

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 85

Q13 How often do you watch S4C?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Regularly	**11**	4	7	1	1	3	1	1	4	2	7	2	2	9	*	11	-	-	11	-
	*	*	*	*	*	1%	*	*	1%	*	*	*	*	*	*	*	-	-	7%pqs	-
Occasionally	**45**	26	19	5	8	7	10	7	9	10	24	11	8	38	1	44	-	-	45	-
	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	1%	*	2%	-	-	30%pqs	-
Never	**84**	37	46	12	14	16	13	13	17	23	38	22	14	70	2	82	-	-	84	-
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	1%	3%	-	-	56%pqs	-
Don't know	**2**	1	1	-	*	1	-	*	*	*	*	1	*	1	-	2	-	-	2	-
	*	*	*	-	*	*	-	*	*	*	*	*	*	*	-	*	-	-	1%pq	-
Don't receive this channel	**2887**	1405	1482	437	462	543	473	382	589	730	1382	775	475	2412	259	2603	2528	266	7	85
	95%	95%	95%	96%	95%	95%	95%	95%	95%	95%	95%	95%	95%	95%	99%	95%	100%r	100%r	5%	100%r

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 86

Q13 How often do you watch S4C?

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Regularly	**11**	1	9	1	-	11	7	3	4	7	3	8	2	7	4	4	6	3	4	6	4
	*	*	*	*	-	*	*	*	*	*1%*	*1%*	*	*	*	*	*	*	*	*	*	*
Occasionally	**45**	3	35	6	1	44	30	10	13	15	8	32	13	24	21	15	19	7	21	24	18
	1%	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*
Never	**84**	4	64	13	4	80	56	20	22	33	13	61	22	47	36	25	38	15	38	43	38
	3%	*1%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*
Don't know	**2**	-	1	*	-	2	1	1	1	1	1	1	1	*	1	*	1	1	-	1	1
	*	-	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*
Don't receive this channel	**2887**	323	1984	446	216	2671	1795	702	839	1129	312	2118	768	1530	1346	875	1426	584	1076	1690	1156
	95%	*97%*	*95%*	*96%*	*98%*	*95%*	*95%*	*95%*	*95%*	*95%*	*93%*	*95%*	*95%*	*95%*	*96%*	*95%*	*96%*	*96%*	*94%*	*96%*	*95%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

Q13 How often do you watch S4C?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	3028	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	3028	266	148*	266	342	273	121*	179	148	260	400	539	85
Regularly	11	-	-	-	-	-	-	-	11	-	-	-	-
	*	-	-	-	-	-	-	-	7%abcdefghjklm	-	-	-	-
Occasionally	45	-	-	-	-	-	-	-	45	-	-	-	-
	1%b	-	-	-	-	-	-	-	30%abcdefghjklm	-	-	-	-
Never	84	-	-	-	-	-	-	-	84	-	-	-	-
	3%bklm	-	-	-	-	-	-	-	56%abcdefghjklm	-	-	-	-
Don't know	2	-	-	-	-	-	-	-	2	-	-	-	-
	*	-	-	-	-	-	-	-	1%abl	-	-	-	-
Don't receive this channel	2887	266	148	266	342	273	121	179	7	260	400	539	85
	95%i	100%ai	100%i	100%ai	100%ai	100%ai	100%i	100%i	5%	100%ai	100%ai	100%ai	100%ai

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

* = Less than .5

J20427 PSB Tracker 2013

Q13 How often do you watch Channel 5?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Regularly	**337**	141	196	45	48	73	60	40	72	66	158	113	81	256	31	302	273	30	25	10
	11%	*10%*	*13%*	*10%*	*10%*	*13%*	*12%*	*10%*	*12%*	*9%*	*11%*	**14%i**	**16%m**	*10%*	*12%*	*11%*	*11%*	*11%*	**17%pq**	*11%*
Occasionally	**1817**	899	918	271	275	334	305	248	384	448	875	493	287	1530	116	1687	1525	164	83	45
	60%	*61%*	*59%*	*60%*	*57%*	*59%*	*61%*	*62%*	*62%*	*59%*	*60%*	*61%*	*57%*	*61%*	*44%*	**62%n**	**60%s**	**61%s**	*56%*	*53%*
Never	**770**	372	398	123	142	135	121	101	147	228	367	175	125	646	107	658	648	67	31	25
	25%	*25%*	*26%*	*27%*	*29%*	*24%*	*24%*	*25%*	*24%*	**30%k**	*25%*	*22%*	*25%*	*26%*	**41%o**	*24%*	*26%*	*25%*	*21%*	**29%r**
Don't know	**7**	5	2	3	-	2	-	2	*	2	2	3	*	7	3	2	6	-	1	*
	*	*	*	*1%*	-	*	-	*	*	*	*	*	*	*	**1%o**	*	*	-	*	*
Don't receive this channel	**97**	56	41	12	20	27	11	12	15	22	48	27	6	91	3	92	77	7	8	5
	3%	*4%*	*3%*	*3%*	*4%*	*5%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*1%*	*4%*	*1%*	*3%*	*3%*	*3%*	**6%p**	**6%pq**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

* = Less than .5

J20427 PSB Tracker 2013

Table 89

Q13 How often do you watch Channel 5?

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Regularly	**337**	52	226	52	28	308	207	91	102	242	337	259	78	187	150	93	175	83	104	207	125
	11%	*16%*	*11%*	*11%*	*13%*	*11%*	*11%*	*12%*	*12%*	*20%*	**100%i**	*12%*	*10%*	*12%*	*11%*	*10%*	*12%*	*14%*	*9%*	*12%*	*10%*
Occasionally	**1817**	186	1321	284	106	1711	1113	473	570	728	-	1290	526	948	861	515	906	348	697	1027	772
	60%	*56%*	*63%*	*61%*	*48%*	**61%d**	**59%d**	**64%d**	**65%d**	**61%j**	-	*58%*	**65%k**	*59%*	*61%*	*56%*	*61%*	*57%*	*61%*	*58%*	*63%*
Never	**770**	93	532	124	59	712	512	156	190	211	-	599	171	429	338	286	361	160	308	471	277
	25%	*28%*	*25%*	*27%*	*27%*	*25%*	**27%gh**	*21%*	*22%*	**18%j**	-	**27%l**	*21%*	*27%*	*24%*	**31%p**	*24%*	*26%*	*27%*	*27%*	*23%*
Don't know	**7**	-	3	2	2	6	5	*	*	2	-	5	2	2	5	2	4	2	2	4	3
	*	-	*	*	*1%*	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*
Don't receive this channel	**97**	1	11	4	26	71	52	16	17	3	-	67	30	42	55	24	43	17	28	55	41
	3%	*	*1%*	*1%*	**12%efgh**	*3%*	*3%*	*2%*	*2%*	*	-	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 90

Q13 How often do you watch Channel 5?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Regularly	**337**	30	13	15	38	37	15	16	25	22	48	69	10
	11%	*11%*	*9%*	*6%*	*11%*	*13%*	*12%*	*9%*	**17%abdj**	*8%*	*12%*	*13%*	*11%*
Occasionally	**1817**	164	91	174	197	170	76	112	83	173	206	327	45
	60%km	**61%m**	*61%*	**65%km**	*57%*	*62%*	*63%*	*63%*	*56%*	**66%km**	*52%*	*61%*	*53%*
Never	**770**	67	42	60	92	62	29	49	31	56	130	129	25
	25%	*25%*	*28%*	*22%*	*27%*	*23%*	*24%*	*28%*	*21%*	*22%*	**32%i**	*24%*	**29%i**
Don't know	**7**	-	-	-	1	-	2	-	1	2	-	2	*
	*	-	-	-	*	-	*1%*	-	*	*1%*	-	*	*
Don't receive this channel	**97**	7	3	17	14	5	-	2	8	8	16	12	5
	3%	*3%*	*2%*	*7%*	*4%*	*2%*	-	*1%*	**6%agl**	*3%*	*4%*	*2%*	**6%abfghl**

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 91

Q13 How often do you watch BBC1?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Regularly	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123	1467	1359	127	76	38
	53%	*51%*	*54%*	*38%*	*43%*	**54%cd**	**59%cd**	**59%cd**	**62%cd**	*56%*	*51%*	*54%*	*58%*	*52%*	*47%*	*54%*	**54%s**	*48%*	*51%*	*45%*
Occasionally	**1244**	621	623	254	236	222	176	140	217	300	617	328	188	1056	111	1124	1021	122	63	38
	41%	*42%*	*40%*	**56%efgh**	**49%efgh**	*39%*	*35%*	*35%*	*35%*	*39%*	*43%*	*40%*	*38%*	*42%*	*42%*	*41%*	*40%*	*46%*	*42%*	*45%*
Never	**102**	46	55	17	26	17	17	15	10	22	53	27	17	85	24	76	82	13	2	5
	3%	*3%*	*4%*	*4%*	**5%h**	*3%*	*3%*	*4%*	*2%*	*3%*	*4%*	*3%*	*3%*	*3%*	**9%o**	*3%*	*3%*	**5%r**	*2%*	**5%r**
Don't know	**3**	3	-	2	-	-	-	2	-	-	2	2	-	3	-	2	3	-	-	-
	*******	***	*-*	***	*-*	*-*	*-*	***	*-*	*-*	***	***	*-*	***	*-*	***	***	*-*	*-*	*-*
Don't receive this channel	**78**	48	30	11	15	24	10	8	10	19	41	19	6	73	3	73	63	5	7	4
	3%	*3%*	*2%*	*2%*	*3%*	*4%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	*3%*	*1%*	*3%*	*2%*	*2%*	**5%pq**	**4%q**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 92

Q13 How often do you watch BBC1?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Regularly	**1601**	205	1101	268	120	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
	53%	**62%b**	*53%*	*57%*	*55%*	*53%*	*52%*	*55%*	*54%*	*69%*	*70%*	**55%l**	*48%*	**56%n**	*49%*	*54%*	*54%*	*55%*	*49%*	**56%t**	*49%*
Occasionally	**1244**	119	927	183	80	1164	794	294	356	342	96	873	371	619	622	371	593	229	521	665	557
	41%	*36%*	*44%*	*39%*	*36%*	*41%*	*42%*	*40%*	*41%*	*29%*	*29%*	*39%*	**46%k**	*38%*	**44%m**	*40%*	*40%*	*37%*	**46%q**	*38%*	**46%s**
Never	**102**	8	64	15	11	90	61	23	29	31	2	70	31	49	53	34	47	27	28	62	38
	3%	*2%*	*3%*	*3%*	*5%*	*3%*	*3%*	*3%*	*3%*	*3%*	*1%*	*3%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	*2%*	*3%*	*3%*
Don't know	**3**	-	2	-	2	2	2	-	-	-	2	2	2	-	3	2	-	-	2	-	3
	*******	-	*	-	*1%*	*	*	-	-	-	*	*	*	-	*	*	-	-	*	-	*
Don't receive this channel	**78**	-	-	-	7	71	52	16	17	-	-	59	19	39	39	18	42	17	28	50	28
	3%	-	-	-	*3%*	*3%*	*3%*	*2%*	*2%*	-	-	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 93

Q13 How often do you watch BBC1?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Regularly	**1601**	127	69	129	172	160	69	87	76	152	215	305	38
	53%m	*48%*	*46%*	*49%*	*50%*	**59%m**	*57%*	*48%*	*51%*	**59%m**	*54%*	**57%m**	*45%*
Occasionally	**1244**	122	72	110	142	101	47	89	63	97	150	212	38
	41%	*46%*	*48%*	*41%*	*42%*	*37%*	*39%*	*50%*	*42%*	*37%*	*38%*	*39%*	*45%*
Never	**102**	13	8	10	17	8	5	1	2	3	19	11	5
	3%	**5%i**	*5%*	*4%*	*5%*	*3%*	*4%*	*1%*	*2%*	*1%*	*5%*	*2%*	**5%hijl**
Don't know	**3**	-	-	-	-	-	-	-	-	-	-	3	-
	*	-	-	-	-	-	-	-	-	-	-	*1%*	-
Don't receive this channel	**78**	5	-	17	11	3	-	2	7	8	14	8	4
	3%	*2%*	-	**7%abfl**	*3%*	*1%*	-	*1%*	**5%bcfl**	*3%*	*4%*	*1%*	**4%bcfgl**

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 94

Q13 How often do you watch BBC2?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Regularly	**642**	339	303	41	80	99	123	110	189	192	282	169	91	551	44	597	546	50	33	13
	21%	*23%*	*19%*	*9%*	**17%c**	**17%c**	**25%cd**	**27%cde**	**31%cde**	**25%j**	*19%*	*21%*	*18%*	*22%*	*17%*	*22%*	**22%s**	*19%*	*22%*	*16%*
Occasionally	**1825**	883	943	285	296	345	295	241	363	471	872	483	317	1508	134	1675	1521	165	90	49
	60%	*60%*	*61%*	*63%*	*61%*	*61%*	*59%*	*60%*	*59%*	*61%*	*60%*	*60%*	*64%*	*60%*	*51%*	*61%*	*60%*	*62%*	*60%*	*58%*
Never	**476**	199	277	118	94	98	69	42	55	85	255	136	84	392	78	393	392	47	19	18
	16%	*14%*	**18%a**	**26%efgh**	**19%gh**	**17%gh**	*14%*	*10%*	*9%*	*11%*	**18%i**	**17%i**	*17%*	*16%*	**30%o**	*14%*	*16%*	*18%*	*13%*	**21%pr**
Don't know	**6**	5	2	-	-	3	*	2	2	*	2	5	2	5	2	3	6	-	-	*
	**	*	*	-	-	*1%*	*	*	*	*	*	*1%*	*	*	*1%*	*	*	-	-	*
Don't receive this channel	**78**	48	30	11	15	24	10	8	10	19	41	19	6	73	3	73	63	5	7	4
	3%	*3%*	*2%*	*2%*	*3%*	*4%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	*3%*	*1%*	*3%*	*2%*	*2%*	**5%pq**	**4%q**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 95

Q13 How often do you watch BBC2?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Regularly	**642**	81	429	115	58	584	362	168	205	286	95	494	148	357	283	224	291	139	187	383	245
	21%	*24%*	*20%*	*25%*	*27%*	*21%*	*19%*	*23%*	*23%*	*24%*	*28%*	*22%*	*18%*	*22%*	*20%*	*24%*	*20%*	**23%r**	*16%*	*22%*	*20%*
Occasionally	**1825**	197	1320	288	127	1698	1130	465	551	729	199	1310	515	958	861	508	934	352	701	1005	796
	60%	*59%*	*63%*	*62%*	*58%*	*60%*	*60%*	*63%*	*63%*	*62%*	*59%*	*59%*	*64%*	*60%*	*61%*	*55%*	**63%o**	*58%*	*62%*	*57%*	**65%s**
Never	**476**	54	342	61	26	450	342	85	105	168	42	356	120	252	221	168	219	101	221	322	147
	16%	*16%*	*16%*	*13%*	*12%*	*16%*	**18%gh**	*12%*	*12%*	*14%*	*13%*	*16%*	*15%*	*16%*	*16%*	*18%*	*15%*	*17%*	*19%*	**18%t**	*12%*
Don't know	**6**	*	3	2	2	5	3	2	2	2	-	2	5	2	5	1	3	1	2	3	3
	**	*	*	*	*1%*	*	*	*	*	*	-	*	*1%*	*	*	*	*	*	*	*	*
Don't receive this channel	**78**	-	-	-	7	71	52	16	17	-	-	59	19	39	39	18	42	17	28	50	28
	3%	-	-	-	*3%*	*3%*	*3%*	*2%*	*2%*	-	-	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 96

Q13 How often do you watch BBC2?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Regularly	**642**	50	27	44	68	53	21	44	33	63	96	131	13
	21%	*19%*	*18%*	*16%*	*20%*	*19%*	*17%*	*25%*	*22%*	*24%*	*24%*	**24%m**	*16%*
Occasionally	**1825**	165	90	165	174	180	86	116	90	162	216	333	49
	60%e	**62%e**	*61%*	*62%*	*51%*	**66%e**	**71%e**	*65%*	*60%*	*62%*	*54%*	**62%e**	*58%*
Never	**476**	47	31	40	90	36	15	16	19	26	74	64	18
	16%	*18%*	*21%*	*15%*	**26%adfhijl**	*13%*	*12%*	*9%*	*13%*	*10%*	*19%*	*12%*	**21%ahijl**
Don't know	**6**	-	-	-	-	-	-	2	-	2	-	3	*
	*	-	-	-	-	-	-	*1%*	-	*1%*	-	*1%*	*
Don't receive this channel	**78**	5	-	17	11	3	-	2	7	8	14	8	4
	3%	*2%*	-	**7%abfl**	*3%*	*1%*	-	*1%*	**5%bcfl**	*3%*	*4%*	*1%*	**4%bcfgl**

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Q13 How often do you watch BBC3?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Regularly	**306**	135	170	88	33	75	34	28	47	76	134	96	59	247	55	251	265	23	14	5
	10%	*9%*	*11%*	***19%dfgh***	*7%*	***13%dfgh***	*7%*	*7%*	*8%*	*10%*	*9%*	*12%*	*12%*	*10%*	***21%o***	*9%*	***10%s***	*9%*	*9%*	*6%*
Occasionally	**1498**	747	750	255	262	260	245	200	276	391	729	377	244	1254	107	1380	1231	144	82	40
	49%	*51%*	*48%*	***56%eh***	***54%h***	*46%*	*49%*	*50%*	*45%*	*51%*	*50%*	*46%*	*49%*	*50%*	*41%*	*50%*	*49%*	*54%*	*55%*	*48%*
Never	**909**	427	482	80	147	184	186	118	194	236	463	210	176	733	84	819	759	79	40	31
	30%	*29%*	*31%*	*18%*	***30%c***	***32%c***	***37%c***	***29%c***	***31%c***	*31%*	***32%k***	*26%*	*35%*	*29%*	*32%*	*30%*	*30%*	*30%*	*27%*	***37%pr***
Don't know	**22**	8	14	2	*	6	2	4	7	6	5	10	2	20	1	19	19	3	1	*
	1%	*1%*	*1%*	*	*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*
Don't receive this channel	**293**	156	138	30	42	44	30	52	95	57	118	118	18	276	14	273	255	18	12	8
	10%	*11%*	*9%*	*7%*	*9%*	*8%*	*6%*	***13%cf***	***15%cdef***	*7%*	*8%*	***15%ij***	*4%*	***11%l***	*5%*	*10%*	*10%*	*7%*	*8%*	*10%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

* = Less than .5

J20427 PSB Tracker 2013

Table 98

Q13 How often do you watch BBC3?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Regularly	**306**	67	208	28	-	306	199	85	102	162	73	241	65	158	148	109	122	73	113	174	126
	10%	**20%bc**	*10%*	*6%*	-	**11%d**	**11%d**	**12%d**	**12%d**	*14%*	**22%i**	*11%*	*8%*	*10%*	*10%*	*12%*	*8%*	*12%*	*10%*	*10%*	*10%*
Occasionally	**1498**	152	1080	244	-	1498	1003	388	471	581	136	1110	387	838	655	478	754	297	640	855	629
	49%	*46%*	*52%*	*52%*	-	**53%d**	**53%d**	**53%d**	**54%d**	*49%*	*40%*	*50%*	*48%*	**52%n**	*46%*	*52%*	*51%*	*49%*	*56%*	*48%*	*52%*
Never	**909**	94	634	160	-	909	620	242	283	356	96	698	211	506	400	260	490	218	349	593	303
	30%	*28%*	*30%*	*34%*	-	**32%d**	**33%d**	**33%d**	**32%d**	*30%*	*29%*	*31%*	*26%*	*31%*	*28%*	*28%*	*33%*	*36%*	*31%*	**34%t**	*25%*
Don't know	**22**	2	18	-	-	22	15	5	7	7	3	11	11	6	16	5	11	5	7	13	7
	1%	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't receive this channel	**293**	18	153	35	220	73	52	16	17	80	28	161	133	101	190	67	113	17	30	130	153
	10%	*5%*	*7%*	*7%*	**100%efgh**	*3%*	*3%*	*2%*	*2%*	*7%*	*8%*	*7%*	**16%k**	*6%*	**13%m**	*7%*	*8%*	*3%*	*3%*	*7%*	**13%s**

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 99

Q13 How often do you watch BBC3?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Regularly	**306**	23	16	28	26	33	7	13	14	20	68	54	5
	10%m	*9%*	*10%*	*11%*	*8%*	*12%*	*5%*	*7%*	*9%*	*8%*	**17%abeijm**	*10%*	*6%*
Occasionally	**1498**	144	78	126	160	128	67	104	82	132	172	266	40
	49%	**54%k**	*53%*	*47%*	*47%*	*47%*	*55%*	**58%k**	**55%k**	*51%*	*43%*	*49%*	*48%*
Never	**909**	79	47	72	111	83	40	46	40	65	111	183	31
	30%	*30%*	*32%*	*27%*	*33%*	*31%*	*33%*	*26%*	*27%*	*25%*	*28%*	*34%*	**37%aijk**
Don't know	**22**	3	1	3	5	-	3	-	1	3	3	-	*
	1%	*1%*	*1%*	*1%*	*1%*	-	**3%l**	-	*	*1%*	*1%*	-	*
Don't receive this channel	**293**	18	6	37	40	29	5	16	12	40	46	36	8
	10%	*7%*	*4%*	**14%l**	*12%*	*10%*	*4%*	*9%*	*8%*	**15%bcl**	*12%*	*7%*	*10%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 100

Q13 How often do you watch BBC4?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Regularly	**166**	79	86	9	18	32	29	36	41	51	58	56	21	144	10	154	144	12	6	3
	5%	*5%*	*6%*	*2%*	*4%*	*6%*	*6%*	**9%cd**	**7%c**	*7%*	*4%*	**7%j**	*4%*	*6%*	*4%*	*6%*	*6%*	*4%*	*4%*	*3%*
Occasionally	**1284**	661	623	188	201	204	206	180	305	356	586	342	168	1116	82	1191	1060	121	72	32
	42%	*45%*	*40%*	*41%*	*41%*	*36%*	*41%*	*45%*	**49%e**	*46%*	*40%*	*42%*	*34%*	**44%l**	*31%*	**43%n**	*42%*	*45%*	**48%s**	*37%*
Never	**1248**	560	688	222	221	280	224	128	173	297	665	286	283	965	148	1095	1037	113	56	42
	41%	*38%*	**44%a**	**49%gh**	**46%gh**	**49%gh**	**45%gh**	*32%*	*28%*	*39%*	**46%ik**	*35%*	**57%m**	*38%*	**57%o**	*40%*	*41%*	*42%*	*38%*	**49%pr**
Don't know	**37**	16	21	6	2	10	8	7	4	6	23	8	9	28	8	29	32	2	2	1
	1%	*1%*	*1%*	*1%*	*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't receive this channel	**293**	156	138	30	42	44	30	52	95	57	118	118	18	276	14	273	255	18	12	8
	10%	*11%*	*9%*	*7%*	*9%*	*8%*	*6%*	**13%cf**	**15%cdef**	*7%*	*8%*	**15%jk**	*4%*	**11%l**	*5%*	*10%*	*10%*	*7%*	*8%*	*10%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 101

Q13 How often do you watch BBC4?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Regularly	**166**	26	103	28	-	166	87	60	74	73	45	136	30	93	73	70	62	47	34	91	70
	5%	*8%*	*5%*	*6%*	-	**6%d**	**5%d**	**8%df**	**8%df**	*6%*	**13%i**	*6%*	*4%*	*6%*	*5%*	**8%p**	*4%*	**8%r**	*3%*	*5%*	*6%*
Occasionally	**1284**	136	920	209	-	1284	817	367	447	513	122	943	341	695	586	367	650	218	536	710	564
	42%	*41%*	*44%*	*45%*	-	**46%d**	**43%d**	**50%d**	**51%df**	*43%*	*36%*	*42%*	*42%*	*43%*	*42%*	*40%*	*44%*	*36%*	**47%q**	*40%*	**46%s**
Never	**1248**	150	889	188	-	1248	905	285	333	505	135	955	293	699	543	407	640	316	525	809	418
	41%	*45%*	*42%*	*40%*	-	**44%dh**	**48%dgh**	**39%d**	**38%d**	*43%*	*40%*	**43%l**	*36%*	*43%*	*39%*	*44%*	*43%*	*52%*	*46%*	**46%t**	*34%*
Don't know	**37**	2	28	7	-	37	29	8	8	15	7	26	11	21	16	8	25	12	14	23	12
	1%	*	*1%*	*1%*	-	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*
Don't receive this channel	**293**	18	153	35	220	73	52	16	17	80	28	161	133	101	190	67	113	17	30	130	153
	10%	*5%*	*7%*	*7%*	**100%efgh**	*3%*	*3%*	*2%*	*2%*	*7%*	*8%*	*7%*	**16%k**	*6%*	**13%m**	*7%*	*8%*	*3%*	*3%*	*7%*	**13%s**

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 102

Q13 How often do you watch BBC4?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Regularly	**166**	12	11	9	14	17	5	10	6	18	35	26	3
	5%	*4%*	*7%*	*3%*	*4%*	*6%*	*4%*	*5%*	*4%*	*7%*	**9%m**	*5%*	*3%*
Occasionally	**1284**	121	59	123	138	119	52	93	72	97	134	245	32
	42%k	**45%k**	*40%*	**46%k**	*40%*	*44%*	*43%*	**52%km**	**48%km**	*37%*	*34%*	**45%k**	*37%*
Never	**1248**	113	69	95	147	107	56	61	56	102	178	221	42
	41%	*42%*	*47%*	*36%*	*43%*	*39%*	*46%*	*34%*	*38%*	*39%*	*45%*	*41%*	**49%adhi**
Don't know	**37**	2	3	2	3	1	3	-	2	3	6	11	1
	1%	*1%*	*2%*	*1%*	*1%*	*1%*	*3%*	-	*1%*	*1%*	*2%*	*2%*	*1%*
Don't receive this channel	**293**	18	6	37	40	29	5	16	12	40	46	36	8
	10%	*7%*	*4%*	**14%l**	*12%*	*10%*	*4%*	*9%*	*8%*	**15%bcl**	*12%*	*7%*	*10%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 103

Q13 How often do you watch BBC News?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Regularly	**790**	396	393	87	83	147	150	117	206	214	369	206	130	659	87	696	652	75	40	23
	26%	*27%*	*25%*	*19%*	*17%*	**26%d**	**30%cd**	**29%cd**	**33%cd**	*28%*	*25%*	*25%*	*26%*	*26%*	*33%*	*25%*	*26%*	*28%*	*27%*	*27%*
Occasionally	**1163**	574	589	186	218	223	188	138	210	315	548	301	189	974	89	1067	965	112	57	30
	38%	*39%*	*38%*	*41%*	**45%gh**	*39%*	*38%*	*34%*	*34%*	*41%*	*38%*	*37%*	*38%*	*39%*	*34%*	*39%*	*38%*	*42%*	*38%*	*35%*
Never	**778**	345	433	150	141	156	129	95	107	178	413	186	162	616	69	704	654	61	39	24
	26%	*23%*	*28%*	**33%gh**	**29%h**	**27%h**	**26%h**	*24%*	*17%*	*23%*	*28%*	*23%*	**32%m**	*24%*	*27%*	*26%*	*26%*	*23%*	*26%*	*29%*
Don't know	**3**	2	2	2	-	-	-	-	2	2	2	-	-	3	2	2	3	-	*	-
	**	*	*	*	-	-	-	-	*	*	*	-	-	*	*1%*	*	*	-	*	-
Don't receive this channel	**293**	156	138	30	42	44	30	52	95	57	118	118	18	276	14	273	255	18	12	8
	10%	*11%*	*9%*	*7%*	*9%*	*8%*	*6%*	**13%cf**	**15%cdef**	*7%*	*8%*	**15%ij**	*4%*	**11%l**	*5%*	*10%*	*10%*	*7%*	*8%*	*10%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 104

Q13 How often do you watch BBC News?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Regularly	**790**	117	517	146	-	790	521	208	261	367	108	603	187	413	374	238	398	180	289	488	291
	26%	**35%b**	*25%*	*31%*	-	**28%d**	**28%d**	**28%d**	**30%d**	*31%*	*32%*	*27%*	*23%*	*26%*	*27%*	*26%*	*27%*	*30%*	*25%*	*28%*	*24%*
Occasionally	**1163**	112	876	157	-	1163	814	281	333	441	108	878	286	670	492	334	609	236	527	679	470
	38%	*34%*	**42%c**	*34%*	-	**41%d**	**43%d**	**38%d**	**38%d**	*37%*	*32%*	*40%*	*35%*	**42%n**	*35%*	*36%*	*41%*	*39%*	**46%q**	*38%*	*39%*
Never	**778**	84	545	129	-	778	500	229	267	296	93	577	201	425	349	279	368	176	290	464	304
	26%	*25%*	*26%*	*28%*	-	**28%d**	**26%d**	**31%d**	**30%d**	*25%*	*28%*	*26%*	*25%*	*26%*	*25%*	*30%*	*25%*	*29%*	*25%*	*26%*	*25%*
Don't know	**3**	2	2	-	-	3	2	1	1	*	-	3	*	-	3	1	2	-	2	3	*
	*	*	*	-	-	*	*	*	*	*	-	*	*	-	*	*	*	-	*	*	*
Don't receive this channel	**293**	18	153	35	220	73	52	16	17	80	28	161	133	101	190	67	113	17	30	130	153
	10%	*5%*	*7%*	*7%*	**100%efgh**	*3%*	*3%*	*2%*	*2%*	*7%*	*8%*	*7%*	**16%k**	*6%*	**13%m**	*7%*	*8%*	*3%*	*3%*	*7%*	**13%s**

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 105

Q13 How often do you watch BBC News?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Regularly	**790**	75	37	75	81	75	32	39	40	62	109	144	23
	26%	*28%*	*25%*	*28%*	*24%*	*27%*	*27%*	*22%*	*27%*	*24%*	*27%*	*27%*	*27%*
Occasionally	**1163**	112	57	96	130	99	50	72	57	97	147	217	30
	38%	*42%*	*39%*	*36%*	*38%*	*36%*	*42%*	*40%*	*38%*	*37%*	*37%*	*40%*	*35%*
Never	**778**	61	48	59	91	68	34	53	39	62	98	141	24
	26%	*23%*	*33%*	*22%*	*27%*	*25%*	*28%*	*29%*	*26%*	*24%*	*25%*	*26%*	*29%*
Don't know	**3**	-	-	-	-	2	-	-	*	-	-	1	-
	*	-	-	-	-	*1%*	-	-	*	-	-	*	-
Don't receive this channel	**293**	18	6	37	40	29	5	16	12	40	46	36	8
	10%	*7%*	*4%*	**14%l**	*12%*	*10%*	*4%*	*9%*	*8%*	**15%bcl**	*12%*	*7%*	*10%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

Q13 How often do you watch each channel? - SUMMARY

Base : All

	ITV1/STV/ITV Wales/UTV	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	3028	3028	3028	3028	3028	3028	3028	3028	3028
Weighted Base	3028	3028	3028	3028	3028	3028	3028	3028	3028
Regularly	1186	586	11	337	1601	642	306	166	790
	39%	*19%*	*	*11%*	*53%*	*21%*	*10%*	*5%*	*26%*
Occasionally	1482	2013	45	1817	1244	1825	1498	1284	1163
	49%	*66%*	*1%*	*60%*	*41%*	*60%*	*49%*	*42%*	*38%*
Never	274	338	84	770	102	476	909	1248	778
	9%	*11%*	*3%*	*25%*	*3%*	*16%*	*30%*	*41%*	*26%*
Don't know	8	12	2	7	3	6	22	37	3
	*	*	*	*	*	*	*1%*	*1%*	*
Don't receive this channel	78	78	2887	97	78	78	293	293	293
	3%	*3%*	*95%*	*3%*	*3%*	*3%*	*10%*	*10%*	*10%*

* = Less than .5

J20427 PSB Tracker 2013

Table 107

Q13S2 SUMMARY - ANY PSB REGULARLY

Base : All

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
ANY PSB REGULARLY (NET)	**2217**	1046	1171	286	310	414	399	315	493	571	1040	606	389	1828	176	2027	1856	194	106	61
	73%	*71%*	*75%*	*63%*	*64%*	**73%c**	**80%cd**	**78%cd**	**80%cd**	*75%*	*72%*	*75%*	*78%*	*72%*	*67%*	*74%*	*73%*	*73%*	*71%*	*72%*
None	**811**	427	384	169	175	156	98	88	126	195	411	205	110	701	86	714	672	73	43	24
	27%	*29%*	*25%*	**37%efgh**	**36%fgh**	*27%*	*20%*	*22%*	*20%*	*25%*	*28%*	*25%*	*22%*	*28%*	*33%*	*26%*	*27%*	*27%*	*29%*	*28%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 108

Q13S2 SUMMARY - ANY PSB REGULARLY

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
ANY PSB REGULARLY (NET)	**2217**	284	1539	363	143	2074	1377	554	667	1186	337	1676	541	1223	984	668	1121	473	794	1344	836
	73%	**86%b**	*74%*	*78%*	*65%*	*74%*	*73%*	**75%d**	**76%d**	*100%*	*100%*	**75%l**	*67%*	**76%n**	*70%*	*73%*	*75%*	**78%r**	*70%*	**76%t**	*69%*
None	**811**	47	554	102	78	733	513	182	212	-	-	545	266	385	424	252	369	137	346	420	382
	27%	*14%*	**26%a**	*22%*	**35%gh**	*26%*	*27%*	*25%*	*24%*	-	-	*25%*	**33%k**	*24%*	**30%m**	*27%*	*25%*	*22%*	**30%q**	*24%*	**31%s**

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

Table 109

Q13S2 SUMMARY - ANY PSB REGULARLY

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
ANY PSB REGULARLY (NET)	**2217**	194	107	188	246	208	92	121	106	193	287	415	61
	73%	*73%*	*72%*	*71%*	*72%*	*76%*	*76%*	*67%*	*71%*	*74%*	*72%*	*77%*	*72%*
None	**811**	73	42	78	96	65	29	58	43	68	112	124	24
	27%	*27%*	*28%*	*29%*	*28%*	*24%*	*24%*	*33%*	*29%*	*26%*	*28%*	*23%*	*28%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

* = Less than .5

J20427 PSB Tracker 2013

Table 110

Q14 So for ITV1/STV/ITV WALES/UTV is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2646**	1250	1396	398	425	495	436	368	524	627	1283	736	460	2186	150	2479	1439	423	380	404
Weighted Base	**2668**	1267	1401	409	416	487	454	352	550	668	1281	719	442	2226	219	2427	2243	225	124	76
Every day	**706**	307	399	76	86	132	128	106	177	135	349	222	124	582	28	674	577	66	34	30
	26%	*24%*	*28%*	*19%*	*21%*	*27%*	**28%c**	**30%c**	**32%cd**	*20%*	**27%i**	**31%i**	*28%*	*26%*	*13%*	**28%n**	*26%*	*29%*	*27%*	**39%pqr**
Most days	**584**	275	309	83	84	133	98	75	111	143	250	191	102	482	37	540	480	58	29	17
	22%	*22%*	*22%*	*20%*	*20%*	*27%*	*22%*	*21%*	*20%*	*21%*	*19%*	**27%j**	*23%*	*22%*	*17%*	*22%*	*21%*	*26%*	*23%*	*22%*
2-3 times a week	**838**	429	410	136	138	137	154	111	163	249	406	184	123	716	89	744	713	68	37	20
	31%	*34%*	*29%*	*33%*	*33%*	*28%*	*34%*	*32%*	*30%*	**37%k**	*32%*	*26%*	*28%*	*32%*	*41%*	*31%*	*32%*	*30%*	*30%*	*27%*
About once a week	**398**	180	218	99	86	64	48	40	61	107	209	83	68	331	51	343	354	22	16	6
	15%	*14%*	*16%*	**24%efgh**	**21%fgh**	*13%*	*11%*	*11%*	*11%*	*16%*	*16%*	*12%*	*15%*	*15%*	**23%o**	*14%*	**16%qs**	*10%*	*13%*	*8%*
Less than once a week	**131**	71	60	14	22	19	24	17	34	32	61	37	24	107	12	117	110	10	8	3
	5%	*6%*	*4%*	*3%*	*5%*	*4%*	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*4%*	*7%*	*4%*
Don't know	**10**	5	5	-	*	2	2	2	4	1	6	3	2	8	2	9	9	1	*	-
	**	*	*	-	*	*	*	*1%*	*1%*	*	*1%*	*	*	*	*1%*	*	*	*	*	-
NET: WEEKLY	**2527**	1191	1336	395	394	466	428	333	511	635	1213	679	416	2110	205	2301	2124	215	116	73
	95%	*94%*	*95%*	*97%*	*95%*	*96%*	*94%*	*94%*	*93%*	*95%*	*95%*	*94%*	*94%*	*95%*	*94%*	*95%*	*95%*	*95%*	*93%*	*96%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 111

Q14 So for ITV1/STV/ITV WALES/UTV is that...?

Base : All that watch this channel regularly/occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2646**	271	1973	364	157	2489	1695	632	762	1235	332	1905	741	1426	1211	758	1347	505	1072	1497	1103
Weighted Base	**2668**	302	1921	406	178	2490	1671	653	786	1186	313	1952	716	1429	1229	783	1338	541	1007	1548	1079
Every day	**706**	103	496	104	44	662	468	157	188	597	151	531	175	427	275	151	403	169	263	463	231
	26%	*34%*	*26%*	*26%*	*25%*	*27%*	*28%*	*24%*	*24%*	*50%*	*48%*	*27%*	*24%*	***30%n***	*22%*	*19%*	***30%o***	*31%*	*26%*	***30%t***	*21%*
Most days	**584**	71	423	78	30	554	379	143	168	398	80	435	148	324	258	168	301	121	224	331	243
	22%	*23%*	*22%*	*19%*	*17%*	*22%*	*23%*	*22%*	*21%*	*34%*	*25%*	*22%*	*21%*	*23%*	*21%*	*21%*	*22%*	*22%*	*22%*	*21%*	*23%*
2-3 times a week	**838**	80	613	134	57	781	483	239	289	155	54	611	228	416	421	269	387	154	294	454	377
	31%	*26%*	*32%*	*33%*	*32%*	*31%*	*29%*	***37%f***	***37%f***	*13%*	*17%*	*31%*	*32%*	*29%*	*34%*	*34%*	*29%*	*28%*	*29%*	*29%*	***35%s***
About once a week	**398**	36	293	64	29	369	258	86	101	27	25	280	118	198	200	144	181	68	179	221	172
	15%	*12%*	*15%*	*16%*	*16%*	*15%*	*15%*	*13%*	*13%*	*2%*	***8%i***	*14%*	*17%*	*14%*	*16%*	*18%*	*14%*	*13%*	*18%*	*14%*	*16%*
Less than once a week	**131**	9	94	24	18	113	75	28	36	9	3	92	39	63	68	51	59	28	43	73	53
	5%	*3%*	*5%*	*6%*	***10%ef***	*5%*	*4%*	*4%*	*5%*	*1%*	*1%*	*5%*	*5%*	*4%*	*5%*	*6%*	*4%*	*5%*	*4%*	*5%*	*5%*
Don't know	**10**	3	2	2	-	10	7	*	3	-	-	3	8	2	7	1	7	1	4	6	3
	*	*1%*	*	*1%*	-	*	*	*	*	-	-	*	***1%k***	*	*1%*	*	*1%*	*	*	*	*
NET: WEEKLY	**2527**	290	1824	380	161	2366	1588	625	746	1177	310	1857	670	1365	1155	731	1272	512	960	1469	1023
	95%	*96%*	*95%*	*93%*	*90%*	*95%*	*95%*	*96%*	*95%*	*99%*	*99%*	*95%*	*94%*	*95%*	*94%*	*93%*	*95%*	*95%*	*95%*	*95%*	*95%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 112

Q14 So for ITV1/STV/ITV WALES/UTV is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2646**	423	87	148	197	163	67	104	380	151	212	310	404
Weighted Base	**2668**	225	135*	229	305	254	108*	168	124	235	339	470	76
Every day	**706**	66	49	64	83	70	23	46	34	45	57	139	30
	26%k	**29%k**	**36%jk**	*28%*	*27%*	*28%*	*21%*	*28%*	**27%k**	*19%*	*17%*	**30%k**	**39%abefgjikl**
Most days	**584**	58	27	54	87	62	28	24	29	48	66	85	17
	22%	*26%*	*20%*	*23%*	**28%hl**	*24%*	*26%*	*14%*	*23%*	*20%*	*19%*	*18%*	*22%*
2-3 times a week	**838**	68	37	64	84	69	32	55	37	86	130	156	20
	31%	*30%*	*28%*	*28%*	*28%*	*27%*	*29%*	*33%*	*30%*	*36%*	**38%m**	*33%*	*27%*
About once a week	**398**	22	16	30	34	42	19	34	16	44	67	67	6
	15%bm	*10%*	*12%*	*13%*	*11%*	**17%m**	*18%*	**20%bm**	*13%*	**19%bm**	**20%bm**	*14%*	*8%*
Less than once a week	**131**	10	5	16	16	11	6	6	8	13	17	20	3
	5%	*4%*	*3%*	*7%*	*5%*	*4%*	*6%*	*4%*	*7%*	*5%*	*5%*	*4%*	*4%*
Don't know	**10**	1	1	1	-	-	-	2	*	-	2	3	-
	*	*	*1%*	*1%*	-	-	-	*1%*	*	-	*	*1%*	-
NET: WEEKLY	**2527**	215	129	212	289	243	102	160	116	223	320	448	73
	95%	*95%*	*96%*	*93%*	*95%*	*96%*	*94%*	*95%*	*93%*	*95%*	*94%*	*95%*	*96%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 113

Q14 So for Channel 4 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2571**	1223	1348	398	406	485	411	361	510	636	1221	714	441	2130	141	2414	1399	429	377	366
Weighted Base	**2600**	1238	1362	399	404	476	433	353	535	685	1216	699	432	2168	204	2375	2179	228	123	69
Every day	**258**	123	134	40	30	61	50	25	52	57	126	74	54	203	29	228	225	17	7	8
	10%	*10%*	*10%*	*10%*	*7%*	*13%*	*12%*	*7%*	*10%*	*8%*	*10%*	*11%*	*13%*	*9%*	*14%*	*10%*	**10%r**	*8%*	*5%*	**12%r**
Most days	**358**	166	193	54	72	74	44	47	67	98	175	86	73	285	30	324	297	31	20	11
	14%	*13%*	*14%*	*13%*	**18%l**	*16%*	*10%*	*13%*	*13%*	*14%*	*14%*	*12%*	*17%*	*13%*	*15%*	*14%*	*14%*	*13%*	*16%*	*16%*
2-3 times a week	**1086**	558	528	154	171	205	183	156	216	292	476	318	196	890	82	998	909	106	45	26
	42%	**45%b**	*39%*	*39%*	*42%*	*43%*	*42%*	*44%*	*40%*	*43%*	*39%*	*46%*	*45%*	*41%*	*40%*	*42%*	*42%*	**46%r**	*36%*	*38%*
About once a week	**639**	274	365	112	89	105	119	88	127	179	310	151	79	560	42	589	534	51	37	17
	25%	*22%*	*27%*	*28%*	*22%*	*22%*	*28%*	*25%*	*24%*	*26%*	*25%*	*22%*	*18%*	**26%l**	*21%*	*25%*	*25%*	*22%*	*30%*	*24%*
Less than once a week	**247**	114	133	39	39	31	35	36	66	60	123	64	29	218	21	225	203	23	15	7
	10%	*9%*	*10%*	*10%*	*10%*	*7%*	*8%*	*10%*	**12%e**	*9%*	*10%*	*9%*	*7%*	*10%*	*10%*	*9%*	*9%*	*10%*	*12%*	*10%*
Don't know	**11**	2	10	-	2	-	2	2	6	-	5	6	-	11	-	11	11	-	*	-
	*	*	*1%*	-	*	-	*	*	*1%*	-	*	*1%*	-	*1%*	-	*	*	-	*	-
NET: WEEKLY	**2341**	1122	1220	360	363	445	396	315	462	625	1087	629	403	1939	184	2139	1965	205	108	62
	90%	*91%*	*90%*	*90%*	*90%*	**93%h**	*91%*	*89%*	*86%*	*91%*	*89%*	*90%*	*93%*	*89%*	*90%*	*90%*	*90%*	*90%*	*88%*	*90%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 114

Q14 So for Channel 4 is that...?

Base : All that watch this channel regularly/occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2571**	271	1889	377	142	2429	1658	620	739	1137	337	1873	698	1400	1162	780	1282	496	1050	1472	1053
Weighted Base	**2600**	298	1847	420	164	2435	1635	643	765	1104	316	1911	689	1399	1192	800	1274	532	985	1509	1050
Every day	**258**	49	166	40	30	228	165	47	62	159	84	197	61	135	123	81	121	65	88	171	81
	10%	***16%b***	*9%*	*9%*	***18%efgh***	*9%*	*10%*	*7%*	*8%*	*14%*	***27%i***	*10%*	*9%*	*10%*	*10%*	*10%*	*10%*	*12%*	*9%*	***11%t***	*8%*
Most days	**358**	43	251	58	33	326	236	64	85	198	67	280	78	222	137	118	176	84	127	212	141
	14%	*14%*	*14%*	*14%*	***20%g***	*13%*	*14%*	*10%*	*11%*	*18%*	*21%*	*15%*	*11%*	***16%n***	*11%*	*15%*	*14%*	*16%*	*13%*	*14%*	*13%*
2-3 times a week	**1086**	124	787	162	54	1032	658	316	364	494	119	814	272	577	503	334	537	220	389	591	485
	42%	*41%*	*43%*	*39%*	*33%*	*42%*	*40%*	***49%df***	***48%df***	*45%*	*38%*	*43%*	*40%*	*41%*	*42%*	*42%*	*42%*	*41%*	*39%*	*39%*	***46%s***
About once a week	**639**	66	455	111	27	613	414	157	185	193	29	455	184	340	296	194	310	113	275	387	242
	25%	*22%*	*25%*	*27%*	*16%*	*25%*	*25%*	*24%*	*24%*	***17%j***	*9%*	*24%*	*27%*	*24%*	*25%*	*24%*	*24%*	*21%*	*28%*	*26%*	*23%*
Less than once a week	**247**	16	183	45	21	226	155	59	66	58	16	160	87	120	127	73	124	48	100	143	98
	10%	*5%*	*10%*	*11%*	*13%*	*9%*	*9%*	*9%*	*9%*	*5%*	*5%*	*8%*	***13%k***	*9%*	*11%*	*9%*	*10%*	*9%*	*10%*	*9%*	*9%*
Don't know	**11**	1	3	3	-	11	8	-	3	3	2	5	6	5	6	-	5	2	5	5	3
	*	*	*	*1%*	-	*	*	-	*	*	*	*	*1%*	*	*1%*	-	*	*	*	*	*
NET: WEEKLY	**2341**	281	1660	372	143	2198	1472	584	696	1043	299	1745	596	1274	1058	727	1145	482	880	1360	948
	90%	*94%*	*90%*	*88%*	*87%*	*90%*	*90%*	*91%*	*91%*	*94%*	*95%*	***91%l***	*86%*	*91%*	*89%*	*91%*	*90%*	*91%*	*89%*	*90%*	*90%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 115

Q14 So for Channel 4 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2571**	429	80	146	181	153	67	98	377	153	204	317	366
Weighted Base	**2600**	228	124*	226	280	238	108*	158*	123	238	326	481	69
Every day	**258**	17	14	27	23	22	13	11	7	21	38	56	8
	10%i	*8%*	*11%*	*12%*	*8%*	*9%*	*12%*	*7%*	*5%*	*9%*	*12%*	**12%i**	**12%i**
Most days	**358**	31	20	30	34	30	17	16	20	34	42	74	11
	14%	*13%*	*16%*	*13%*	*12%*	*13%*	*15%*	*10%*	*16%*	*14%*	*13%*	*15%*	*16%*
2-3 times a week	**1086**	106	50	84	139	106	34	65	45	91	145	195	26
	42%	**46%i**	*40%*	*37%*	**50%i**	*45%*	*31%*	*41%*	*36%*	*38%*	*45%*	*41%*	*38%*
About once a week	**639**	51	33	60	61	55	34	45	37	68	76	103	17
	25%	*22%*	*26%*	*27%*	*22%*	*23%*	*31%*	*28%*	**30%I**	*29%*	*23%*	*21%*	*24%*
Less than once a week	**247**	23	8	23	24	23	11	18	15	23	23	50	7
	10%	*10%*	*6%*	*10%*	*8%*	*10%*	*10%*	*11%*	*12%*	*10%*	*7%*	*10%*	*10%*
Don't know	**11**	-	-	1	-	2	-	3	*	-	2	3	-
	*	-	-	*1%*	-	*1%*	-	*2%*	*	-	*	*1%*	-
NET: WEEKLY	**2341**	205	116	202	257	213	97	136	108	215	302	428	62
	90%	*90%*	*94%*	*89%*	*92%*	*90%*	*90%*	*86%*	*88%*	*90%*	*93%*	*89%*	*90%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 116

Q14 So for S4C if that...?

Base : All that watch this channel regularly/occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**172**	91	81	18	25	30	34	25	40	35	93	44	30	142	3	168	-	-	172	-
Weighted Base	**56**	30*	26*	6**	9**	10**	11*	8**	12*	12*	30*	14*	10**	46	1**	55	-**	-**	56	-**
Every day	**5**	2	4	1	1	1	*	*	2	2	2	2	1	4	*	5	-	-	5	-
	10%	*6%*	*15%*	*11%*	*8%*	*13%*	*3%*	*4%*	*17%*	*14%*	*7%*	*11%*	*10%*	*10%*	*34%*	*9%*	-	-	*10%*	-
Most days	**5**	3	3	1	*	*	1	1	1	*	4	1	1	4	-	5	-	-	5	-
	9%	*9%*	*10%*	*17%*	*4%*	*3%*	*9%*	*16%*	*10%*	*3%*	*13%*	*7%*	*10%*	*9%*	-	*9%*	-	-	*9%*	-
2-3 times a week	**12**	6	7	1	2	3	2	2	2	2	7	3	2	10	-	12	-	-	12	-
	22%	*19%*	*26%*	*11%*	*24%*	*27%*	*20%*	*28%*	*20%*	*17%*	*25%*	*20%*	*23%*	*22%*	-	*23%*	-	-	*22%*	-
About once a week	**16**	10	6	1	3	2	4	2	3	4	9	4	4	12	*	16	-	-	16	-
	29%	*33%*	*23%*	*22%*	*40%*	*20%*	*39%*	*28%*	*23%*	*32%*	*28%*	*27%*	*37%*	*27%*	*33%*	*29%*	-	-	*29%*	-
Less than once a week	**17**	10	7	2	2	4	3	2	3	4	8	4	2	15	*	16	-	-	17	-
	30%	*33%*	*26%*	*39%*	*24%*	*37%*	*29%*	*24%*	*28%*	*34%*	*27%*	*32%*	*20%*	*32%*	*33%*	*29%*	-	-	*30%*	-
Don't know	*	*	-	-	-	-	-	-	*	-	-	*	-	*	-	*	-	-	*	-
	1%	*1%*	-	-	-	-	-	-	*2%*	-	-	*2%*	-	*1%*	-	*1%*	-	-	*1%*	-
NET: WEEKLY	**39**	20	19	4	6	7	8	6	8	8	22	9	8	31	1	38	-	-	39	-
	70%	*66%*	*74%*	*61%*	*76%*	*63%*	*71%*	*76%*	*70%*	*66%*	*73%*	*66%*	*80%*	*67%*	*67%*	*70%*	-	-	*70%*	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 117

Q14 So for S4C if that...?

Base : All that watch this channel regularly/occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**172**	14	135	21	4	168	114	41	50	67	33	123	49	95	76	57	74	30	77	93	71
Weighted Base	**56**	5**	44	7**	1**	55	37	13*	16*	22*	11*	41	15*	31*	24*	19*	24*	10**	25*	31*	23*
Every day	**5**	1	4	1	-	5	3	2	2	4	2	5	1	3	2	1	3	2	2	4	2
	10%	*14%*	*9%*	*10%*	-	*10%*	*9%*	*12%*	*12%*	*16%*	*15%*	*11%*	*6%*	*10%*	*9%*	*7%*	*12%*	*17%*	*6%*	*12%*	*8%*
Most days	**5**	1	5	-	*	5	4	*	1	2	1	3	2	2	3	2	2	1	3	1	4
	9%	*14%*	*10%*	-	*24%*	*9%*	*10%*	*2%*	*6%*	*9%*	*9%*	*8%*	*12%*	*6%*	*13%*	*11%*	*7%*	*7%*	*12%*	*3%*	***17%s***
2-3 times a week	**12**	1	10	2	-	12	8	4	5	5	3	9	4	7	5	4	5	2	5	6	6
	22%	*14%*	*23%*	*24%*	-	*22%*	*20%*	*34%*	*30%*	*22%*	*27%*	*21%*	*24%*	*23%*	*21%*	*23%*	*22%*	*16%*	*21%*	*19%*	*26%*
About once a week	**16**	2	11	3	1	15	12	3	4	7	4	12	4	8	8	7	5	3	7	10	4
	29%	*36%*	*25%*	*42%*	*50%*	*28%*	*32%*	*20%*	*23%*	*30%*	*34%*	*29%*	*26%*	*26%*	*32%*	*37%*	*19%*	*31%*	*28%*	*33%*	*18%*
Less than once a week	**17**	1	14	1	*	16	11	4	5	5	2	12	5	11	6	4	10	3	8	10	7
	30%	*21%*	*32%*	*20%*	*27%*	*30%*	*28%*	*31%*	*30%*	*22%*	*15%*	*30%*	*29%*	*35%*	*24%*	*23%*	*39%*	*29%*	*32%*	*32%*	*29%*
Don't know	*	-	-	*	-	*	*	-	-	-	-	-	*	-	*	-	*	-	*	-	*
	1%	-	-	*4%*	-	*1%*	*1%*	-	-	-	-	-	*2%*	-	*1%*	-	*1%*	-	*1%*	-	*1%*
NET: WEEKLY	**39**	4	30	5	1	38	26	9	11	17	9	28	11	21	18	15	14	7	17	21	16
	70%	*79%*	*68%*	*76%*	*73%*	*70%*	*71%*	*69%*	*70%*	*78%*	*85%*	*70%*	*69%*	*65%*	*75%*	*77%*	*59%*	*71%*	*67%*	*68%*	*70%*

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

* = Less than .5

J20427 PSB Tracker 2013

Table 118

Q14 So for S4C if that...?

Base : All that watch this channel regularly/occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**172**	-	-	-	-	-	-	-	172	-	-	-	-
Weighted Base	**56**	-**	-**	-**	-**	-**	-**	-**	56	-**	-**	-**	-**
Every day	**5**	-	-	-	-	-	-	-	5	-	-	-	-
	10%	-	-	-	-	-	-	-	*10%*	-	-	-	-
Most days	**5**	-	-	-	-	-	-	-	5	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
2-3 times a week	**12**	-	-	-	-	-	-	-	12	-	-	-	-
	22%	-	-	-	-	-	-	-	*22%*	-	-	-	-
About once a week	**16**	-	-	-	-	-	-	-	16	-	-	-	-
	29%	-	-	-	-	-	-	-	*29%*	-	-	-	-
Less than once a week	**17**	-	-	-	-	-	-	-	17	-	-	-	-
	30%	-	-	-	-	-	-	-	*30%*	-	-	-	-
Don't know	*	-	-	-	-	-	-	-	*	-	-	-	-
	1%	-	-	-	-	-	-	-	*1%*	-	-	-	-
NET: WEEKLY	**39**	-	-	-	-	-	-	-	39	-	-	-	-
	70%	-	-	-	-	-	-	-	*70%*	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 119

Q14 So for Channel 5 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2141**	1038	1103	326	323	410	353	298	431	493	1037	611	378	1763	104	2024	1154	363	331	293
Weighted Base	**2154**	1040	1114	316	323	406	365	288	456	514	1033	606	368	1786	147*	1989	1797	193	109	55
Every day	**173**	57	117	20	19	44	32	21	37	37	84	53	47	127	15	157	145	13	10	5
	8%	*5%*	***10%a***	*6%*	*6%*	*11%*	*9%*	*7%*	*8%*	*7%*	*8%*	*9%*	***13%m***	*7%*	*10%*	*8%*	*8%*	*7%*	*9%*	*9%*
Most days	**213**	104	109	41	35	45	29	19	43	59	88	65	39	174	10	200	179	17	11	6
	10%	*10%*	*10%*	*13%*	*11%*	*11%*	*8%*	*7%*	*9%*	*11%*	*9%*	*11%*	*11%*	*10%*	*7%*	*10%*	*10%*	*9%*	*10%*	*11%*
2-3 times a week	**792**	404	388	133	111	141	120	118	170	177	371	244	107	685	45	744	650	81	42	19
	37%	*39%*	*35%*	*42%*	*34%*	*35%*	*33%*	*41%*	*37%*	*34%*	*36%*	*40%*	*29%*	***38%l***	*31%*	*37%*	*36%*	*42%*	*39%*	*35%*
About once a week	**610**	304	306	79	101	122	119	75	115	158	305	147	119	492	53	548	520	46	28	16
	28%	*29%*	*27%*	*25%*	*31%*	*30%*	*33%*	*26%*	*25%*	*31%*	*30%*	*24%*	*32%*	*28%*	*36%*	*28%*	*29%*	*24%*	*26%*	*29%*
Less than once a week	**355**	167	188	44	57	53	63	51	87	83	177	94	56	299	24	330	294	35	17	8
	16%	*16%*	*17%*	*14%*	*18%*	*13%*	*17%*	*18%*	*19%*	*16%*	*17%*	*16%*	*15%*	*17%*	*17%*	*17%*	*16%*	*18%*	*16%*	*15%*
Don't know	**10**	3	7	-	-	2	2	3	3	*	7	4	*	10	-	10	9	1	-	1
	*****	***	*1%*	-	-	*1%*	***	*1%*	*1%*	***	*1%*	*1%*	***	*1%*	-	*1%*	*1%*	***	-	*1%*
NET: WEEKLY	**1789**	869	919	272	266	351	301	234	365	431	849	508	312	1477	123	1649	1494	158	91	46
	83%	*84%*	*83%*	*86%*	*82%*	*86%*	*82%*	*81%*	*80%*	*84%*	*82%*	*84%*	*85%*	*83%*	*83%*	*83%*	*83%*	*82%*	*84%*	*84%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 120

Q14 So for Channel 5 is that...?

Base : All that watch this channel regularly/occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2141**	218	1587	304	118	2023	1369	526	629	1000	360	1532	609	1148	984	602	1089	403	877	1206	909
Weighted Base	**2154**	238	1547	336	135*	2019	1320	563	672	970	337	1549	604	1135	1011	608	1081	431	801	1233	897
Every day	**173**	36	116	19	20	153	99	43	53	123	128	128	45	94	79	43	90	33	60	114	58
	8%	**15%bc**	*8%*	*6%*	*15%*	*8%*	*8%*	*8%*	*8%*	*13%*	**38%i**	*8%*	*7%*	*8%*	*8%*	*7%*	*8%*	*8%*	*8%*	*9%*	*6%*
Most days	**213**	24	155	32	12	200	139	51	59	125	84	153	59	123	90	54	118	44	84	117	95
	10%	*10%*	*10%*	*9%*	*9%*	*10%*	*11%*	*9%*	*9%*	*13%*	**25%i**	*10%*	*10%*	*11%*	*9%*	*9%*	*11%*	*10%*	*10%*	*10%*	*11%*
2-3 times a week	**792**	96	560	124	48	744	487	204	248	345	96	568	224	415	375	207	401	154	301	429	355
	37%	*40%*	*36%*	*37%*	*36%*	*37%*	*37%*	*36%*	*37%*	*36%*	*28%*	*37%*	*37%*	*37%*	*37%*	*34%*	*37%*	*36%*	*38%*	*35%*	*40%*
About once a week	**610**	48	447	109	32	578	373	162	195	250	24	449	162	327	279	189	300	140	206	368	233
	28%	*20%*	*29%*	**32%a**	*24%*	*29%*	*28%*	*29%*	*29%*	**26%j**	*7%*	*29%*	*27%*	*29%*	*28%*	*31%*	*28%*	*33%*	*26%*	*30%*	*26%*
Less than once a week	**355**	34	262	53	22	333	217	101	110	127	6	249	106	174	179	112	167	59	148	200	152
	16%	*14%*	*17%*	*16%*	*16%*	*16%*	*16%*	*18%*	*16%*	**13%j**	*2%*	*16%*	*18%*	*15%*	*18%*	*18%*	*15%*	*14%*	*19%*	*16%*	*17%*
Don't know	**10**	1	7	-	-	10	4	3	6	*	-	2	9	2	9	2	5	2	1	5	4
	*	*	*	-	-	*1%*	*	*1%*	*1%*	*	-	*	**1%k**	*	*1%*	*	*1%*	*	*	*	*
NET: WEEKLY	**1789**	204	1278	283	113	1676	1099	459	555	843	331	1299	490	959	823	494	909	370	652	1028	741
	83%	*86%*	*83%*	*84%*	*84%*	*83%*	*83%*	*82%*	*83%*	*87%*	**98%i**	*84%*	*81%*	*84%*	*81%*	*81%*	*84%*	*86%*	*81%*	*83%*	*83%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 121

Q14 So for Channel 5 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2141**	363	67	122	152	133	56	79	331	125	159	261	293
Weighted Base	**2154**	193	104*	189	235	206	90*	128*	109	195	254	396	55
Every day	**173**	13	8	16	15	19	8	11	10	10	17	41	5
	8%	*7%*	*8%*	*9%*	*6%*	*9%*	*9%*	*9%*	*9%*	*5%*	*7%*	*10%*	*9%*
Most days	**213**	17	8	19	27	18	7	6	11	22	30	43	6
	10%	*9%*	*8%*	*10%*	*11%*	*9%*	*7%*	*5%*	*10%*	*11%*	*12%*	*11%*	*11%*
2-3 times a week	**792**	81	51	58	105	72	31	43	42	70	87	135	19
	37%	*42%*	*49%*	*31%*	*44%*	*35%*	*34%*	*33%*	*39%*	*36%*	*34%*	*34%*	*35%*
About once a week	**610**	46	25	56	59	68	27	47	28	54	81	103	16
	28%	*24%*	*24%*	*29%*	*25%*	*33%*	*30%*	*37%*	*26%*	*27%*	*32%*	*26%*	*29%*
Less than once a week	**355**	35	12	39	28	28	17	19	17	41	37	73	8
	16%	*18%*	*12%*	*21%*	*12%*	*14%*	*19%*	*15%*	*16%*	*21%*	*14%*	*18%*	*15%*
Don't know	**10**	1	-	1	2	2	-	2	-	-	2	1	1
	*	*	-	*1%*	*1%*	*1%*	-	*1%*	-	-	*1%*	*	*1%*
NET: WEEKLY	**1789**	158	91	149	205	177	73	107	91	154	216	322	46
	83%	*82%*	*88%*	*79%*	*87%*	*86%*	*81%*	*84%*	*84%*	*79%*	*85%*	*81%*	*84%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

* = Less than .5

J20427 PSB Tracker 2013

Table 122

Q14 So for BBC1 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2828**	1356	1472	425	448	531	459	389	576	682	1355	791	491	2337	163	2649	1528	467	426	407
Weighted Base	**2845**	1376	1469	426	444	529	470	379	598	725	1355	764	476	2368	233	2591	2381	249	139	76
Every day	**1103**	541	562	100	136	197	215	149	306	283	514	307	176	927	79	1021	936	84	53	30
	39%	*39%*	*38%*	*24%*	*31%*	**37%c**	**46%cd**	**39%c**	**51%cdeg**	*39%*	*38%*	*40%*	*37%*	*39%*	*34%*	*39%*	*39%*	*34%*	*38%*	*39%*
Most days	**682**	312	370	85	106	133	116	113	130	181	322	179	114	568	54	621	576	59	32	16
	24%	*23%*	*25%*	*20%*	*24%*	*25%*	*25%*	**30%c**	*22%*	*25%*	*24%*	*23%*	*24%*	*24%*	*23%*	*24%*	*24%*	*24%*	*23%*	*20%*
2-3 times a week	**782**	384	398	192	149	143	89	89	118	205	371	206	126	655	71	706	640	78	42	21
	27%	*28%*	*27%*	**45%defgh**	**34%fgh**	*27%*	*19%*	*24%*	*20%*	*28%*	*27%*	*27%*	*26%*	*28%*	*30%*	*27%*	*27%*	*31%*	*30%*	*28%*
About once a week	**203**	100	103	40	36	44	32	23	28	42	108	52	44	159	20	182	168	21	8	6
	7%	*7%*	*7%*	*9%*	*8%*	*8%*	*7%*	*6%*	*5%*	*6%*	*8%*	*7%*	*9%*	*7%*	*8%*	*7%*	*7%*	*8%*	*6%*	*8%*
Less than once a week	**65**	33	32	8	17	9	15	4	13	13	37	15	15	51	8	54	52	6	4	3
	2%	*2%*	*2%*	*2%*	*4%*	*2%*	*3%*	*1%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*4%*
Don't know	**10**	5	5	*	-	3	2	2	3	2	3	5	2	8	3	7	9	1	*	-
	**	*	*	*	-	*1%*	*	*	*	*	*	*1%*	*	*	*1%*	*	*	*	*	-
NET: WEEKLY	**2770**	1337	1432	418	427	517	452	373	582	710	1315	744	460	2309	223	2530	2320	242	134	73
	97%	*97%*	*98%*	*98%*	*96%*	*98%*	*96%*	*99%*	*97%*	*98%*	*97%*	*97%*	*97%*	*98%*	*95%*	*98%*	*97%*	*97%*	*97%*	*96%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 123

Q14 So for BBC1 is that...?

Base : All that watch this channel regularly/occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2828**	292	2087	408	176	2652	1808	679	809	1200	356	2049	779	1529	1288	839	1410	535	1149	1612	1164
Weighted Base	**2845**	323	2028	451	200	2645	1775	697	833	1155	334	2090	755	1520	1314	867	1401	566	1081	1652	1149
Every day	**1103**	151	734	201	109	994	668	265	314	555	162	837	267	620	477	330	548	242	371	701	388
	39%	***47%b***	*36%*	***45%b***	***55%efgh***	*38%*	*38%*	*38%*	*38%*	*48%*	*49%*	*40%*	*35%*	*41%*	*36%*	*38%*	*39%*	***43%r***	*34%*	***42%t***	*34%*
Most days	**682**	73	495	104	40	642	433	167	197	312	77	515	167	375	305	199	361	135	263	368	303
	24%	*23%*	*24%*	*23%*	*20%*	*24%*	*24%*	*24%*	*24%*	*27%*	*23%*	*25%*	*22%*	*25%*	*23%*	*23%*	*26%*	*24%*	*24%*	*22%*	*26%*
2-3 times a week	**782**	82	592	102	30	752	505	199	234	219	68	555	226	406	373	248	365	133	342	432	342
	27%	*25%*	*29%*	*23%*	*15%*	***28%d***	***28%d***	***28%d***	***28%d***	*19%*	*20%*	*27%*	*30%*	*27%*	*28%*	*29%*	*26%*	*24%*	***32%q***	*26%*	*30%*
About once a week	**203**	14	157	28	14	189	123	55	66	46	18	132	70	89	114	66	92	34	83	108	85
	7%	*4%*	*8%*	*6%*	*7%*	*7%*	*7%*	*8%*	*8%*	*4%*	*5%*	*6%*	*9%*	*6%*	*9%*	*8%*	*7%*	*6%*	*8%*	*7%*	*7%*
Less than once a week	**65**	3	45	15	8	58	39	11	19	21	6	46	19	28	37	22	32	17	20	35	29
	2%	*1%*	*2%*	*3%*	*4%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*
Don't know	**10**	-	5	2	-	10	7	-	3	2	2	4	6	2	8	2	4	4	2	7	2
	*	-	*	*	-	*	*	-	*	*	*	*	*1%*	*	*1%*	*	*	*1%*	*	*	*
NET: WEEKLY	**2770**	320	1978	434	193	2577	1729	686	811	1132	326	2040	730	1490	1269	843	1366	545	1059	1609	1118
	97%	*99%*	*98%*	*96%*	*96%*	*97%*	*97%*	*98%*	*97%*	*98%*	*98%*	*98%*	*97%*	*98%*	*97%*	*97%*	*97%*	*96%*	*98%*	*97%*	*97%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 124

Q14 So for BBC1 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2828**	467	91	155	203	168	72	109	426	160	229	341	407
Weighted Base	**2845**	249	141*	239	314	261	116*	176	139	249	366	517	76
Every day	**1103**	84	44	91	118	121	38	59	53	104	150	210	30
	39%	*34%*	*31%*	*38%*	*37%*	**46%b**	*33%*	*34%*	*38%*	*42%*	*41%*	*41%*	*39%*
Most days	**682**	59	37	56	83	54	42	41	32	67	71	125	16
	24%	*24%*	*26%*	*23%*	*27%*	*21%*	**36%km**	*23%*	*23%*	*27%*	*19%*	*24%*	*20%*
2-3 times a week	**782**	78	42	67	76	58	33	60	42	58	105	143	21
	27%	*31%*	*30%*	*28%*	*24%*	*22%*	*28%*	*34%*	*30%*	*23%*	*29%*	*28%*	*28%*
About once a week	**203**	21	12	20	22	25	3	13	8	12	30	29	6
	7%	*8%*	*9%*	*9%*	*7%*	*10%*	*3%*	*7%*	*6%*	*5%*	*8%*	*6%*	*8%*
Less than once a week	**65**	6	5	4	15	3	-	2	4	8	8	6	3
	2%	*2%*	*3%*	*2%*	**5%l**	*1%*	-	*1%*	*3%*	*3%*	*2%*	*1%*	**4%gl**
Don't know	**10**	1	-	1	-	-	-	2	*	-	2	5	-
	*	*	-	*1%*	-	-	-	*1%*	*	-	*	*1%*	-
NET: WEEKLY	**2770**	242	136	234	299	258	116	172	134	241	356	507	73
	97%	*97%*	*97%*	*98%*	*95%*	*99%*	**100%m**	*98%*	*97%*	*97%*	*97%*	*98%*	*96%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 125

Q14 So for BBC2 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2442**	1215	1227	324	370	453	406	360	529	616	1157	669	412	2030	123	2305	1327	403	376	336
Weighted Base	**2467**	1221	1246	326	376	444	418	352	552	662	1153	652	408	2059	178	2272	2067	215	123	63
Every day	**282**	143	139	19	30	38	59	31	105	86	109	87	25	257	17	265	242	20	13	7
	11%	*12%*	*11%*	*6%*	*8%*	*9%*	**14%c**	*9%*	**19%cdeg**	*13%*	*9%*	*13%*	*6%*	**12%l**	*9%*	*12%*	*12%*	*9%*	*10%*	*11%*
Most days	**395**	214	181	30	59	59	67	62	117	120	173	102	53	343	20	371	327	41	19	8
	16%	*18%*	*15%*	*9%*	*16%*	*13%*	*16%*	**18%c**	**21%ce**	*18%*	*15%*	*16%*	*13%*	*17%*	*11%*	*16%*	*16%*	*19%*	*16%*	*13%*
2-3 times a week	**965**	514	451	91	139	198	150	179	209	248	457	260	171	794	69	887	815	80	47	23
	39%	*42%*	*36%*	*28%*	*37%*	**45%c**	*36%*	**51%cdfh**	*38%*	*38%*	*40%*	*40%*	*42%*	*39%*	*39%*	*39%*	*39%*	*37%*	*38%*	*37%*
About once a week	**502**	216	286	87	77	96	100	64	77	121	251	130	111	391	40	459	418	42	26	16
	20%	*18%*	**23%a**	**27%h**	*20%*	**22%h**	**24%h**	*18%*	*14%*	*18%*	*22%*	*20%*	**27%m**	*19%*	*22%*	*20%*	*20%*	*19%*	*21%*	*25%*
Less than once a week	**306**	128	178	95	71	49	39	12	39	86	155	65	44	261	31	275	249	31	17	9
	12%	*11%*	*14%*	**29%defgh**	**19%efgh**	**11%g**	**9%g**	*4%*	*7%*	*13%*	*13%*	*10%*	*11%*	*13%*	*17%*	*12%*	*12%*	*14%*	*14%*	*14%*
Don't know	**17**	5	11	3	-	3	3	3	4	1	8	8	3	13	1	15	15	1	-	-
	1%	*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-
NET: WEEKLY	**2145**	1088	1057	227	305	392	376	336	508	576	990	579	360	1785	145	1982	1803	183	105	54
	87%	**89%b**	*85%*	*70%*	**81%c**	**88%c**	**90%cd**	**96%cde**	**92%cd**	*87%*	*86%*	*89%*	*88%*	*87%*	*82%*	*87%*	*87%*	*85%*	*86%*	*86%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 126

Q14 So for BBC2 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2442**	250	1793	363	160	2282	1525	609	724	1057	315	1761	681	1316	1118	718	1220	468	948	1359	1042
Weighted Base	**2467**	277	1749	403	186	2281	1492	633	755	1016	295	1804	663	1316	1144	732	1225	491	888	1388	1040
Every day	**282**	44	180	52	42	240	158	56	75	121	46	206	76	149	133	80	123	55	90	181	96
	11%	*16%*	*10%*	*13%*	**23%efgh**	*11%*	*11%*	*9%*	*10%*	*12%*	*16%*	*11%*	*11%*	*11%*	*12%*	*11%*	*10%*	*11%*	*10%*	*13%*	*9%*
Most days	**395**	47	268	63	34	361	233	97	123	192	56	303	92	223	169	115	207	82	127	211	175
	16%	*17%*	*15%*	*16%*	*18%*	*16%*	*16%*	*15%*	*16%*	*19%*	*19%*	*17%*	*14%*	*17%*	*15%*	*16%*	*17%*	*17%*	*14%*	*15%*	*17%*
2-3 times a week	**965**	114	678	164	63	902	565	282	318	405	108	725	240	550	412	290	485	199	314	542	414
	39%	*41%*	*39%*	*41%*	*34%*	*40%*	*38%*	*45%*	*42%*	*40%*	*37%*	*40%*	*36%*	*42%*	*36%*	*40%*	*40%*	*41%*	*35%*	*39%*	*40%*
About once a week	**502**	51	366	83	33	469	309	127	160	206	60	360	142	240	261	159	246	98	196	272	218
	20%	*19%*	*21%*	*21%*	*18%*	*21%*	*21%*	*20%*	*21%*	*20%*	*20%*	*20%*	*21%*	*18%*	*23%*	*22%*	*20%*	*20%*	*22%*	*20%*	*21%*
Less than once a week	**306**	19	247	39	12	294	216	69	75	86	23	202	104	148	158	85	159	51	157	172	132
	12%	*7%*	**14%a**	*10%*	*6%*	*13%*	**15%h**	*11%*	*10%*	*8%*	*8%*	*11%*	*16%*	*11%*	*14%*	*12%*	*13%*	*10%*	**18%q**	*12%*	*13%*
Don't know	**17**	2	10	2	2	15	10	2	5	5	2	7	9	6	11	4	5	5	2	10	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*	*	*1%*	*	*1%*	*
NET: WEEKLY	**2145**	257	1492	362	172	1973	1265	563	676	925	270	1595	550	1162	975	644	1061	434	728	1206	904
	87%	**93%b**	*85%*	*90%*	*93%*	*86%*	*85%*	*89%*	**89%f**	*91%*	*92%*	**88%l**	*83%*	*88%*	*85%*	*88%*	*87%*	**88%r**	*82%*	*87%*	*87%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 127

Q14 So for BBC2 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2442**	403	76	135	156	150	66	99	376	144	195	306	336
Weighted Base	**2467**	215	117*	209	242	233	106*	160*	123	225	311	464	63
Every day	**282**	20	10	26	30	20	7	15	13	29	43	62	7
	11%	*9%*	*9%*	*13%*	*12%*	*9%*	*6%*	*9%*	*10%*	*13%*	*14%*	*13%*	*11%*
Most days	**395**	41	12	26	45	37	23	17	19	34	54	78	8
	16%	*19%*	*11%*	*13%*	*19%*	*16%*	*21%*	*11%*	*16%*	*15%*	*17%*	*17%*	*13%*
2-3 times a week	**965**	80	50	76	100	96	43	61	47	92	110	186	23
	39%	*37%*	*43%*	*36%*	*42%*	*41%*	*41%*	*38%*	*38%*	*41%*	*36%*	*40%*	*37%*
About once a week	**502**	42	26	50	45	57	27	35	26	41	61	76	16
	20%	*19%*	*22%*	*24%*	*19%*	*24%*	*25%*	*22%*	*21%*	*18%*	*19%*	*16%*	**25%l**
Less than once a week	**306**	31	17	29	19	22	6	26	17	28	41	60	9
	12%	*14%*	*14%*	*14%*	*8%*	*9%*	*6%*	*16%*	*14%*	*12%*	*13%*	*13%*	*14%*
Don't know	**17**	1	2	1	3	2	-	5	-	-	2	1	-
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	-	*3%*	-	-	*1%*	*	-
NET: WEEKLY	**2145**	183	99	178	220	210	100	129	105	197	268	402	54
	87%	*85%*	*84%*	*85%*	*91%*	*90%*	*94%*	*81%*	*86%*	*88%*	*86%*	*87%*	*86%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 128

Q14 So for BBC3 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1800**	875	925	338	298	345	281	232	306	432	886	482	313	1487	112	1680	956	313	291	240
Weighted Base	**1803**	882	921	343	295	335	279	229	323	467	863	473	303	1501	162	1631	1496	167	96	45
Every day	**121**	50	71	34	17	32	9	9	21	30	52	40	25	97	26	95	108	7	5	1
	7%	*6%*	*8%*	**10%f**	*6%*	**10%f**	*3%*	*4%*	*7%*	*6%*	*6%*	*8%*	*8%*	*6%*	**16%o**	*6%*	*7%*	*4%*	*5%*	*3%*
Most days	**207**	100	107	68	34	38	31	12	23	58	101	48	29	177	17	190	170	23	9	4
	11%	*11%*	*12%*	**20%egh**	*11%*	*11%*	*11%*	*5%*	*7%*	*12%*	*12%*	*10%*	*10%*	*12%*	*11%*	*12%*	*11%*	*14%*	*10%*	*10%*
2-3 times a week	**677**	359	318	160	113	122	79	80	122	167	331	179	96	581	65	608	553	67	38	19
	38%	*41%*	*35%*	**47%f**	*38%*	*36%*	*28%*	*35%*	*38%*	*36%*	*38%*	*38%*	*32%*	*39%*	*40%*	*37%*	*37%*	*40%*	*39%*	*41%*
About once a week	**468**	235	234	53	84	90	86	74	81	130	223	115	99	370	29	433	387	43	26	12
	26%	*27%*	*25%*	*15%*	**29%c**	**27%c**	**31%c**	**32%c**	**25%c**	*28%*	*26%*	*24%*	*33%*	*25%*	*18%*	*27%*	*26%*	*26%*	*28%*	*27%*
Less than once a week	**319**	137	182	28	46	51	70	51	73	83	149	87	51	268	24	295	269	25	17	9
	18%	*16%*	*20%*	*8%*	*16%*	*15%*	**25%c**	**22%c**	**23%c**	*18%*	*17%*	*18%*	*17%*	*18%*	*15%*	*18%*	*18%*	*15%*	*17%*	*19%*
Don't know	**11**	2	9	-	1	2	4	2	3	-	7	4	3	8	2	9	9	1	1	*
	1%	*	*1%*	-	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*
NET: WEEKLY	**1473**	743	730	315	249	282	206	176	246	384	707	382	249	1224	137	1326	1218	140	79	36
	82%	*84%*	*79%*	**92%efgh**	**84%f**	**84%f**	*74%*	*77%*	*76%*	*82%*	*82%*	*81%*	*82%*	*82%*	*85%*	*81%*	*81%*	*84%*	*82%*	*80%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 129

Q14 So for BBC3 is that...?

Base : All that watch this channel regularly/occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1800**	195	1337	244	-	1800	1237	446	537	779	230	1352	448	1020	775	577	888	349	807	1012	766
Weighted Base	**1803**	219	1288	272	-**	1803	1203	473	573	743	209	1351	452	995	802	587	876	370	753	1028	755
Every day	**121**	29	73	17	-	121	78	30	42	66	31	97	25	68	53	39	43	31	45	67	52
	7%	13%b	*6%*	*6%*	-	*7%*	*7%*	*6%*	*7%*	*9%*	*15%*	*7%*	*5%*	*7%*	*7%*	*7%*	*5%*	*8%*	*6%*	*7%*	*7%*
Most days	**207**	25	163	15	-	207	141	52	60	94	43	148	59	113	94	64	98	45	79	111	92
	11%	*11%*	13%c	*5%*	-	*11%*	*12%*	*11%*	*11%*	*13%*	*20%*	*11%*	*13%*	*11%*	*12%*	*11%*	*11%*	*12%*	*11%*	*11%*	*12%*
2-3 times a week	**677**	81	493	96	-	677	459	180	207	261	70	521	156	375	300	241	319	127	301	383	290
	38%	*37%*	*38%*	*35%*	-	*38%*	*38%*	*38%*	*36%*	*35%*	*34%*	*39%*	*35%*	*38%*	*37%*	*41%*	*36%*	*34%*	*40%*	*37%*	*38%*
About once a week	**468**	54	330	79	-	468	321	112	142	199	30	348	121	268	200	143	246	93	217	266	199
	26%	*25%*	*26%*	*29%*	-	*26%*	*27%*	*24%*	*25%*	27%j	*14%*	*26%*	*27%*	*27%*	*25%*	*24%*	*28%*	*25%*	*29%*	*26%*	*26%*
Less than once a week	**319**	30	222	63	-	319	196	99	118	122	32	233	86	166	150	97	167	72	108	194	120
	18%	*14%*	*17%*	*23%*	-	*18%*	*16%*	*21%*	*21%*	*16%*	*15%*	*17%*	*19%*	*17%*	*19%*	*17%*	*19%*	*19%*	*14%*	*19%*	*16%*
Don't know	**11**	-	7	1	-	11	7	1	4	2	3	6	5	6	5	4	3	2	3	7	3
	1%	-	*1%*	*	-	*1%*	*1%*	*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*
NET: WEEKLY	**1473**	189	1059	207	-	1473	1000	373	451	619	174	1113	360	824	647	486	706	296	641	828	633
	82%	*86%*	*82%*	*76%*	-	*82%*	*83%*	*79%*	*79%*	*83%*	*83%*	*82%*	*80%*	*83%*	*81%*	*83%*	*81%*	*80%*	*85%*	*80%*	*84%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 130

Q14 So for BBC3 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1800**	313	60	99	120	103	45	72	291	97	150	210	240
Weighted Base	**1803**	167	94*	154*	186	160	73*	117*	96	152*	240	320	45
Every day	**121**	7	8	14	9	14	3	3	5	6	24	26	1
	7%	*4%*	*8%*	*9%*	*5%*	*9%*	*5%*	*3%*	*5%*	*4%*	*10%*	*8%*	*3%*
Most days	**207**	23	6	27	14	17	5	6	9	15	47	33	4
	11%	*14%*	*7%*	*17%*	*8%*	*11%*	*7%*	*6%*	*10%*	*10%*	***19%aeh***	*10%*	*10%*
2-3 times a week	**677**	67	34	49	82	59	31	34	38	61	88	115	19
	38%	*40%*	*37%*	*32%*	*44%*	*37%*	*43%*	*29%*	*39%*	*40%*	*37%*	*36%*	*41%*
About once a week	**468**	43	26	40	46	47	16	42	26	44	44	81	12
	26%	*26%*	*28%*	*26%*	*25%*	*29%*	*22%*	***36%k***	*28%*	*29%*	*19%*	*25%*	*27%*
Less than once a week	**319**	25	17	23	33	23	17	30	17	27	36	62	9
	18%	*15%*	*19%*	*15%*	*17%*	*14%*	*24%*	*25%*	*17%*	*18%*	*15%*	*19%*	*19%*
Don't know	**11**	1	1	1	2	-	-	2	1	-	-	3	*
	1%	*1%*	*2%*	*1%*	*1%*	-	-	*1%*	*1%*	-	-	*1%*	*
NET: WEEKLY	**1473**	140	75	130	152	137	56	85	79	125	203	255	36
	82%	*84%*	*80%*	*84%*	*82%*	*86%*	*76%*	*73%*	*82%*	*82%*	*85%*	*80%*	*80%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 131

Q14 So for BBC4 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1442**	736	706	202	215	244	238	217	326	373	666	403	202	1240	66	1366	771	249	239	183
Weighted Base	**1450**	741	709	197	219	236	235	216	346	407	644	399	189	1260	92*	1344	1204	133	78	34
Every day	**63**	29	34	9	6	12	11	9	16	17	21	25	2	61	11	52	56	3	2	1
	4%	*4%*	*5%*	*4%*	*3%*	*5%*	*5%*	*4%*	*4%*	*4%*	*3%*	*6%*	*1%*	*5%*	***11%o***	*4%*	*5%*	*2%*	*3%*	*4%*
Most days	**89**	53	37	9	12	17	15	12	24	25	35	29	10	79	3	83	72	11	4	1
	6%	*7%*	*5%*	*5%*	*5%*	*7%*	*6%*	*5%*	*7%*	*6%*	*5%*	*7%*	*5%*	*6%*	*3%*	*6%*	*6%*	*8%*	*6%*	*4%*
2-3 times a week	**476**	259	217	60	70	70	57	76	143	127	204	146	52	424	26	445	392	46	27	11
	33%	*35%*	*31%*	*30%*	*32%*	*30%*	*24%*	*35%*	***41%f***	*31%*	*32%*	*37%*	*28%*	*34%*	*28%*	*33%*	*33%*	*35%*	*34%*	*32%*
About once a week	**438**	233	205	46	68	82	77	72	93	130	181	127	68	370	25	409	371	35	22	9
	30%	*31%*	*29%*	*23%*	*31%*	*35%*	*33%*	*33%*	*27%*	*32%*	*28%*	*32%*	*36%*	*29%*	*27%*	*30%*	*31%*	*27%*	*28%*	*27%*
Less than once a week	**372**	162	210	71	63	54	70	47	66	106	198	68	57	315	26	346	303	35	23	11
	26%	*22%*	***30%a***	***36%egh***	*29%*	*23%*	***30%h***	*22%*	*19%*	***26%k***	***31%k***	*17%*	*30%*	*25%*	*28%*	*26%*	*25%*	*27%*	*29%*	*32%*
Don't know	**11**	5	7	2	1	1	4	-	5	1	5	5	-	11	2	10	9	2	*	*
	1%	*1%*	*1%*	*1%*	*	*	*2%*	-	*1%*	*	*1%*	*1%*	-	*1%*	*2%*	*1%*	*1%*	*1%*	*	*1%*
NET: WEEKLY	**1066**	574	492	123	155	182	161	169	276	299	441	326	133	934	64	989	892	96	55	23
	74%	***77%b***	*69%*	*63%*	*71%*	***77%c***	*69%*	***78%c***	***80%cd***	*74%*	*68%*	***82%j***	*70%*	*74%*	*70%*	*74%*	*74%*	*72%*	*71%*	*67%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 132

Q14 So for BBC4 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1442**	144	1067	209	-	1442	938	399	481	618	182	1069	373	806	633	426	718	256	612	788	639
Weighted Base	**1450**	162	1024	236	-**	1450	904	426	521	585	167	1079	371	787	659	437	712	265	570	802	634
Every day	**63**	15	35	11	-	63	38	17	21	26	21	55	7	33	30	25	24	15	19	39	22
	4%	*9%b*	*3%*	*5%*	-	*4%*	*4%*	*4%*	*4%*	*4%*	*12%i*	*5%*	*2%*	*4%*	*4%*	*6%*	*3%*	*6%*	*3%*	*5%*	*3%*
Most days	**89**	15	56	10	-	89	53	29	36	27	19	59	30	46	43	22	49	21	25	42	46
	6%	*9%*	*5%*	*4%*	-	*6%*	*6%*	*7%*	*7%*	*5%*	*11%i*	*5%*	*8%*	*6%*	*7%*	*5%*	*7%*	*8%*	*4%*	*5%*	*7%*
2-3 times a week	**476**	59	323	87	-	476	267	169	199	190	60	356	120	255	221	146	225	68	178	257	217
	33%	*36%*	*32%*	*37%*	-	*33%*	*30%*	*40%f*	*38%f*	*32%*	*36%*	*33%*	*32%*	*32%*	*34%*	*33%*	*32%*	*26%*	*31%*	*32%*	*34%*
About once a week	**438**	46	315	71	-	438	279	125	153	193	38	334	104	246	192	133	223	90	166	242	192
	30%	*29%*	*31%*	*30%*	-	*30%*	*31%*	*29%*	*29%*	*33%*	*23%*	*31%*	*28%*	*31%*	*29%*	*31%*	*31%*	*34%*	*29%*	*30%*	*30%*
Less than once a week	**372**	26	288	57	-	372	262	86	105	148	30	268	104	204	165	107	187	69	181	218	151
	26%	*16%*	*28%a*	*24%*	-	*26%*	*29%gh*	*20%*	*20%*	*25%*	*18%*	*25%*	*28%*	*26%*	*25%*	*24%*	*26%*	*26%*	*32%*	*27%*	*24%*
Don't know	**11**	2	6	1	-	11	5	1	6	1	-	6	5	3	8	4	4	2	2	4	6
	1%	*1%*	*1%*	*	-	*1%*	*1%*	*	*1%*	*	-	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*
NET: WEEKLY	**1066**	134	730	179	-	1066	637	339	409	436	137	805	262	581	485	326	521	194	387	580	477
	74%	*83%*	*71%*	*76%*	-	*74%*	*70%*	*80%f*	*79%f*	*74%*	*82%*	*75%*	*71%*	*74%*	*74%*	*75%*	*73%*	*73%*	*68%*	*72%*	*75%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 133

Q14 So for BBC4 is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1442**	249	45	85	98	87	35	63	239	74	106	178	183
Weighted Base	**1450**	133	70*	133*	152*	135*	57*	102*	78	115*	169	271	34
Every day	**63**	3	7	5	2	6	2	3	2	5	14	13	1
	4%	*2%*	**11%e**	*3%*	*1%*	*5%*	*3%*	*3%*	*3%*	*4%*	*9%*	*5%*	*4%*
Most days	**89**	11	6	11	9	11	5	6	4	8	10	6	1
	6%	**8%l**	*9%*	*8%*	*6%*	*8%*	*9%*	*6%*	*6%*	*7%*	*6%*	*2%*	*4%*
2-3 times a week	**476**	46	25	41	61	45	16	23	27	29	59	93	11
	33%	*35%*	*36%*	*31%*	*40%*	*33%*	*29%*	*22%*	*34%*	*25%*	*35%*	*34%*	*32%*
About once a week	**438**	35	14	44	49	44	11	34	22	40	41	94	9
	30%	*27%*	*20%*	*33%*	*32%*	*32%*	*20%*	*33%*	*28%*	*35%*	*24%*	*35%*	*27%*
Less than once a week	**372**	35	17	31	31	28	21	35	23	31	43	65	11
	26%	*27%*	*25%*	*23%*	*20%*	*21%*	*37%*	*34%*	*29%*	*27%*	*25%*	*24%*	*32%*
Don't know	**11**	2	-	1	-	2	2	2	*	1	2	-	*
	1%	*1%*	-	*1%*	-	*1%*	*3%*	*2%*	*	*1%*	*1%*	-	*1%*
NET: WEEKLY	**1066**	96	53	100	121	106	34	66	55	82	124	205	23
	74%	*72%*	*75%*	*76%*	*80%*	*78%*	*60%*	*65%*	*71%*	*71%*	*74%*	*76%*	*67%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 134

Q14 So for BBC News is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1964**	964	1000	279	303	374	325	273	410	500	923	541	335	1629	121	1834	1037	351	297	279
Weighted Base	**1953**	970	983	273	301	370	338	256	415	529	917	507	319	1634	177	1763	1617	187	97	52
Every day	**616**	310	306	62	65	111	121	96	162	160	290	166	101	515	79	532	516	51	32	18
	32%	*32%*	*31%*	*23%*	*22%*	*30%*	**36%cd**	**38%cd**	**39%cd**	*30%*	*32%*	*33%*	*32%*	*32%*	**45%o**	*30%*	*32%*	*27%*	*32%*	*34%*
Most days	**318**	157	161	36	45	59	58	46	75	78	153	87	48	269	27	289	258	39	14	7
	16%	*16%*	*16%*	*13%*	*15%*	*16%*	*17%*	*18%*	*18%*	*15%*	*17%*	*17%*	*15%*	*16%*	*15%*	*16%*	*16%*	*21%*	*15%*	*13%*
2-3 times a week	**408**	202	206	64	85	88	49	55	68	111	189	108	76	332	35	367	339	39	19	12
	21%	*21%*	*21%*	*23%*	**28%fh**	**24%f**	*14%*	*21%*	*16%*	*21%*	*21%*	*21%*	*24%*	*20%*	*20%*	*21%*	*21%*	*21%*	*19%*	*22%*
About once a week	**296**	151	145	42	57	63	57	25	53	69	147	80	55	241	19	275	234	35	18	9
	15%	*16%*	*15%*	*15%*	**19%g**	*17%*	*17%*	*10%*	*13%*	*13%*	*16%*	*16%*	*17%*	*15%*	*11%*	*16%*	*14%*	*18%*	*18%*	*18%*
Less than once a week	**301**	145	156	67	50	49	51	35	50	107	134	60	39	263	14	287	256	24	14	7
	15%	*15%*	*16%*	**25%egh**	*17%*	*13%*	*15%*	*14%*	*12%*	**20%k**	*15%*	*12%*	*12%*	*16%*	*8%*	*16%*	*16%*	*13%*	*15%*	*14%*
Don't know	**14**	6	8	2	-	1	3	-	8	3	5	6	-	14	1	13	14	-	*	-
	1%	*1%*	*1%*	*1%*	-	*	*1%*	-	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*	-
NET: WEEKLY	**1638**	819	819	204	251	320	284	221	357	419	778	441	281	1357	161	1464	1347	163	82	45
	84%	*84%*	*83%*	*75%*	*83%*	**86%c**	*84%*	**86%c**	**86%c**	*79%*	*85%*	**87%i**	*88%*	*83%*	*91%*	*83%*	*83%*	*87%*	*85%*	*86%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 135

Q14 So for BBC News is that...?

Base : All that watch this channel regularly/occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1964**	204	1447	284	-	1964	1356	485	584	864	237	1460	504	1103	856	562	1022	395	862	1146	788
Weighted Base	**1953**	229	1393	302	-**	1953	1335	490	594	809	215	1481	473	1082	866	572	1007	416	817	1167	761
Every day	**616**	101	390	117	-	616	428	145	182	279	78	477	139	334	282	195	302	159	231	418	191
	32%	***44%b***	*28%*	***39%b***	-	*32%*	*32%*	*30%*	*31%*	*35%*	*36%*	*32%*	*29%*	*31%*	*33%*	*34%*	*30%*	***38%r***	*28%*	***36%t***	*25%*
Most days	**318**	37	219	59	-	318	211	82	104	129	37	223	95	156	160	83	166	59	135	166	148
	16%	*16%*	*16%*	*19%*	-	*16%*	*16%*	*17%*	*18%*	*16%*	*17%*	*15%*	*20%*	*14%*	*19%*	*14%*	*16%*	*14%*	*17%*	*14%*	***19%s***
2-3 times a week	**408**	43	307	50	-	408	275	105	121	153	44	319	89	244	164	106	223	82	168	219	185
	21%	*19%*	*22%*	*16%*	-	*21%*	*21%*	*21%*	*20%*	*19%*	*20%*	*22%*	*19%*	*23%*	*19%*	*19%*	*22%*	*20%*	*21%*	*19%*	*24%*
About once a week	**296**	25	232	34	-	296	211	66	81	130	33	225	70	168	125	93	149	64	137	167	123
	15%	*11%*	*17%*	*11%*	-	*15%*	*16%*	*13%*	*14%*	*16%*	*15%*	*15%*	*15%*	*15%*	*14%*	*16%*	*15%*	*15%*	*17%*	*14%*	*16%*
Less than once a week	**301**	21	238	42	-	301	201	93	100	113	23	228	73	173	129	93	160	49	141	188	112
	15%	*9%*	*17%*	*14%*	-	*15%*	*15%*	*19%*	*17%*	*14%*	*10%*	*15%*	*16%*	*16%*	*15%*	*16%*	*16%*	*12%*	*17%*	*16%*	*15%*
Don't know	**14**	2	8	2	-	14	10	-	5	5	2	8	6	8	6	1	7	3	5	9	3
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*
NET: WEEKLY	**1638**	206	1147	259	-	1638	1125	397	489	691	191	1244	393	901	731	478	840	364	671	970	646
	84%	*90%*	*82%*	*86%*	-	*84%*	*84%*	*81%*	*82%*	*85%*	*89%*	*84%*	*83%*	*83%*	*84%*	*83%*	*83%*	*87%*	*82%*	*83%*	*85%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 136

Q14 So for BBC News is that...?

Base : All that watch this channel regularly/occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1964**	351	61	109	136	112	51	68	297	102	160	238	279
Weighted Base	**1953**	187	94*	170	211	174	83*	110*	97	159	255	361	52
Every day	**616**	51	37	63	73	57	27	26	32	42	88	103	18
	32%	*27%*	*39%*	*37%*	*35%*	*33%*	*33%*	*23%*	*32%*	*26%*	*34%*	*29%*	*34%*
Most days	**318**	39	17	22	32	22	18	16	14	28	36	66	7
	16%	*21%*	*18%*	*13%*	*15%*	*12%*	*22%*	*14%*	*15%*	*18%*	*14%*	*18%*	*13%*
2-3 times a week	**408**	39	23	31	46	44	15	23	19	31	53	73	12
	21%	*21%*	*24%*	*18%*	*22%*	*25%*	*18%*	*21%*	*19%*	*19%*	*21%*	*20%*	*22%*
About once a week	**296**	35	9	24	28	28	6	21	18	28	38	51	9
	15%	*18%*	*10%*	*14%*	*13%*	*16%*	*8%*	*19%*	*18%*	*18%*	*15%*	*14%*	*18%*
Less than once a week	**301**	24	6	28	30	22	16	21	14	30	40	63	7
	15%	*13%*	*7%*	*17%*	*14%*	*13%*	*19%*	*19%*	*15%*	*19%*	*15%*	*17%*	*14%*
Don't know	**14**	-	2	1	2	2	-	3	*	-	-	4	-
	1%	-	*2%*	*1%*	*1%*	*1%*	-	*3%*	*	-	-	*1%*	-
NET: WEEKLY	**1638**	163	86	141	179	151	67	86	82	129	216	294	45
	84%	*87%*	*92%*	*83%*	*85%*	*86%*	*81%*	*78%*	*85%*	*81%*	*85%*	*81%*	*86%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

Q14 So for each channel is that...? - SUMMARY

Base : All that watch each channel regularly/occasionally

	ITV1/STV/ITV WALES/UTV	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	2646	2571	172	2141	2828	2442	1800	1442	1964
Weighted Base	2668	2600	56	2154	2845	2467	1803	1450	1953
Every day	706	258	5	173	1103	282	121	63	616
	26%	*10%*	*10%*	*8%*	*39%*	*11%*	*7%*	*4%*	*32%*
Most days	584	358	5	213	682	395	207	89	318
	22%	*14%*	*9%*	*10%*	*24%*	*16%*	*11%*	*6%*	*16%*
2-3 times a week	838	1086	12	792	782	965	677	476	408
	31%	*42%*	*22%*	*37%*	*27%*	*39%*	*38%*	*33%*	*21%*
About once a week	398	639	16	610	203	502	468	438	296
	15%	*25%*	*29%*	*28%*	*7%*	*20%*	*26%*	*30%*	*15%*
Less than once a week	131	247	17	355	65	306	319	372	301
	5%	*10%*	*30%*	*16%*	*2%*	*12%*	*18%*	*26%*	*15%*
Don't know	10	11	*	10	10	17	11	11	14
	*	*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*
NET: WEEKLY	2527	2341	39	1789	2770	2145	1473	1066	1638
	95%	*90%*	*70%*	*83%*	*97%*	*87%*	*82%*	*74%*	*84%*

* = Less than .5

J20427 PSB Tracker 2013

Table 138

Q14 So for each channel is that...? - SUMMARY

Base : All that watch each channel regularly

	ITV1/STV/ITV WALES/UTV	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	1235	591	34	360	1552	618	278	150	805
Weighted Base	1186	586	11	337	1601	642	306	166	790
Every day	597	165	5	128	952	219	84	39	502
	50%	*28%*	*44%*	*38%*	*59%*	*34%*	*28%*	*23%*	*64%*
Most days	398	166	3	84	485	199	86	31	177
	34%	*28%*	*26%*	*25%*	*30%*	*31%*	*28%*	*19%*	*22%*
2-3 times a week	155	200	3	96	143	184	102	72	67
	13%	*34%*	*24%*	*28%*	*9%*	*29%*	*33%*	*44%*	*8%*
About once a week	27	43	1	24	13	28	20	19	26
	2%	*7%*	*6%*	*7%*	*1%*	*4%*	*7%*	*12%*	*3%*
Less than once a week	9	10	-	6	6	12	12	4	12
	1%	*2%*	-	*2%*	*	*2%*	*4%*	*3%*	*2%*
Don't know	-	2	-	-	1	-	2	-	6
	-	*	-	-	*	-	*1%*	-	*1%*
NET: WEEKLY	1177	575	11	331	1593	630	292	161	771
	99%	*98%*	*100%*	*98%*	*100%*	*98%*	*95%*	*97%*	*98%*

* = Less than .5

Q14 So for each channel is that...? - SUMMARY

Base : All

	ITV1/STV/ITV WALES/UTV	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	3028	3028	3028	3028	3028	3028	3028	3028	3028
Weighted Base	3028	3028	3028	3028	3028	3028	3028	3028	3028
Every day	709	258	5	173	1103	282	121	63	618
	23%	*9%*	*	*6%*	*36%*	*9%*	*4%*	*2%*	*20%*
Most days	584	359	6	213	682	397	209	91	319
	19%	*12%*	*	*7%*	*23%*	*13%*	*7%*	*3%*	*11%*
2-3 times a week	842	1087	12	796	782	973	684	505	422
	28%	*36%*	*	*26%*	*26%*	*32%*	*23%*	*17%*	*14%*
About once a week	400	639	17	615	203	511	471	455	313
	13%	*21%*	*1%*	*20%*	*7%*	*17%*	*16%*	*15%*	*10%*
Less than once a week	131	247	18	359	65	311	321	387	310
	4%	*8%*	*1%*	*12%*	*2%*	*10%*	*11%*	*13%*	*10%*
Don't know	10	11	*	10	10	17	11	11	14
	*	*	*	*	*	*1%*	*	*	*
Do not watch regularly/ occasionally	353	426	2969	862	183	537	1211	1516	1032
	12%	*14%*	*98%*	*28%*	*6%*	*18%*	*40%*	*50%*	*34%*
NET: WEEKLY	2534	2343	41	1797	2770	2164	1484	1113	1671
	84%	*77%*	*1%*	*59%*	*91%*	*71%*	*49%*	*37%*	*55%*

* = Less than .5

J20427 PSB Tracker 2013

Table 140

Q13/Q14 How often do you watch each channel? - SUMMARY - All watching regularly AND/OR at least weekly

Base : All

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
ITV1/STV/ITV Wales/UTV	**2543**	1199	1344	397	395	472	431	334	513	640	1220	683	422	2122	207	2316	2136	217	117	73
	84%	*81%*	**86%a**	*87%*	*81%*	*83%*	*87%*	*83%*	*83%*	*84%*	*84%*	*84%*	*85%*	*84%*	*79%*	*84%*	**84%r**	*81%*	*79%*	**86%r**
Channel 4	**2355**	1125	1230	360	370	446	397	319	464	630	1091	635	406	1949	184	2153	1977	207	109	62
	78%	*76%*	*79%*	*79%*	*76%*	*78%*	*80%*	*79%*	*75%*	**82%j**	*75%*	*78%*	*81%*	*77%*	*70%*	*79%*	*78%*	*78%*	*73%*	*74%*
S4C	**41**	21	20	5	7	7	8	6	8	8	24	9	8	32	1	40	-	*	40	-
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*	*1%*	-	*p	**27%pqs**	-
Channel 5	**1803**	879	924	274	270	354	303	235	367	435	856	513	315	1488	128	1658	1503	161	93	46
	60%	*60%*	*59%*	*60%*	*56%*	*62%*	*61%*	*58%*	*59%*	*57%*	*59%*	*63%*	*63%*	*59%*	*49%*	**60%n**	*59%*	*60%*	**63%s**	*54%*
BBC1	**2777**	1341	1436	419	427	517	454	373	586	711	1317	749	460	2316	224	2534	2326	242	135	73
	92%	*91%*	*92%*	*92%*	*88%*	*91%*	*91%*	*93%*	**95%d**	*93%*	*91%*	*92%*	*92%*	*92%*	*86%*	**92%n**	**92%s**	*91%*	*91%*	*86%*
BBC2	**2176**	1103	1073	244	307	395	378	338	513	581	1006	589	361	1815	155	2002	1829	186	106	55
	72%	**75%b**	*69%*	*54%*	*63%*	**69%c**	**76%cd**	**84%cde**	**83%cde**	**76%j**	*69%*	*73%*	*72%*	*72%*	*59%*	**73%n**	**72%s**	*70%*	*71%*	*64%*
BBC3	**1498**	751	747	318	251	288	212	179	251	387	719	391	254	1244	139	1349	1238	143	80	37
	49%	*51%*	*48%*	**70%defgh**	**52%h**	**50%h**	*43%*	*44%*	*41%*	*51%*	*50%*	*48%*	*51%*	*49%*	*53%*	*49%*	*49%*	**54%s**	**54%s**	*43%*
BBC4	**1118**	595	523	149	169	191	163	169	278	313	471	335	136	982	68	1038	934	102	57	25
	37%	**40%b**	*34%*	*33%*	*35%*	*33%*	*33%*	*42%*	**45%cdef**	**41%j**	*32%*	**41%j**	*27%*	**39%l**	*26%*	**38%n**	**37%s**	**38%s**	**38%s**	*29%*
BBC News	**1690**	836	854	229	259	325	288	227	362	432	803	455	281	1409	162	1515	1392	168	84	46
	56%	*57%*	*55%*	*50%*	*53%*	*57%*	*58%*	*56%*	*59%*	*56%*	*55%*	*56%*	*56%*	*56%*	*62%*	*55%*	*55%*	**63%ps**	*56%*	*54%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 141

Q13/Q14 How often do you watch each channel? - SUMMARY - All watching regularly AND/OR at least weekly

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
ITV1/STV/ITV Wales/UTV	**2543**	290	1837	383	164	2379	1597	629	750	1186	312	1869	674	1372	1164	737	1280	514	967	1475	1031
	84%	*87%*	**88%c**	*82%*	*74%*	**85%d**	**85%d**	**85%d**	**85%d**	**100%j**	*93%*	*84%*	*84%*	*85%*	*83%*	*80%*	**86%o**	*84%*	*85%*	*84%*	*85%*
Channel 4	**2355**	281	1668	377	145	2210	1481	585	698	1049	302	1756	599	1281	1065	735	1148	487	881	1370	951
	78%	*85%*	*80%*	*81%*	*66%*	**79%d**	**78%d**	**80%d**	**79%d**	*88%*	*90%*	*79%*	*74%*	*80%*	*76%*	*80%*	*77%*	*80%*	*77%*	*78%*	*78%*
S4C	**41**	4	31	5	1	40	28	9	11	18	9	30	11	21	19	16	14	8	18	22	17
	1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*
Channel 5	**1803**	204	1289	286	113	1690	1112	460	556	847	337	1308	495	966	830	500	913	376	659	1038	746
	60%	*62%*	*62%*	*61%*	*51%*	*60%*	*59%*	*63%*	**63%d**	*71%*	**100%i**	*59%*	*61%*	*60%*	*59%*	*54%*	**61%o**	*62%*	*58%*	*59%*	*61%*
BBC1	**2777**	320	1982	436	194	2583	1735	687	811	1134	326	2044	733	1494	1272	843	1369	547	1061	1616	1119
	92%	*97%*	*95%*	*94%*	*88%*	*92%*	*92%*	*93%*	*92%*	*96%*	*97%*	*92%*	*91%*	*93%*	*90%*	*92%*	*92%*	*90%*	*93%*	*92%*	*92%*
BBC2	**2176**	261	1517	365	174	2002	1291	564	678	934	273	1620	556	1181	987	656	1071	443	744	1230	911
	72%	*79%*	*72%*	*78%*	**79%f**	*71%*	*68%*	**77%f**	**77%ef**	*79%*	*81%*	*73%*	*69%*	*73%*	*70%*	*71%*	*72%*	**73%r**	*65%*	*70%*	**75%s**
BBC3	**1498**	189	1082	208	3	1495	1014	380	458	635	175	1131	367	840	655	490	714	305	646	843	642
	49%	**57%c**	*52%*	*45%*	*1%*	**53%d**	**54%d**	**52%d**	**52%d**	*54%*	*52%*	*51%*	*45%*	**52%n**	*47%*	*53%*	*48%*	*50%*	*57%*	*48%*	*53%*
BBC4	**1118**	136	777	182	1	1116	676	347	416	442	138	842	276	610	507	348	536	202	420	609	500
	37%	*41%*	*37%*	*39%*	*1%*	**40%d**	**36%d**	**47%def**	**47%def**	*37%*	*41%*	*38%*	*34%*	*38%*	*36%*	*38%*	*36%*	*33%*	*37%*	*35%*	**41%s**
BBC News	**1690**	209	1190	264	1	1688	1162	406	499	705	195	1281	409	927	757	494	859	372	697	1002	665
	56%	*63%*	*57%*	*57%*	*1%*	**60%d**	**62%d**	**55%d**	**57%d**	*59%*	*58%*	**58%l**	*51%*	*58%*	*54%*	*54%*	*58%*	*61%*	*61%*	*57%*	*55%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 142

Q13/Q14 How often do you watch each channel? - SUMMARY - All watching regularly AND/OR at least weekly

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
ITV1/STV/ITV Wales/UTV	**2543**	217	129	214	290	243	105	160	117	224	323	449	73
	84%i	*81%*	*87%*	*80%*	*85%*	**89%i**	*87%*	**89%i**	*79%*	*86%*	*81%*	*83%*	**86%i**
Channel 4	**2355**	207	116	202	258	214	99	141	109	215	303	428	62
	78%	*78%*	*78%*	*76%*	*76%*	*79%*	*82%*	*79%*	*73%*	*82%*	*76%*	*79%*	*74%*
S4C	**41**	*	-	-	-	-	-	-	40	-	-	-	-
	1%	*	-	-	-	-	-	-	**27%abcdefghjklm**	-	-	-	-
Channel 5	**1803**	161	91	149	208	177	73	107	93	154	217	326	46
	60%	*60%*	*62%*	*56%*	*61%*	*65%*	*60%*	*60%*	**63%m**	*59%*	*54%*	*61%*	*54%*
BBC1	**2777**	242	136	234	300	260	116	172	135	241	358	508	73
	92%m	*91%*	*92%*	*88%*	*88%*	**95%em**	**96%m**	**97%m**	*91%*	*93%*	*90%*	**94%dem**	*86%*
BBC2	**2176**	186	100	181	225	210	100	133	106	200	273	407	55
	72%m	*70%*	*68%*	*68%*	*66%*	**77%m**	**82%em**	*75%*	*71%*	**77%m**	*68%*	**75%m**	*64%*
BBC3	**1498**	143	75	131	158	139	57	85	80	125	210	258	37
	49%	**54%m**	*50%*	*49%*	*46%*	*51%*	*47%*	*48%*	**54%m**	*48%*	*52%*	*48%*	*43%*
BBC4	**1118**	102	53	106	130	108	36	71	57	87	131	213	25
	37%m	**38%m**	*35%*	*40%*	*38%*	*39%*	*30%*	*40%*	**38%m**	*33%*	*33%*	**40%m**	*29%*
BBC News	**1690**	168	86	145	187	157	68	92	84	134	222	301	46
	56%	**63%ajm**	*58%*	*55%*	*55%*	*58%*	*56%*	*52%*	*56%*	*51%*	*56%*	*56%*	*54%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 143

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1235**	533	702	144	178	239	236	195	243	267	602	366	245	990	48	1181	633	200	173	229
Weighted Base	**1186**	523	662	128*	156	235	241	183	243	264	571	351	226	960	68*	1111	980	107	56	43
1 - LOWEST score	**15**	3	11	3	2	1	3	5	1	5	6	3	5	10	*	14	14	-	1	*
	1%	*1%*	*2%*	*2%*	*1%*	*	*1%*	*3%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*
2	**10**	6	4	2	-	4	1	1	2	3	3	4	3	7	2	8	8	2	*	*
	1%	*1%*	*1%*	*1%*	-	*2%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*
3	**31**	19	12	5	5	6	7	7	*	10	18	3	10	21	5	25	28	2	1	1
	3%	*4%*	*2%*	*4%*	*3%*	*3%*	*3%*	*4%*	*	*4%*	*3%*	*1%*	*4%*	*2%*	*8%*	*2%*	*3%*	*2%*	*1%*	*2%*
4	**53**	21	32	3	9	12	15	6	8	11	23	19	14	39	2	51	47	4	1	1
	4%	*4%*	*5%*	*2%*	*6%*	*5%*	*6%*	*3%*	*3%*	*4%*	*4%*	*5%*	*6%*	*4%*	*2%*	*5%*	*5%*	*4%*	*2%*	*1%*
5	**143**	68	76	15	15	31	25	28	28	36	69	38	23	120	13	131	122	12	6	4
	12%	*13%*	*11%*	*12%*	*10%*	*13%*	*10%*	*16%*	*12%*	*14%*	*12%*	*11%*	*10%*	*13%*	*19%*	*12%*	*12%*	*11%*	*11%*	*9%*
6	**169**	83	86	15	27	34	38	17	39	37	83	49	35	134	10	159	138	15	11	5
	14%	*16%*	*13%*	*12%*	*17%*	*14%*	*16%*	*9%*	*16%*	*14%*	*15%*	*14%*	*15%*	*14%*	*15%*	*14%*	*14%*	*14%*	*20%*	*12%*
7	**259**	118	141	25	28	52	52	50	51	55	133	71	49	210	5	252	207	26	15	11
	22%	*23%*	*21%*	*19%*	*18%*	*22%*	*22%*	*28%*	*21%*	*21%*	*23%*	*20%*	*22%*	*22%*	*7%*	*23%*	*21%*	*24%*	*27%*	*25%*
8	**262**	112	150	34	28	44	62	39	56	56	128	77	43	219	12	250	211	28	12	12
	22%	*21%*	*23%*	*26%*	*18%*	*19%*	*26%*	*21%*	*23%*	*21%*	*23%*	*22%*	*19%*	*23%*	*18%*	*22%*	*22%*	*26%*	*20%*	*27%*
9	**116**	52	64	13	23	24	18	11	27	25	55	36	15	101	8	106	94	12	5	4
	10%	*10%*	*10%*	*10%*	*14%*	*10%*	*7%*	*6%*	*11%*	*10%*	*10%*	*10%*	*7%*	*10%*	*12%*	*10%*	*10%*	*11%*	*9%*	*10%*
10 - HIGHEST score	**69**	25	43	8	8	14	8	11	19	13	30	26	18	50	10	57	58	5	2	4
	6%	*5%*	*7%*	*6%*	*5%*	*6%*	*3%*	*6%*	*8%*	*5%*	*5%*	*7%*	*8%*	*5%*	*14%*	*5%*	*6%*	*5%*	*3%*	*9%*
Don't know	**60**	16	44	5	12	14	12	7	10	13	23	24	10	50	2	57	54	3	3	1
	5%	*3%*	*7%*	*4%*	*8%*	*6%*	*5%*	*4%*	*4%*	*5%*	*4%*	*7%*	*5%*	*5%*	*3%*	*5%*	*5%*	*2%*	*5%*	*3%*
SUMMARY:																				
NET: 9-10	**184**	77	107	21	30	38	26	22	47	38	85	61	33	151	18	163	152	17	7	8
	16%	*15%*	*16%*	*17%*	*19%*	*16%*	*11%*	*12%*	*19%*	*14%*	*15%*	*18%*	*15%*	*16%*	*26%*	*15%*	*16%*	*16%*	*12%*	*19%*
NET: 7-10	**705**	307	398	80	87	134	140	111	154	149	346	210	125	580	35	665	571	70	33	31
	59%	*59%*	*60%*	*62%*	*55%*	*57%*	*58%*	*61%*	*63%*	*57%*	*61%*	*60%*	*55%*	*60%*	*51%*	*60%*	*58%*	*66%*	*59%*	**72%p**
NET: 4-6	**365**	172	193	33	51	77	77	51	75	84	175	106	72	293	24	341	306	31	19	10
	31%	*33%*	*29%*	*26%*	*33%*	*33%*	*32%*	*28%*	*31%*	*32%*	*31%*	*30%*	*32%*	*31%*	*36%*	*31%*	*31%*	*29%*	*33%*	*22%*
NET: 1-3	**55**	28	27	10	7	10	11	13	4	18	27	11	18	37	7	48	49	3	2	1
	5%	*5%*	*4%*	*8%*	*4%*	*4%*	*5%*	*7%*	*2%*	*7%*	*5%*	*3%*	*8%*	*4%*	*10%*	*4%*	*5%*	*3%*	*3%*	*3%*
Mean	**6.84**	6.77	6.90	6.86	6.88	6.81	6.72	6.64	7.12	6.68	6.85	6.97	6.62	6.90	6.80	6.84	6.81	7.01	6.86	**7.25p**
Standard Deviation	**1.84**	1.80	1.87	2.00	1.86	1.82	1.77	1.97	1.70	1.93	1.79	1.84	2.06	1.78	2.28	1.81	1.87	1.67	1.60	1.73

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 144

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	1235	145	918	160	72	1163	827	274	325	1235	256	912	323	719	511	323	661	253	503	747	470
Weighted Base	1186	157	849	166	80*	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
1 - LOWEST score	15	5	7	3	3	12	8	2	3	15	4	10	5	8	5	3	8	2	5	6	8
	1%	3%	1%	2%	4%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%
2	10	1	6	3	2	8	5	3	3	10	3	8	2	8	2	7	2	2	3	8	2
	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	*	1%	1%	1%	*
3	31	2	17	11	*	30	18	10	11	31	3	25	6	16	15	10	16	8	7	21	10
	3%	1%	2%	7%b	*	3%	2%	4%	4%	3%	1%	3%	2%	2%	3%	3%	3%	3%	2%	3%	2%
4	53	10	29	14	5	47	36	10	11	53	11	45	8	33	20	20	28	18	17	33	18
	4%	6%	3%	8%	6%	4%	5%	4%	4%	4%	5%	5%	3%	5%	4%	7%	4%	7%	4%	4%	4%
5	143	11	108	23	8	135	109	22	24	143	28	113	31	75	67	32	88	42	54	89	54
	12%	7%	13%	14%	10%	12%	14%	8%	8%	12%	11%	13%	10%	11%	14%	10%	14%	16%	12%	12%	13%
6	169	15	135	16	8	161	114	35	47	169	30	127	42	104	65	53	86	43	60	117	50
	14%	9%	16%	9%	10%	15%	15%	13%	15%	14%	12%	14%	14%	15%	13%	17%	14%	16%	14%	16%	12%
7	259	32	181	43	25	234	163	55	69	259	50	194	65	156	103	65	145	47	102	151	102
	22%	20%	21%	26%	31%	21%	21%	21%	21%	22%	21%	22%	22%	23%	21%	21%	23%	18%	23%	20%	24%
8	262	35	193	31	14	248	171	67	75	262	51	194	68	150	110	63	133	60	105	171	89
	22%	22%	23%	19%	17%	22%	22%	25%	23%	22%	21%	22%	23%	22%	22%	20%	21%	23%	24%	23%	21%
9	116	20	84	11	3	113	78	27	32	116	34	83	33	69	47	25	63	24	41	71	42
	10%	13%	10%	7%	3%	10%	10%	10%	10%	10%	14%	9%	11%	10%	10%	8%	10%	9%	9%	9%	10%
10 - HIGHEST score	69	24	40	2	9	60	35	22	25	69	20	45	23	33	35	16	31	10	24	47	20
	6%	15%bc	5%	1%	11%	5%	4%	8%	8%	6%	8%	5%	8%	5%	7%	5%	5%	4%	5%	6%	5%
Don't know	60	3	50	7	3	57	37	16	20	60	9	48	12	41	19	17	32	9	25	37	24
	5%	2%	6%	5%	4%	5%	5%	6%	6%	5%	4%	5%	4%	6%	4%	6%	5%	3%	6%	5%	6%
SUMMARY:																					
NET: 9-10	184	44	124	14	11	173	113	48	57	184	54	128	56	102	82	41	94	34	64	118	62
	16%	28%bc	15%	8%	14%	16%	15%	18%	18%	16%	22%	14%	19%	15%	17%	13%	15%	13%	15%	16%	15%
NET: 7-10	705	110	498	88	50	655	447	171	200	705	155	516	189	409	294	169	372	141	271	439	253
	59%	70%c	59%	53%	62%	59%	58%	64%	62%	59%	64%	58%	64%	59%	60%	54%	59%	53%	61%	59%	61%
NET: 4-6	365	36	271	53	21	344	258	67	83	365	69	284	81	211	152	106	201	103	130	239	122
	31%	23%	32%	32%	27%	31%	33%	25%	26%	31%	28%	32%	27%	30%	31%	34%	32%	39%	29%	32%	29%
NET: 1-3	55	7	30	18	5	50	31	15	18	55	10	43	12	32	22	20	26	11	15	35	19
	5%	5%	4%	11%b	7%	4%	4%	5%	6%	5%	4%	5%	4%	5%	4%	7%	4%	4%	3%	5%	5%
Mean	6.84	7.27c	6.88c	6.21	6.68	6.86	6.79	7.05	7.01	6.84	7.04	6.77	7.06	6.82	6.89	6.61	6.81	6.63	6.92	6.86	6.82
Standard Deviation	1.84	2.11	1.72	1.98	2.14	1.81	1.79	1.86	1.87	1.84	1.93	1.83	1.84	1.82	1.84	1.92	1.79	1.80	1.75	1.83	1.83

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 145

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1235**	200	41	65	102	77	29	36	173	65	77	141	229
Weighted Base	**1186**	107	63*	100*	157	119*	47**	58*	56	101*	122*	213	43
1 - LOWEST score	**15**	-	4	3	-	-	-	-	1	2	-	4	*
	1%	-	7%ae	*3%*	-	-	-	-	*1%*	*2%*	-	*2%*	*1%*
2	**10**	2	-	2	2	-	-	1	*	-	3	-	*
	1%	*2%*	-	*2%*	*1%*	-	-	*3%*	*1%*	-	*3%*	-	*1%*
3	**31**	2	-	2	3	3	2	-	1	3	5	11	1
	3%	*2%*	-	*2%*	*2%*	*3%*	*3%*	-	*1%*	*3%*	*4%*	*5%*	*2%*
4	**53**	4	5	3	6	6	3	7	1	3	3	10	1
	4%	*4%*	*8%*	*3%*	*4%*	*5%*	*7%*	*11%*	*2%*	*3%*	*3%*	*5%*	*1%*
5	**143**	12	3	8	19	20	3	8	6	15	14	32	4
	12%	*11%*	*5%*	*8%*	*12%*	*17%*	*7%*	*14%*	*11%*	*15%*	*12%*	*15%*	*9%*
6	**169**	15	6	15	23	22	10	3	11	11	16	32	5
	14%	*14%*	*10%*	*15%*	*15%*	*18%*	*20%*	*6%*	*20%*	*11%*	*13%*	*15%*	*12%*
7	**259**	26	21	22	23	21	6	14	15	23	22	53	11
	22%	*24%*	*34%*	*22%*	*14%*	*18%*	*14%*	*24%*	*27%*	*23%*	*18%*	*25%*	*25%*
8	**262**	28	12	22	39	22	11	11	12	28	27	39	12
	22%	*26%*	*19%*	*22%*	*25%*	*18%*	*24%*	*20%*	*20%*	*28%*	*22%*	*18%*	*27%*
9	**116**	12	6	8	17	15	8	10	5	2	16	12	4
	10%	11%j	*10%*	*8%*	*11%*	*13%*	*18%*	17%j	*9%*	*2%*	*13%*	*6%*	10%j
10 - HIGHEST score	**69**	5	3	9	12	6	3	2	2	5	10	7	4
	6%	*5%*	*5%*	*9%*	*8%*	*5%*	*7%*	*3%*	*3%*	*5%*	*8%*	*4%*	9%l
Don't know	**60**	3	2	6	14	3	-	2	3	9	6	12	1
	5%	*2%*	*3%*	*6%*	*9%*	*3%*	-	*3%*	*5%*	*9%*	*5%*	*6%*	*3%*
SUMMARY:													
NET: 9-10	**184**	17	9	17	29	22	12	11	7	6	26	19	8
	16%	*16%*	*15%*	*17%*	*19%*	*18%*	*25%*	*20%*	*12%*	*6%*	*21%*	*9%*	19%jl
NET: 7-10	**705**	70	43	61	91	65	29	37	33	58	75	112	31
	59%	*66%*	*68%*	*61%*	*58%*	*54%*	*63%*	*64%*	*59%*	*57%*	*62%*	*52%*	72%afl
NET: 4-6	**365**	31	14	26	48	48	16	18	19	29	33	74	10
	31%	*29%*	*22%*	*26%*	*31%*	40%m	*34%*	*31%*	*33%*	*29%*	*27%*	*35%*	*22%*
NET: 1-3	**55**	3	4	6	5	3	2	1	2	5	8	15	1
	5%	*3%*	*7%*	*6%*	*3%*	*3%*	*3%*	*3%*	*3%*	*5%*	*6%*	*7%*	*3%*
Mean	**6.84**	7.01l	6.68	6.92	7.08	6.82	7.13	6.81	6.86	6.71	7.01	6.45	7.25al
Standard Deviation	**1.84**	1.67	2.16	2.04	1.79	1.73	1.81	1.88	1.60	1.74	1.93	1.84	1.73

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

Prepared by BDRC Continental

* = Less than .5

Table 146

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1235**	1235	633	1137	67	1000	1200	1057	779	618	864	1235	633	394	21	256	820	298	152	69	399
Weighted Base	**1186**	1186	980	1104	22	970	1155	1016	743	585	809	1186	980	379	7	242	813	286	162	73	367
1 - LOWEST score	**15**	15	14	13	1	10	13	8	5	5	9	15	14	2	*	4	11	3	*	2	4
	1%	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*5%*	*2%*	*1%*	*1%*	*	*2%*	*1%*
2	**10**	10	8	10	*	7	8	8	7	6	6	10	8	6	-	3	8	3	2	2	6
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*
3	**31**	31	28	27	*	18	29	27	19	12	12	31	28	8	*	3	16	14	2	2	10
	3%	*3%*	*3%*	*2%*	*1%*	*2%*	*3%*	*3%*	*3%*	*2%*	*1%*	*3%*	*3%*	*2%*	*4%*	*1%*	*2%*	*5%*	*1%*	*3%*	*3%*
4	**53**	53	47	50	1	39	53	49	32	21	30	53	47	18	-	11	43	15	3	2	14
	4%	*4%*	*5%*	*5%*	*3%*	*4%*	*5%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	-	*5%*	*5%*	*5%*	*2%*	*3%*	*4%*
5	**143**	143	122	137	2	113	142	119	82	73	96	143	122	50	1	28	102	34	24	12	43
	12%	*12%*	*12%*	*12%*	*7%*	*12%*	*12%*	*12%*	*11%*	*13%*	*12%*	*12%*	*12%*	*13%*	*10%*	*11%*	*13%*	*12%*	*15%*	*16%*	*12%*
6	**169**	169	138	157	4	136	165	147	109	85	116	169	138	62	1	30	125	51	19	10	52
	14%	*14%*	*14%*	*14%*	*18%*	*14%*	*14%*	*14%*	*15%*	*14%*	*14%*	*14%*	*14%*	*16%*	*19%*	*12%*	*15%*	*18%*	*12%*	*13%*	*14%*
7	**259**	259	207	243	6	223	253	223	158	126	170	259	207	81	1	50	174	54	38	20	81
	22%	*22%*	*21%*	*22%*	*25%*	*23%*	*22%*	*22%*	*21%*	*21%*	*21%*	*22%*	*21%*	*21%*	*10%*	*21%*	*21%*	*19%*	*23%*	*27%*	*22%*
8	**262**	262	211	238	5	218	258	233	163	130	197	262	211	64	2	51	171	52	30	13	75
	22%	*22%*	*22%*	*22%*	*23%*	*23%*	*22%*	*23%*	*22%*	*22%*	*24%*	*22%*	*22%*	*17%*	*23%*	*21%*	*21%*	*18%*	*18%*	*17%*	*20%*
9	**116**	116	94	108	2	102	111	96	83	59	92	116	94	37	1	34	71	29	29	4	42
	10%	*10%*	*10%*	*10%*	*11%*	*10%*	*10%*	*9%*	*11%*	*10%*	*11%*	*10%*	*10%*	*10%*	*9%*	*14%*	*9%*	*10%*	*18%*	*6%*	*11%*
10 - HIGHEST score	**69**	69	58	65	1	61	65	59	43	37	49	69	58	33	1	20	45	17	11	4	31
	6%	*6%*	*6%*	*6%*	*4%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*9%*	*14%*	*8%*	*6%*	*6%*	*7%*	*6%*	*8%*
Don't know	**60**	60	54	56	*	44	57	47	42	31	32	60	54	18	*	9	47	13	7	3	10
	5%	*5%*	*5%*	*5%*	*2%*	*5%*	*5%*	*5%*	*6%*	*5%*	*4%*	*5%*	*5%*	*5%*	*5%*	*4%*	*6%*	*4%*	*4%*	*4%*	*3%*
SUMMARY:																					
NET: 9-10	**184**	184	152	174	3	163	176	155	126	96	141	184	152	70	2	54	117	47	40	8	73
	16%	*16%*	*16%*	*16%*	*15%*	*17%*	*15%*	*15%*	*17%*	*16%*	*17%*	*16%*	*16%*	*18%*	*23%*	*22%*	*14%*	*16%*	*24%*	*11%*	*20%*
NET: 7-10	**705**	705	571	655	14	604	687	610	446	352	508	705	571	215	4	155	462	152	107	40	229
	59%	*59%*	*58%*	*59%*	*64%*	*62%*	*59%*	*60%*	*60%*	*60%*	*63%*	*59%*	*58%*	*57%*	*56%*	*64%*	*57%*	*53%*	*66%*	*55%*	*62%*
NET: 4-6	**365**	365	306	344	6	288	360	315	223	179	242	365	306	129	2	69	270	101	45	24	109
	31%	*31%*	*31%*	*31%*	*29%*	*30%*	*31%*	*31%*	*30%*	*31%*	*30%*	*31%*	*31%*	*34%*	*29%*	*28%*	*33%*	*35%*	*28%*	*33%*	*30%*
NET: 1-3	**55**	55	49	50	1	35	50	44	32	23	26	55	49	16	1	10	34	20	3	5	19
	5%	*5%*	*5%*	*5%*	*6%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*5%*	*5%*	*4%*	*10%*	*4%*	*4%*	*7%*	*2%*	*8%*	*5%*
Mean	**6.84**	6.84	6.81	6.84	6.83	6.96	6.85	6.86	6.92	6.92	7.00	6.84	6.81	6.85	6.96	7.04	6.77	6.66	7.18	6.50	6.95
Standard Deviation	**1.84**	1.84	1.87	1.84	1.93	1.78	1.81	1.80	1.81	1.80	1.77	1.84	1.87	1.88	2.50	1.93	1.84	1.95	1.71	1.96	1.92

* = Less than .5

J20427 PSB Tracker 2013

Table 147

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
Channel 4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**591**	257	334	78	97	132	105	84	95	148	290	153	139	452	30	558	316	101	72	102
Weighted Base	**586**	252	335	81*	95*	123*	109*	83*	95*	161	284	142	135	451	45**	537	489	54	24*	19
1 - LOWEST score	**9**	6	3	2	1	3	-	4	-	3	3	3	5	4	-	9	8	1	-	*
	2%	*2%*	*1%*	*2%*	*1%*	*3%*	*-*	*5%*	*-*	*2%*	*1%*	*2%*	*3%*	*1%*	*-*	*2%*	*2%*	*2%*	*-*	*1%*
2	**11**	5	6	-	*	4	2	3	2	5	5	1	3	8	2	9	9	1	1	*
	2%	*2%*	*2%*	*-*	***	*3%*	*2%*	*4%*	*2%*	*3%*	*2%*	*1%*	*3%*	*2%*	*4%*	*2%*	*2%*	*2%*	*3%*	*1%*
3	**11**	6	6	*	1	-	2	5	4	3	4	4	1	11	-	11	9	1	1	1
	2%	*2%*	*2%*	***	*1%*	*-*	*2%*	*6%*	*4%*	*2%*	*1%*	*3%*	***	*2%*	*-*	*2%*	*2%*	*2%*	*3%*	*3%*
4	**30**	10	20	2	6	5	8	6	4	10	14	6	4	25	2	28	26	2	1	*
	5%	*4%*	*6%*	*2%*	*6%*	*4%*	*8%*	*7%*	*4%*	*6%*	*5%*	*4%*	*3%*	*6%*	*5%*	*5%*	*5%*	*4%*	*6%*	*2%*
5	**71**	28	43	13	8	14	12	6	19	12	38	21	11	60	9	62	59	8	2	3
	12%	*11%*	*13%*	*16%*	*9%*	*11%*	*11%*	*7%*	*20%*	*7%*	*14%*	*15%*	*8%*	*13%*	*21%*	*12%*	*12%*	*14%*	*8%*	*15%*
6	**90**	34	55	8	23	19	21	11	8	13	49	28	30	60	3	86	74	9	4	3
	15%	*14%*	*17%*	*9%*	*24%*	*16%*	*19%*	*13%*	*9%*	*8%*	*17%*	*20%*	*22%*	*13%*	*7%*	*16%*	*15%*	*16%*	*15%*	*17%*
7	**118**	55	63	13	18	27	29	18	13	37	59	23	29	89	6	112	98	12	5	3
	20%	*22%*	*19%*	*15%*	*19%*	*22%*	*27%*	*22%*	*14%*	*23%*	*21%*	*16%*	*21%*	*20%*	*14%*	*21%*	*20%*	*23%*	*20%*	*16%*
8	**135**	56	80	26	25	31	18	18	17	48	64	23	28	107	7	127	111	14	4	5
	23%	*22%*	*24%*	*32%*	*26%*	*25%*	*17%*	*22%*	*17%*	*30%*	*22%*	*16%*	*21%*	*24%*	*15%*	*24%*	*23%*	*27%*	*18%*	*27%*
9	**41**	23	18	5	7	7	4	4	14	13	21	6	8	32	-	41	34	3	2	1
	7%	*9%*	*5%*	*6%*	*7%*	*5%*	*4%*	*5%*	*14%*	*8%*	*7%*	*4%*	*6%*	*7%*	*-*	*8%*	*7%*	*6%*	*9%*	*7%*
10 - HIGHEST score	**39**	16	23	14	2	8	7	4	4	7	17	15	11	28	16	23	35	2	1	1
	7%	*6%*	*7%*	***17%d***	*2%*	*7%*	*6%*	*5%*	*4%*	*4%*	*6%*	*11%*	*8%*	*6%*	*35%*	*4%*	*7%*	*3%*	*6%*	*8%*
Don't know	**31**	13	18	-	4	5	6	5	12	9	11	11	5	26	-	30	26	1	3	1
	5%	*5%*	*5%*	*-*	*4%*	*4%*	*5%*	*6%*	***12%c***	*6%*	*4%*	*8%*	*4%*	*6%*	*-*	*6%*	*5%*	*2%*	***13%q***	*4%*
SUMMARY:																				
NET: 9-10	**80**	39	41	19	9	15	11	8	18	20	38	21	19	60	16	64	69	5	4	3
	14%	*15%*	*12%*	*23%*	*10%*	*12%*	*10%*	*10%*	*18%*	*13%*	*13%*	*15%*	*14%*	*13%*	*35%*	*12%*	*14%*	*9%*	*15%*	*14%*
NET: 7-10	**333**	149	184	57	52	73	59	45	47	105	161	67	76	257	29	303	278	31	12	11
	57%	*59%*	*55%*	*71%*	*55%*	*59%*	*54%*	*54%*	*50%*	***66%k***	*57%*	*47%*	*56%*	*57%*	*64%*	*56%*	*57%*	*58%*	*52%*	*57%*
NET: 4-6	**191**	72	118	22	37	38	41	22	31	35	101	55	45	145	15	176	159	18	7	7
	33%	*29%*	*35%*	*27%*	*39%*	*31%*	*37%*	*26%*	*33%*	*22%*	*35%*	***39%i***	*34%*	*32%*	*32%*	*33%*	*32%*	*34%*	*29%*	*34%*
NET: 1-3	**32**	17	15	2	1	7	4	12	5	11	12	9	9	23	2	30	26	3	1	1
	5%	*7%*	*4%*	*2%*	*2%*	*6%*	*4%*	***14%d***	*5%*	*7%*	*4%*	*6%*	*6%*	*5%*	*4%*	*6%*	*5%*	*6%*	*6%*	*5%*
Mean	**6.74**	6.76	6.73	***7.36g***	6.80	6.72	6.62	6.27	6.71	6.83	6.75	6.61	6.73	6.74	7.37	6.68	6.75	6.61	6.76	6.87
Standard Deviation	**1.92**	2.00	1.86	1.91	1.53	1.98	1.73	2.29	1.95	1.98	1.82	2.05	2.02	1.89	2.38	1.87	1.93	1.83	1.95	1.88

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 148

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
Channel 4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**591**	92	400	94	34	557	382	136	168	394	197	463	128	342	246	217	287	142	208	376	201
Weighted Base	**586**	92*	386	100*	42**	545	374	127*	163	379	180	470	116*	339	244	230	272	155	188	376	196
1 - LOWEST score	**9**	2	5	2	3	6	1	3	5	7	2	9	-	7	2	9	*	-	1	7	2
	2%	*2%*	*1%*	*2%*	*7%*	*1%*	*	*3%*	***3%f***	*2%*	*1%*	*2%*	-	*2%*	*1%*	***4%p***	*	-	*	*2%*	*1%*
2	**11**	-	7	4	*	11	5	5	5	6	6	6	5	5	5	4	5	2	2	8	3
	2%	-	*2%*	*4%*	*	*2%*	*1%*	*4%*	*3%*	*2%*	*4%*	*1%*	*4%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*
3	**11**	*	4	7	-	11	5	5	7	11	7	7	4	4	7	1	4	2	3	5	6
	2%	*	*1%*	***7%b***	-	*2%*	*1%*	*4%*	*4%*	*3%*	*4%*	*2%*	*4%*	*1%*	*3%*	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*
4	**30**	4	16	10	2	28	24	4	4	23	9	24	6	21	8	12	11	19	3	22	6
	5%	*4%*	*4%*	*10%*	*4%*	*5%*	*6%*	*3%*	*3%*	*6%*	*5%*	*5%*	*5%*	*6%*	*3%*	*5%*	*4%*	***12%r***	*2%*	*6%*	*3%*
5	**71**	6	54	10	3	68	49	16	19	52	24	56	16	43	28	22	43	16	25	39	30
	12%	*6%*	*14%*	*10%*	*8%*	*12%*	*13%*	*13%*	*11%*	*14%*	*13%*	*12%*	*14%*	*13%*	*12%*	*9%*	*16%*	*10%*	*13%*	*10%*	*15%*
6	**90**	8	68	13	*	89	58	22	29	49	29	78	12	57	32	43	41	22	34	58	30
	15%	*9%*	*18%*	*13%*	*1%*	*16%*	*15%*	*17%*	*18%*	*13%*	*16%*	*17%*	*10%*	*17%*	*13%*	*19%*	*15%*	*14%*	*18%*	*15%*	*15%*
7	**118**	22	71	25	6	112	84	18	26	82	30	100	18	80	36	45	60	31	42	76	42
	20%	*24%*	*18%*	*25%*	*14%*	*21%*	*22%*	*14%*	*16%*	*22%*	*17%*	*21%*	*15%*	*24%*	*15%*	*20%*	*22%*	*20%*	*22%*	*20%*	*21%*
8	**135**	24	95	11	13	122	85	29	37	80	39	112	23	75	61	55	64	36	48	87	42
	23%	*27%*	*25%*	*11%*	*32%*	*22%*	*23%*	*23%*	*23%*	*21%*	*22%*	*24%*	*20%*	*22%*	*25%*	*24%*	*24%*	*23%*	*25%*	*23%*	*21%*
9	**41**	8	25	8	6	35	25	5	10	22	13	28	13	18	23	15	15	11	10	22	17
	7%	*9%*	*6%*	*8%*	*15%*	*6%*	*7%*	*4%*	*6%*	*6%*	*7%*	*6%*	*11%*	*5%*	*9%*	*7%*	*5%*	*7%*	*5%*	*6%*	*9%*
10 - HIGHEST score	**39**	11	24	2	7	32	23	9	9	24	16	28	11	15	24	12	17	13	10	30	9
	7%	*12%*	*6%*	*2%*	*16%*	*6%*	*6%*	*7%*	*6%*	*6%*	*9%*	*6%*	*9%*	*4%*	*10%*	*5%*	*6%*	*8%*	*5%*	*8%*	*5%*
Don't know	**31**	6	17	7	1	30	16	10	12	24	5	22	9	14	17	11	11	3	11	21	10
	5%	*7%*	*4%*	*7%*	*4%*	*5%*	*4%*	*8%*	*7%*	*6%*	*3%*	*5%*	*8%*	*4%*	*7%*	*5%*	*4%*	*2%*	*6%*	*6%*	*5%*
SUMMARY: NET: 9-10	**80**	19	49	10	13	67	48	14	19	45	29	56	24	33	47	28	32	24	20	52	26
	14%	*21%*	*13%*	*10%*	*30%*	*12%*	*13%*	*11%*	*12%*	*12%*	*16%*	*12%*	*21%*	*10%*	***19%m***	*12%*	*12%*	*16%*	*11%*	*14%*	*13%*
NET: 7-10	**333**	66	215	45	32	301	216	61	83	207	98	268	65	187	144	128	156	91	110	215	110
	57%	***71%c***	*56%*	*45%*	*77%*	*55%*	*58%*	*48%*	*51%*	*55%*	*55%*	*57%*	*56%*	*55%*	*59%*	*56%*	*57%*	*59%*	*58%*	*57%*	*56%*
NET: 4-6	**191**	18	137	34	5	186	131	43	52	124	61	158	33	121	69	77	95	56	62	119	66
	33%	*20%*	*36%*	*34%*	*12%*	*34%*	*35%*	*34%*	*32%*	*33%*	*34%*	*34%*	*28%*	*36%*	*28%*	*34%*	*35%*	*36%*	*33%*	*32%*	*33%*
NET: 1-3	**32**	2	17	13	3	28	10	13	16	24	15	23	9	16	14	14	10	4	6	21	11
	5%	*2%*	*4%*	***13%b***	*8%*	*5%*	*3%*	***10%f***	***10%f***	*6%*	*9%*	*5%*	*8%*	*5%*	*6%*	*6%*	*4%*	*3%*	*3%*	*6%*	*5%*
Mean	**6.74**	7.38c	6.76c	5.98	7.37	6.69	6.80	6.44	6.51	6.60	6.65	6.72	6.83	6.58	7.01	6.65	6.76	6.79	6.87	6.75	6.71
Standard Deviation	**1.92**	1.78	1.84	2.10	2.43	1.87	1.73	2.16	2.11	1.95	2.09	1.87	2.14	1.84	1.98	2.00	1.74	1.88	1.62	1.98	1.82

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 149

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
Channel 4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**591**	101	12	26	41	38	14	17	72	27	65	76	102
Weighted Base	**586**	54	18**	40**	63*	59*	22**	27**	24*	41**	103*	114*	19
1 - LOWEST score	**9**	1	-	3	-	-	-	3	-	-	-	2	*
	2%	*2%*	-	*8%*	-	-	-	*11%*	-	-	-	*1%*	*1%*
2	**11**	1	-	-	2	1	3	-	1	-	2	2	*
	2%	*2%*	-	-	*2%*	*3%*	*13%*	-	*3%*	-	*2%*	*1%*	*1%*
3	**11**	1	2	-	-	2	-	-	1	-	3	3	1
	2%	*2%*	*8%*	-	-	*3%*	-	-	*3%*	-	*3%*	*3%*	*3%*
4	**30**	2	-	3	5	1	-	3	1	2	3	9	*
	5%	*4%*	-	*8%*	*7%*	*3%*	-	*13%*	*6%*	*4%*	*3%*	*8%*	*2%*
5	**71**	8	-	3	8	14	-	3	2	7	13	11	3
	12%	*14%*	-	*7%*	*12%*	*24%*	-	*12%*	*8%*	*18%*	*12%*	*9%*	*15%*
6	**90**	9	5	3	12	6	2	5	4	5	13	24	3
	15%	*16%*	*26%*	*8%*	*19%*	*11%*	*7%*	*18%*	*15%*	*11%*	*12%*	*21%*	*17%*
7	**118**	12	6	4	6	13	10	8	5	9	22	20	3
	20%	*23%*	*33%*	*11%*	*10%*	*21%*	*43%*	*29%*	*20%*	*23%*	*21%*	*17%*	*16%*
8	**135**	14	3	19	12	12	5	3	4	11	21	26	5
	23%	*27%*	*17%*	*46%*	*19%*	*21%*	*22%*	*12%*	*18%*	*26%*	*20%*	*22%*	*27%*
9	**41**	3	-	2	8	2	3	2	2	3	6	9	1
	7%	*6%*	-	*4%*	*12%*	*3%*	*14%*	*6%*	*9%*	*8%*	*6%*	*8%*	*7%*
10 - HIGHEST score	**39**	2	2	2	6	3	-	-	1	2	15	6	1
	7%	*3%*	*9%*	*4%*	*10%*	*5%*	-	-	*6%*	*4%*	*14%*	*5%*	*8%*
Don't know	**31**	1	2	2	5	5	-	-	3	3	6	4	1
	5%	*2%*	*8%*	*4%*	*8%*	*8%*	-	-	**13%b**	*7%*	*6%*	*4%*	*4%*
SUMMARY:													
NET: 9-10	**80**	5	2	3	14	5	3	2	4	5	21	15	3
	14%	*9%*	*9%*	*8%*	*22%*	*8%*	*14%*	*6%*	*15%*	*11%*	*20%*	*13%*	*14%*
NET: 7-10	**333**	31	11	26	32	29	18	13	12	25	64	60	11
	57%	*58%*	*58%*	*65%*	*51%*	*50%*	*79%*	*47%*	*52%*	*60%*	*62%*	*53%*	*57%*
NET: 4-6	**191**	18	5	9	24	22	2	11	7	14	28	44	7
	33%	*34%*	*26%*	*23%*	*39%*	*37%*	*7%*	*42%*	*29%*	*33%*	*27%*	*38%*	*34%*
NET: 1-3	**32**	3	2	3	2	3	3	3	1	-	5	6	1
	5%	*6%*	*8%*	*8%*	*2%*	*5%*	*13%*	*11%*	*6%*	-	*5%*	*5%*	*5%*
Mean	**6.74**	6.61	6.82	6.72	6.95	6.49	6.76	5.77	6.76	6.94	7.10	6.64	6.87
Standard Deviation	**1.92**	1.83	1.70	2.27	1.96	1.78	2.09	2.21	1.95	1.51	1.93	1.88	1.88

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 150

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
Channel 4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**591**	548	300	591	37	492	577	520	394	318	400	394	205	591	18	197	442	236	96	70	211
Weighted Base	**586**	551	465	586	12	492	574	524	397	325	394	379	316	586	6	180	448	239	101	76	205
1 - LOWEST score	**9**	9	8	9	-	9	9	9	6	4	2	7	6	9	-	2	6	4	-	1	1
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	-	*1%*	*1%*	*2%*	-	*1%*	*
2	**11**	11	9	11	1	11	11	11	6	4	8	6	5	11	*	6	10	10	2	3	6
	2%	*2%*	*2%*	*2%*	*6%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*6%*	*4%*	*2%*	*4%*	*2%*	*4%*	*3%*
3	**11**	11	9	11	*	9	11	11	7	8	4	11	9	11	*	7	11	7	5	2	1
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*3%*	*3%*	*2%*	*6%*	*4%*	*2%*	*3%*	*5%*	*2%*	*1%*
4	**30**	27	23	30	1	27	30	24	17	16	23	23	20	30	-	9	19	14	4	2	12
	5%	*5%*	*5%*	*5%*	*8%*	*5%*	*5%*	*5%*	*4%*	*5%*	*6%*	*6%*	*6%*	*5%*	-	*5%*	*4%*	*6%*	*4%*	*2%*	*6%*
5	**71**	68	57	71	1	48	69	60	46	43	37	52	45	71	-	24	52	31	10	8	13
	12%	*12%*	*12%*	*12%*	*5%*	*10%*	*12%*	*12%*	*12%*	*13%*	*9%*	*14%*	*14%*	*12%*	-	*13%*	*12%*	*13%*	*10%*	*11%*	*6%*
6	**90**	82	68	90	1	78	90	83	69	52	64	49	41	90	*	29	71	39	17	11	34
	15%	*15%*	*15%*	*15%*	*6%*	*16%*	*16%*	*16%*	*17%*	*16%*	*16%*	*13%*	*13%*	*15%*	*6%*	*16%*	*16%*	*16%*	*17%*	*15%*	*17%*
7	**118**	112	93	118	3	102	116	106	81	67	89	82	68	118	1	30	93	46	16	19	55
	20%	*20%*	*20%*	*20%*	*24%*	*21%*	*20%*	*20%*	*20%*	*21%*	*23%*	*22%*	*22%*	*20%*	*16%*	*17%*	*21%*	*19%*	*16%*	*24%*	*27%*
8	**135**	125	105	135	3	116	131	125	105	74	95	80	65	135	1	39	102	49	26	17	41
	23%	*23%*	*23%*	*23%*	*22%*	*24%*	*23%*	*24%*	*26%*	*23%*	*24%*	*21%*	*21%*	*23%*	*17%*	*22%*	*23%*	*21%*	*26%*	*22%*	*20%*
9	**41**	37	31	41	2	34	39	37	22	21	22	22	17	41	1	13	33	18	6	4	12
	7%	*7%*	*7%*	*7%*	*13%*	*7%*	*7%*	*7%*	*5%*	*7%*	*6%*	*6%*	*5%*	*7%*	*21%*	*7%*	*7%*	*8%*	*6%*	*5%*	*6%*
10 - HIGHEST score	**39**	39	35	39	1	35	37	32	20	16	30	24	20	39	1	16	27	12	11	7	20
	7%	*7%*	*7%*	*7%*	*8%*	*7%*	*7%*	*6%*	*5%*	*5%*	*8%*	*6%*	*6%*	*7%*	*17%*	*9%*	*6%*	*5%*	*11%*	*9%*	*10%*
Don't know	**31**	31	26	31	1	22	31	26	19	20	20	24	20	31	1	5	25	10	4	3	9
	5%	*6%*	*6%*	*5%*	*6%*	*4%*	*5%*	*5%*	*5%*	*6%*	*5%*	*6%*	*6%*	*5%*	*12%*	*3%*	*6%*	*4%*	*4%*	*5%*	*5%*
SUMMARY:																					
NET: 9-10	**80**	76	66	80	3	69	77	69	42	37	52	45	37	80	2	29	59	30	18	11	32
	14%	*14%*	*14%*	*14%*	*21%*	*14%*	*13%*	*13%*	*11%*	*11%*	*13%*	*12%*	*12%*	*14%*	*37%*	*16%*	*13%*	*13%*	*18%*	*14%*	*16%*
NET: 7-10	**333**	313	264	333	8	288	324	300	227	178	236	207	171	333	4	98	255	125	60	46	129
	57%	*57%*	*57%*	*57%*	*67%*	*59%*	*56%*	*57%*	*57%*	*55%*	*60%*	*55%*	*54%*	*57%*	*71%*	*55%*	*57%*	*52%*	*59%*	*60%*	*63%*
NET: 4-6	**191**	177	148	191	2	153	188	168	132	111	123	124	106	191	*	61	142	84	31	21	58
	33%	*32%*	*32%*	*33%*	*19%*	*31%*	*33%*	*32%*	*33%*	*34%*	*31%*	*33%*	*33%*	*33%*	*6%*	*34%*	*32%*	*35%*	*31%*	*28%*	*29%*
NET: 1-3	**32**	30	26	32	1	29	31	31	19	16	14	24	20	32	1	15	26	21	7	6	8
	5%	*5%*	*6%*	*5%*	*8%*	*6%*	*5%*	*6%*	*5%*	*5%*	*4%*	*6%*	*6%*	*5%*	*12%*	*9%*	*6%*	*9%*	*7%*	*8%*	*4%*
Mean	**6.74**	6.75	6.75	6.74	6.92	6.76	6.73	6.73	6.75	6.68	6.88	6.60	6.58	6.74	7.57	6.65	6.74	6.46	6.97	6.79	6.96
Standard Deviation	**1.92**	1.93	1.96	1.92	2.23	1.96	1.92	1.93	1.80	1.82	1.80	1.95	1.97	1.92	2.56	2.09	1.90	2.04	1.95	1.99	1.85

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 151

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
S4C

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**34**	12	22	3	2	10	4	3	12	5	21	8	7	27	1	33	-	-	34	-
Weighted Base	**11***	4**	7**	1**	1**	3**	1**	1**	4**	2**	7**	2**	2**	9**	***	11*	-**	-**	11*	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**1**	1	-	-	-	*	-	-	*	*	*	-	*	*	-	1	-	-	1	-
	6%	*17%*	-	-	-	*10%*	-	-	*9%*	*19%*	*5%*	-	*15%*	*4%*	-	*6%*	-	-	*6%*	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	*	-	*	-	-	-	*	-	-	-	*	-	-	*	-	*	-	-	*	-
	3%	-	*4%*	-	-	-	*24%*	-	-	-	*5%*	-	-	*4%*	-	*3%*	-	-	*3%*	-
5	**2**	*	2	-	-	1	1	-	1	1	1	-	*	2	*	2	-	-	2	-
	18%	*8%*	*23%*	-	-	*20%*	*51%*	-	*16%*	*40%*	*19%*	-	*15%*	*18%*	*100%*	*15%*	-	-	*18%*	-
6	**1**	*	1	1	-	-	*	-	-	*	1	-	1	1	-	1	-	-	1	-
	12%	*8%*	*14%*	*100%*	-	-	*25%*	-	-	*20%*	*14%*	-	*28%*	*8%*	-	*12%*	-	-	*12%*	-
7	**2**	1	1	-	1	1	-	*	*	-	1	1	*	2	-	2	-	-	2	-
	18%	*26%*	*14%*	-	*100%*	*20%*	-	*33%*	*8%*	-	*19%*	*27%*	*14%*	*19%*	-	*19%*	-	-	*18%*	-
8	**2**	*	2	-	-	*	-	-	2	-	1	1	-	2	-	2	-	-	2	-
	19%	*8%*	*26%*	-	-	*10%*	-	-	*49%*	-	*14%*	*48%*	-	*25%*	-	*20%*	-	-	*19%*	-
9	*	*	-	-	-	-	-	*	-	-	*	-	-	*	-	*	-	-	*	-
	3%	*8%*	-	-	-	-	-	*34%*	-	-	*5%*	-	-	*4%*	-	*3%*	-	-	*3%*	-
10 - HIGHEST score	*	-	*	-	-	-	-	*	-	-	-	*	-	*	-	*	-	-	*	-
	3%	-	*4%*	-	-	-	-	*32%*	-	-	-	*13%*	-	*4%*	-	*3%*	-	-	*3%*	-
Don't know	**2**	1	1	-	-	1	-	-	1	*	1	*	1	1	-	2	-	-	2	-
	18%	*24%*	*15%*	-	-	*40%*	-	-	*17%*	*21%*	*20%*	*12%*	*28%*	*15%*	-	*19%*	-	-	*18%*	-
SUMMARY:																				
NET: 9-10	**1**	*	*	-	-	-	-	1	-	-	*	*	-	1	-	1	-	-	1	-
	6%	*8%*	*4%*	-	-	-	-	*67%*	-	-	*5%*	*13%*	-	*7%*	-	*6%*	-	-	*6%*	-
NET: 7-10	**5**	2	3	-	1	1	-	1	2	-	3	2	*	4	-	5	-	-	5	-
	43%	*42%*	*44%*	-	*100%*	*29%*	-	*100%*	*58%*	-	*38%*	*88%*	*14%*	*51%*	-	*45%*	-	-	*43%*	-
NET: 4-6	**4**	1	3	1	-	1	1	-	1	1	3	-	1	3	*	3	-	-	4	-
	33%	*16%*	*42%*	*100%*	-	*20%*	*100%*	-	*16%*	*60%*	*37%*	-	*43%*	*30%*	*100%*	*30%*	-	-	*33%*	-
NET: 1-3	**1**	1	-	-	-	*	-	-	*	*	*	-	*	*	-	1	-	-	1	-
	6%	*17%*	-	-	-	*10%*	-	-	*9%*	*19%*	*5%*	-	*15%*	*4%*	-	*6%*	-	-	*6%*	-
Mean	**6.35**	5.86	6.60	6.00	7.00	5.62	5.01	8.66	6.66	4.53	6.16	7.98	5.15	6.63	5.00	6.41	-	-	6.35	-
Standard Deviation	**1.98**	2.87	1.67	-	-	2.77	-	-	2.45	-	1.90	1.28	-	1.92	-	2.01	-	-	1.98	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 152

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
S4C

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**34**	4	27	3	-	34	22	9	11	21	10	26	8	22	12	11	17	8	13	19	14
Weighted Base	**11***	1**	9**	1**	-**	11*	7**	3**	4**	7**	3**	8**	2**	7**	4**	4**	6**	3**	4**	6**	4**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**1**	-	1	-	-	1	1	-	-	*	*	1	-	1	-	*	*	*	*	*	*
	6%	-	*8%*	-	-	*6%*	*10%*	-	-	*5%*	*11%*	*8%*	-	*9%*	-	*10%*	*6%*	*13%*	*8%*	*6%*	*7%*
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	*	-	*	-	-	*	-	*	*	-	-	*	-	*	-	*	-	-	-	-	*
	3%	-	*4%*	-	-	*3%*	-	*11%*	*9%*	-	-	*4%*	-	*4%*	-	*9%*	-	-	-	-	*7%*
5	**2**	-	1	1	-	2	1	1	1	2	*	2	*	1	1	1	1	*	1	1	1
	18%	-	*14%*	*67%*	-	*18%*	*14%*	*33%*	*27%*	*28%*	*11%*	*19%*	*12%*	*14%*	*25%*	*18%*	*24%*	*13%*	*15%*	*11%*	*28%*
6	**1**	*	1	-	-	1	1	*	*	1	-	1	*	1	1	-	1	-	1	1	1
	12%	*25%*	*11%*	-	-	*12%*	*14%*	*12%*	*10%*	*10%*	-	*12%*	*13%*	*9%*	*18%*	-	*18%*	-	*24%*	*11%*	*15%*
7	**2**	*	2	-	-	2	1	*	1	1	1	2	*	2	*	1	1	1	*	1	*
	18%	*25%*	*19%*	-	-	*18%*	*19%*	*11%*	*18%*	*15%*	*30%*	*20%*	*12%*	*23%*	*8%*	*19%*	*18%*	*38%*	*8%*	*22%*	*8%*
8	**2**	-	2	*	-	2	2	*	*	2	*	1	1	1	1	1	1	*	1	2	1
	19%	-	*21%*	*33%*	-	*19%*	*21%*	*10%*	*9%*	*22%*	*9%*	*14%*	*37%*	*12%*	*32%*	*17%*	*17%*	*11%*	*22%*	*24%*	*13%*
9	*	*	-	-	-	*	*	-	-	*	*	*	-	*	-	-	*	*	-	*	-
	3%	*26%*	-	-	-	*3%*	*5%*	-	-	*5%*	*10%*	*4%*	-	*5%*	-	-	*6%*	*12%*	-	*5%*	-
10 - HIGHEST score	*	-	*	-	-	*	-	-	*	*	*	-	*	-	*	-	-	-	-	*	-
	3%	-	*4%*	-	-	*3%*	-	-	*9%*	*5%*	*9%*	-	*13%*	-	*8%*	-	-	-	-	*5%*	-
Don't know	**2**	*	2	-	-	2	1	1	1	1	1	2	*	2	*	1	1	*	1	1	1
	18%	*24%*	*19%*	-	-	*18%*	*18%*	*23%*	*19%*	*10%*	*20%*	*19%*	*13%*	*23%*	*9%*	*28%*	*12%*	*12%*	*24%*	*16%*	*22%*
SUMMARY: NET: 9-10	**1**	*	*	-	-	1	*	-	*	1	1	*	*	*	*	-	*	*	-	1	-
	6%	*26%*	*4%*	-	-	*6%*	*5%*	-	*9%*	*9%*	*19%*	*4%*	*13%*	*5%*	*8%*	-	*6%*	*12%*	-	*10%*	-
NET: 7-10	**5**	1	4	*	-	5	3	1	1	3	2	3	2	3	2	1	2	2	1	3	1
	43%	*51%*	*43%*	*33%*	-	*43%*	*45%*	*22%*	*35%*	*47%*	*58%*	*38%*	*62%*	*40%*	*49%*	*36%*	*40%*	*61%*	*30%*	*57%*	*21%*
NET: 4-6	**4**	*	3	1	-	4	2	2	2	3	*	3	1	2	2	1	2	*	2	1	2
	33%	*25%*	*29%*	*67%*	-	*33%*	*27%*	*56%*	*46%*	*38%*	*11%*	*35%*	*25%*	*27%*	*42%*	*26%*	*41%*	*13%*	*39%*	*22%*	*49%*
NET: 1-3	**1**	-	1	-	-	1	1	-	-	*	*	1	-	1	-	*	*	*	*	*	*
	6%	-	*8%*	-	-	*6%*	*10%*	-	-	*5%*	*11%*	*8%*	-	*9%*	-	*10%*	*6%*	*13%*	*8%*	*6%*	*7%*
Mean	**6.35**	7.34	6.27	5.98	-	6.35	6.29	5.71	6.32	6.48	6.78	6.01	7.44	6.02	6.89	5.68	6.25	6.35	6.06	6.87	5.53
Standard Deviation	**1.98**	-	2.11	-	-	1.98	2.12	1.69	2.17	2.04	2.98	2.00	2.04	2.17	1.86	2.59	1.89	2.84	2.13	2.06	1.98

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 153

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
S4C

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**34**	-	-	-	-	-	-	-	34	-	-	-	-
Weighted Base	**11***	-**	-**	-**	-**	-**	-**	-**	11*	-**	-**	-**	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
4	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
5	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	18%	-	-	-	-	-	-	-	*18%*	-	-	-	-
6	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	12%	-	-	-	-	-	-	-	*12%*	-	-	-	-
7	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	18%	-	-	-	-	-	-	-	*18%*	-	-	-	-
8	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	19%	-	-	-	-	-	-	-	*19%*	-	-	-	-
9	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
10 - HIGHEST score	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
Don't know	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	18%	-	-	-	-	-	-	-	*18%*	-	-	-	-
SUMMARY:													
NET: 9-10	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
NET: 7-10	**5**	-	-	-	-	-	-	-	5	-	-	-	-
	43%	-	-	-	-	-	-	-	*43%*	-	-	-	-
NET: 4-6	**4**	-	-	-	-	-	-	-	4	-	-	-	-
	33%	-	-	-	-	-	-	-	*33%*	-	-	-	-
NET: 1-3	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
Mean	**6.35**	-	-	-	-	-	-	-	6.35	-	-	-	-
Standard Deviation	**1.98**	-	-	-	-	-	-	-	1.98	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 154

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
S4C

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**34**	31	-	30	34	25	34	32	25	21	27	21	-	18	34	10	29	16	5	6	16
Weighted Base	**11**	10	-	10	11	8	11	10	8	7	9	7	-	6	11	3	9	5	2	2	5
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**1**	1	-	1	1	*	1	1	*	1	*	*	-	*	1	*	1	*	*	-	*
	6%	*7%*	-	*7%*	*6%*	*4%*	*6%*	*7%*	*4%*	*10%*	*4%*	*5%*	-	*6%*	*6%*	*11%*	*7%*	*7%*	*21%*	-	*6%*
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	*	*	-	-	*	-	*	*	-	-	*	-	-	-	*	-	*	*	-	-	-
	3%	*3%*	-	-	*3%*	-	*3%*	*3%*	-	-	*4%*	-	-	-	*3%*	-	*3%*	*6%*	-	-	-
5	**2**	2	-	2	2	1	2	2	2	1	1	2	-	1	2	*	2	1	*	1	1
	18%	*19%*	-	*17%*	*18%*	*16%*	*18%*	*16%*	*20%*	*19%*	*15%*	*28%*	-	*17%*	*18%*	*11%*	*18%*	*19%*	*21%*	*33%*	*13%*
6	**1**	1	-	1	1	1	1	1	1	1	1	1	-	-	1	-	1	-	-	-	*
	12%	*13%*	-	*13%*	*12%*	*16%*	*12%*	*13%*	*12%*	*15%*	*11%*	*10%*	-	-	*12%*	-	*11%*	-	-	-	*6%*
7	**2**	2	-	2	2	2	2	2	2	1	2	1	-	1	2	1	1	1	*	*	1
	18%	*16%*	-	*17%*	*18%*	*20%*	*18%*	*19%*	*24%*	*20%*	*23%*	*15%*	-	*23%*	*18%*	*30%*	*14%*	*13%*	*20%*	*17%*	*13%*
8	**2**	2	-	2	2	1	2	2	1	1	2	2	-	2	2	*	2	1	-	*	2
	19%	*18%*	-	*19%*	*19%*	*15%*	*19%*	*21%*	*15%*	*18%*	*21%*	*22%*	-	*26%*	*19%*	*9%*	*23%*	*24%*	-	*15%*	*30%*
9	*	*	-	*	*	*	*	*	*	-	*	*	-	*	*	*	*	-	-	-	*
	3%	*3%*	-	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	-	*4%*	*5%*	-	*6%*	*3%*	*10%*	*4%*	-	-	-	*6%*
10 - HIGHEST score	*	*	-	*	*	*	*	*	*	-	*	*	-	*	*	*	*	*	*	-	*
	3%	*3%*	-	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	-	*4%*	*5%*	-	*5%*	*3%*	*9%*	*3%*	*6%*	*18%*	-	*6%*
Don't know	**2**	2	-	2	2	2	2	2	1	1	1	1	-	1	2	1	2	1	*	1	1
	18%	*17%*	-	*20%*	*18%*	*20%*	*18%*	*16%*	*17%*	*19%*	*15%*	*10%*	-	*18%*	*18%*	*20%*	*18%*	*25%*	*20%*	*35%*	*19%*
SUMMARY:																					
NET: 9-10	**1**	1	-	1	1	1	1	1	1	-	1	1	-	1	1	1	1	*	*	-	1
	6%	*6%*	-	*7%*	*6%*	*8%*	*6%*	*6%*	*8%*	-	*7%*	*9%*	-	*11%*	*6%*	*19%*	*7%*	*6%*	*18%*	-	*13%*
NET: 7-10	**5**	4	-	4	5	4	5	5	4	3	4	3	-	4	5	2	4	2	1	1	3
	43%	*41%*	-	*42%*	*43%*	*43%*	*43%*	*46%*	*47%*	*37%*	*51%*	*47%*	-	*60%*	*43%*	*58%*	*44%*	*43%*	*38%*	*32%*	*55%*
NET: 4-6	**4**	4	-	3	4	3	4	3	3	2	3	3	-	1	4	*	3	1	*	1	1
	33%	*36%*	-	*30%*	*33%*	*32%*	*33%*	*31%*	*32%*	*33%*	*30%*	*38%*	-	*17%*	*33%*	*11%*	*31%*	*25%*	*21%*	*33%*	*20%*
NET: 1-3	**1**	1	-	1	1	*	1	1	*	1	*	*	-	*	1	*	1	*	*	-	*
	6%	*7%*	-	*7%*	*6%*	*4%*	*6%*	*7%*	*4%*	*10%*	*4%*	*5%*	-	*6%*	*6%*	*11%*	*7%*	*7%*	*21%*	-	*6%*
Mean	**6.35**	6.27	-	6.41	6.35	6.56	6.35	6.41	6.53	5.95	6.63	6.48	-	6.88	6.35	6.78	6.37	6.35	5.87	6.21	6.95
Standard Deviation	**1.98**	2.03	-	2.04	1.98	1.88	1.98	2.00	1.87	2.02	1.86	2.04	-	2.18	1.98	2.98	2.13	2.51	-	-	2.31

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 155

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
Channel 5

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**360**	156	204	40	56	82	61	47	74	71	172	117	85	275	22	336	176	55	77	52
Weighted Base	**337**	141	196	45*	48*	73*	60*	40*	72*	66*	158	113*	81*	256	31**	302	273	30*	25*	10*
1 - LOWEST score	**12**	8	4	3	5	*	4	1	-	2	9	2	7	6	2	11	9	2	1	-
	4%	*6%*	*2%*	*7%*	*10%*	*1%*	*6%*	*2%*	-	*3%*	*6%*	*2%*	*8%*	*2%*	*5%*	*4%*	*3%*	*7%*	*4%*	-
2	**13**	5	8	-	3	6	2	*	2	3	6	4	5	9	2	9	12	-	1	*
	4%	*4%*	*4%*	-	*7%*	*9%*	*3%*	*1%*	*2%*	*5%*	*4%*	*3%*	*6%*	*3%*	*5%*	*3%*	*5%*	-	*3%*	*3%*
3	**15**	5	10	2	*	2	2	3	6	5	4	5	2	13	2	13	12	2	*	*
	4%	*3%*	*5%*	*3%*	*	*3%*	*3%*	*8%*	*8%*	*7%*	*3%*	*5%*	*2%*	*5%*	*5%*	*4%*	*5%*	*6%*	*1%*	*2%*
4	**26**	13	13	2	4	3	7	5	6	5	10	10	4	21	5	21	20	4	1	*
	8%	*9%*	*6%*	*3%*	*8%*	*4%*	*11%*	*13%*	*8%*	*8%*	*6%*	*9%*	*5%*	*8%*	*15%*	*7%*	*7%*	*14%*	*4%*	*4%*
5	**55**	20	35	2	8	20	9	4	13	9	25	20	19	36	5	49	41	6	5	2
	16%	*14%*	*18%*	*4%*	*16%*	*27%*	*15%*	*9%*	*17%*	*14%*	*16%*	*18%*	*23%*	*14%*	*16%*	*16%*	*15%*	*20%*	*18%*	*25%*
6	**45**	17	28	2	8	10	7	10	7	9	20	16	11	34	2	43	35	3	5	2
	13%	*12%*	*14%*	*5%*	*17%*	*14%*	*12%*	*26%*	*10%*	*13%*	*13%*	*14%*	*13%*	*13%*	*5%*	*14%*	*13%*	*11%*	*20%*	*17%*
7	**62**	31	30	14	7	16	11	2	12	13	33	16	16	46	4	58	50	5	5	2
	18%	*22%*	*16%*	*30%*	*14%*	*22%*	*19%*	*6%*	*17%*	*19%*	*21%*	*14%*	*19%*	*18%*	*11%*	*19%*	*18%*	*18%*	*18%*	*23%*
8	**51**	19	32	14	8	8	6	4	10	9	26	15	10	41	7	44	43	4	2	2
	15%	*14%*	*16%*	*31%*	*17%*	*11%*	*11%*	*11%*	*14%*	*14%*	*17%*	*13%*	*12%*	*16%*	*22%*	*15%*	*16%*	*13%*	*9%*	*21%*
9	**19**	9	11	2	5	2	5	2	3	6	7	6	3	16	-	19	17	1	2	-
	6%	*6%*	*5%*	*4%*	*10%*	*2%*	*9%*	*6%*	*5%*	*9%*	*5%*	*5%*	*4%*	*6%*	-	*6%*	*6%*	*2%*	*6%*	-
10 - HIGHEST score	**10**	1	9	3	*	-	2	1	4	2	6	3	3	7	3	7	8	2	1	*
	3%	*1%*	*5%*	*7%*	*1%*	-	*3%*	*3%*	*5%*	*3%*	*4%*	*3%*	*4%*	*3%*	*10%*	*2%*	*3%*	*6%*	*3%*	*3%*
Don't know	**29**	12	17	2	-	6	5	6	10	2	10	17	2	28	2	28	25	1	4	*
	9%	*9%*	*9%*	*5%*	-	*8%*	*8%*	*16%*	*14%*	*4%*	*6%*	*15%*	*2%*	*11%*	*5%*	*9%*	*9%*	*3%*	*14%*	*2%*
SUMMARY:																				
NET: 9-10	**30**	10	20	5	5	2	7	4	7	8	13	9	6	23	3	26	25	2	2	*
	9%	*7%*	*10%*	*11%*	*11%*	*2%*	*12%*	*9%*	*10%*	*12%*	*8%*	*8%*	*8%*	*9%*	*10%*	*9%*	*9%*	*7%*	*9%*	*3%*
NET: 7-10	**142**	61	82	33	20	25	25	10	30	30	73	39	32	110	14	129	118	11	9	5
	42%	*43%*	*42%*	***72%egh***	*42%*	*35%*	*41%*	*26%*	*41%*	*46%*	*46%*	*35%*	*40%*	*43%*	*43%*	*43%*	*43%*	*38%*	*36%*	*47%*
NET: 4-6	**125**	50	75	6	20	33	23	19	25	23	56	46	34	91	11	114	97	13	11	4
	37%	*35%*	*38%*	*13%*	*41%*	***45%c***	*38%*	***48%c***	*35%*	*35%*	*35%*	*41%*	*42%*	*36%*	*36%*	*38%*	*35%*	*46%*	*42%*	*46%*
NET: 1-3	**40**	18	22	5	8	9	7	4	7	10	19	11	13	27	5	32	34	4	2	1
	12%	*13%*	*11%*	*10%*	*17%*	*12%*	*12%*	*10%*	*10%*	*15%*	*12%*	*10%*	*16%*	*11%*	*15%*	*11%*	*12%*	*13%*	*8%*	*5%*
Mean	**6.00**	5.84	6.11	6.82	5.72	5.64	5.88	5.86	6.18	6.00	6.03	5.94	5.67	6.11	5.89	6.05	6.02	5.68	6.05	6.25
Standard Deviation	**2.15**	2.19	2.11	2.22	2.43	1.81	2.29	2.04	2.04	2.22	2.21	2.01	2.31	2.08	2.53	2.07	2.17	2.26	2.04	1.70

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 156

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
Channel 5

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**360**	47	248	60	28	332	225	93	106	256	360	273	87	203	156	103	178	81	124	220	136
Weighted Base	**337**	52*	226	52*	28**	308	207	91*	102*	242	337	259	78*	187	150	93*	175	83*	104*	207	125*
1 - LOWEST score	**12**	4	5	4	2	11	9	2	2	7	12	12	1	11	1	6	5	-	9	9	3
	4%	*7%*	*2%*	*7%*	*5%*	*4%*	*4%*	*2%*	*2%*	*3%*	*4%*	*5%*	*1%*	*6%*	*1%*	*7%*	*3%*	*-*	*9%*	*4%*	*2%*
2	**13**	*	8	3	*	13	7	3	7	12	13	12	2	5	8	5	7	6	*	7	7
	4%	***	*4%*	*6%*	*1%*	*4%*	*3%*	*4%*	*6%*	*5%*	*4%*	*4%*	*2%*	*3%*	*5%*	*5%*	*4%*	*7%*	***	*3%*	*5%*
3	**15**	2	6	6	3	11	8	3	4	10	15	11	4	6	8	5	4	2	4	7	6
	4%	*3%*	*2%*	*11%*	*11%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*5%*	*3%*	*6%*	*5%*	*2%*	*2%*	*4%*	*3%*	*5%*
4	**26**	5	15	5	2	24	17	6	7	18	26	22	4	15	11	4	16	9	8	17	9
	8%	*10%*	*7%*	*9%*	*5%*	*8%*	*8%*	*7%*	*7%*	*7%*	*8%*	*8%*	*5%*	*8%*	*7%*	*4%*	*9%*	*11%*	*8%*	*8%*	*7%*
5	**55**	9	37	8	3	52	36	13	16	39	55	42	13	33	21	17	26	15	15	35	19
	16%	*17%*	*17%*	*16%*	*9%*	*17%*	*18%*	*15%*	*15%*	*16%*	*16%*	*16%*	*17%*	*18%*	*14%*	*18%*	*15%*	*18%*	*15%*	*17%*	*15%*
6	**45**	5	33	6	3	42	32	7	9	29	45	33	12	20	25	12	23	18	14	26	16
	13%	*9%*	*14%*	*12%*	*11%*	*14%*	*16%*	*8%*	*9%*	*12%*	*13%*	*13%*	*15%*	*11%*	*17%*	*13%*	*13%*	*22%*	*13%*	*12%*	*13%*
7	**62**	11	42	9	2	60	38	22	22	48	62	53	9	42	20	19	40	9	23	45	16
	18%	*22%*	*19%*	*16%*	*8%*	*19%*	*18%*	*24%*	*21%*	*20%*	*18%*	*20%*	*12%*	*22%*	*13%*	*20%*	*23%*	*11%*	*22%*	*22%*	*13%*
8	**51**	12	35	4	2	49	28	19	21	36	51	40	11	27	24	15	28	11	13	29	22
	15%	*23%*	*15%*	*8%*	*8%*	*16%*	*13%*	*21%*	*21%*	*15%*	*15%*	*15%*	*15%*	*14%*	*16%*	*16%*	*16%*	*13%*	*13%*	*14%*	*18%*
9	**19**	*	17	2	3	16	14	2	2	15	19	13	6	10	9	5	9	8	6	9	10
	6%	*1%*	*7%*	*4%*	*11%*	*5%*	*7%*	*2%*	*2%*	*6%*	*6%*	*5%*	*8%*	*5%*	*6%*	*5%*	*5%*	*10%*	*6%*	*4%*	*8%*
10 - HIGHEST score	**10**	4	4	1	2	9	5	4	4	7	10	7	3	5	5	2	3	3	2	5	5
	3%	*7%*	*2%*	*1%*	*6%*	*3%*	*2%*	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*2%*	*2%*	*3%*	*2%*	*2%*	*4%*
Don't know	**29**	-	24	5	7	22	13	9	10	21	29	16	14	12	17	3	13	2	9	18	11
	9%	*-*	*11%*	*10%*	*25%*	*7%*	*6%*	*10%*	*9%*	*9%*	*9%*	*6%*	**17%k**	*6%*	*12%*	*3%*	*8%*	*3%*	*9%*	*9%*	*9%*
SUMMARY: NET: 9-10	**30**	4	21	3	5	25	19	6	6	23	30	20	9	15	14	7	13	10	8	14	15
	9%	*8%*	*9%*	*5%*	*17%*	*8%*	*9%*	*6%*	*6%*	*9%*	*9%*	*8%*	*12%*	*8%*	*10%*	*7%*	*7%*	*13%*	*8%*	*7%*	*12%*
NET: 7-10	**142**	28	98	15	9	133	84	47	49	106	142	113	30	84	58	41	81	31	44	89	54
	42%	*53%*	*43%*	*29%*	*33%*	*43%*	*41%*	*52%*	*48%*	*44%*	*42%*	*44%*	*38%*	*45%*	*39%*	*44%*	*46%*	*37%*	*42%*	*43%*	*43%*
NET: 4-6	**125**	19	85	19	7	118	86	27	32	86	125	96	29	68	57	33	65	42	37	77	44
	37%	*37%*	*38%*	*37%*	*26%*	*38%*	*42%*	*29%*	*31%*	*35%*	*37%*	*37%*	*37%*	*36%*	*38%*	*36%*	*37%*	*51%*	*36%*	*37%*	*35%*
NET: 1-3	**40**	5	19	13	5	35	24	8	12	29	40	34	6	23	17	16	17	8	13	23	16
	12%	*10%*	*8%*	**24%b**	*17%*	*11%*	*11%*	*9%*	*12%*	*12%*	*12%*	*13%*	*8%*	*12%*	*11%*	*17%*	*9%*	*10%*	*13%*	*11%*	*13%*
Mean	**6.00**	6.18	6.18c	5.12	5.99	6.00	5.93	6.31	6.13	6.03	6.00	5.91	6.34	5.92	6.10	5.80	6.08	6.01	5.84	5.94	6.13
Standard Deviation	**2.15**	2.25	2.00	2.27	2.66	2.11	2.11	2.02	2.11	2.15	2.15	2.18	2.02	2.20	2.08	2.27	2.03	2.04	2.25	2.10	2.25

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 157

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
Channel 5

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**360**	55	8	10	25	24	9	10	77	14	30	46	52
Weighted Base	**337**	30*	13**	15**	38**	37**	15**	16**	25*	22**	48**	69*	10*
1 - LOWEST score	**12**	2	-	-	-	2	-	-	1	2	-	6	-
	4%	*7%*	-	-	-	*4%*	-	-	*4%*	*7%*	-	*9%*	-
2	**13**	-	-	-	5	1	-	-	1	2	2	3	*
	4%	-	-	-	*12%*	*4%*	-	-	*3%*	*7%*	*3%*	*5%*	*3%*
3	**15**	2	2	-	2	2	-	-	*	-	5	3	*
	4%	*6%*	*12%*	-	*4%*	*4%*	-	-	*1%*	-	*10%*	*4%*	*2%*
4	**26**	4	-	-	3	5	-	2	1	2	5	4	*
	8%	*14%*	-	-	*8%*	*13%*	-	*10%*	*4%*	*8%*	*10%*	*6%*	*4%*
5	**55**	6	2	6	6	2	-	6	5	5	6	9	2
	16%	*20%*	*13%*	*40%*	*16%*	*4%*	-	*40%*	*18%*	*22%*	*13%*	*13%*	*25%*
6	**45**	3	2	-	1	6	5	-	5	1	6	13	2
	13%	*11%*	*12%*	-	*4%*	*17%*	*32%*	-	*20%*	*7%*	*13%*	*19%*	*17%*
7	**62**	5	5	3	8	9	5	2	5	-	8	11	2
	18%	*18%*	*38%*	*20%*	*20%*	*25%*	*33%*	*10%*	*18%*	-	*16%*	*15%*	*23%*
8	**51**	4	-	2	6	6	2	5	2	5	8	9	2
	15%	*13%*	-	*10%*	*16%*	*17%*	*12%*	*30%*	*9%*	*22%*	*17%*	*13%*	*21%*
9	**19**	1	-	3	2	2	2	-	2	3	5	1	-
	6%	*2%*	-	*20%*	*4%*	*4%*	*11%*	-	*6%*	*15%*	*10%*	*2%*	-
10 - HIGHEST score	**10**	2	-	-	2	-	-	2	1	-	2	3	*
	3%	*6%*	-	-	*4%*	-	-	*10%*	*3%*	-	*4%*	*4%*	*3%*
Don't know	**29**	1	3	1	5	3	2	-	4	3	2	6	*
	9%	*3%*	*25%*	*10%*	*12%*	*8%*	*11%*	-	*14%*	*14%*	*4%*	*9%*	*2%*
SUMMARY:													
NET: 9-10	**30**	2	-	3	3	2	2	2	2	3	6	4	*
	9%	*7%*	-	*20%*	*8%*	*4%*	*11%*	*10%*	*9%*	*15%*	*13%*	*6%*	*3%*
NET: 7-10	**142**	11	5	8	17	17	8	8	9	8	23	24	5
	42%	*38%*	*38%*	*50%*	*45%*	*46%*	*57%*	*50%*	*36%*	*36%*	*47%*	*35%*	*47%*
NET: 4-6	**125**	13	3	6	11	12	5	8	11	8	17	27	4
	37%	*46%*	*25%*	*40%*	*28%*	*33%*	*32%*	*50%*	*42%*	*36%*	*36%*	*39%*	*46%*
NET: 1-3	**40**	4	2	-	6	5	-	-	2	3	6	12	1
	12%	*13%*	*12%*	-	*16%*	*12%*	-	-	*8%*	*14%*	*13%*	*18%*	*5%*
Mean	**6.00**	5.68	5.85	6.68	5.88	5.93	7.02	6.51	6.05	5.85	6.20	5.61	6.25
Standard Deviation	**2.15**	2.26	1.53	1.70	2.32	2.09	1.04	1.92	2.04	2.61	2.11	2.39	1.70

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 158

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
Channel 5

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**360**	332	166	337	33	360	356	315	230	182	237	256	129	197	10	360	245	106	73	44	116
Weighted Base	**337**	313	256	316	11	337	334	295	209	167	215	242	198	180	3	337	237	95	73	45	108
1 - LOWEST score	**12**	10	8	12	*	12	12	12	5	4	5	7	6	6	-	12	10	4	*	*	3
	4%	*3%*	*3%*	*4%*	*3%*	*4%*	*4%*	*4%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	-	*4%*	*4%*	*4%*	*	*1%*	*3%*
2	**13**	13	12	10	1	13	13	10	8	8	5	12	11	7	-	13	7	5	2	2	5
	4%	*4%*	*5%*	*3%*	*6%*	*4%*	*4%*	*3%*	*4%*	*5%*	*2%*	*5%*	*5%*	*4%*	-	*4%*	*3%*	*6%*	*2%*	*3%*	*5%*
3	**15**	12	11	13	-	15	15	11	6	4	8	10	9	8	-	15	14	7	3	2	6
	4%	*4%*	*4%*	*4%*	-	*4%*	*4%*	*4%*	*3%*	*2%*	*4%*	*4%*	*5%*	*5%*	-	*4%*	*6%*	*7%*	*4%*	*3%*	*5%*
4	**26**	25	20	23	-	26	24	24	10	11	16	18	15	11	-	26	19	8	4	4	9
	8%	*8%*	*8%*	*7%*	-	*8%*	*7%*	*8%*	*5%*	*6%*	*8%*	*7%*	*8%*	*6%*	-	*8%*	*8%*	*8%*	*6%*	*10%*	*8%*
5	**55**	49	37	52	2	55	55	45	34	28	30	39	29	31	1	55	41	15	12	8	17
	16%	*16%*	*14%*	*16%*	*19%*	*16%*	*16%*	*15%*	*16%*	*17%*	*14%*	*16%*	*15%*	*17%*	*20%*	*16%*	*17%*	*16%*	*16%*	*17%*	*16%*
6	**45**	40	31	43	2	45	45	42	31	24	33	29	21	29	-	45	31	11	7	8	16
	13%	*13%*	*12%*	*14%*	*15%*	*13%*	*13%*	*14%*	*15%*	*15%*	*16%*	*12%*	*11%*	*16%*	-	*13%*	*13%*	*11%*	*10%*	*17%*	*15%*
7	**62**	57	45	60	3	62	61	51	38	27	52	48	37	28	1	62	39	13	12	7	24
	18%	*18%*	*18%*	*19%*	*30%*	*18%*	*18%*	*17%*	*18%*	*16%*	*24%*	*20%*	*19%*	*16%*	*21%*	*18%*	*17%*	*14%*	*17%*	*15%*	*22%*
8	**51**	50	43	51	1	51	49	44	39	35	37	36	30	30	1	51	31	12	18	6	15
	15%	*16%*	*17%*	*16%*	*12%*	*15%*	*15%*	*15%*	*19%*	*21%*	*17%*	*15%*	*15%*	*17%*	*19%*	*15%*	*13%*	*12%*	*25%*	*13%*	*14%*
9	**19**	19	17	19	*	19	19	19	14	11	11	15	14	12	*	19	14	5	4	3	8
	6%	*6%*	*7%*	*6%*	*3%*	*6%*	*6%*	*6%*	*7%*	*7%*	*5%*	*6%*	*7%*	*7%*	*10%*	*6%*	*6%*	*5%*	*5%*	*7%*	*7%*
10 - HIGHEST score	**10**	10	8	9	1	10	10	10	8	6	7	7	5	6	1	10	8	6	3	2	4
	3%	*3%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*2%*	*3%*	*20%*	*3%*	*3%*	*6%*	*3%*	*5%*	*4%*
Don't know	**29**	29	25	24	1	29	29	27	15	9	11	21	20	11	*	29	23	10	8	3	2
	9%	*9%*	*10%*	*7%*	*6%*	*9%*	*9%*	*9%*	*7%*	*6%*	*5%*	*9%*	*10%*	*6%*	*10%*	*9%*	*10%*	*11%*	*10%*	*8%*	*2%*
SUMMARY:																					
NET: 9-10	**30**	29	25	28	1	30	30	29	22	17	18	23	19	18	1	30	22	11	6	5	12
	9%	*9%*	*10%*	*9%*	*9%*	*9%*	*9%*	*10%*	*11%*	*10%*	*8%*	*9%*	*10%*	*10%*	*30%*	*9%*	*9%*	*11%*	*9%*	*12%*	*11%*
NET: 7-10	**142**	136	113	139	6	142	140	123	100	78	106	106	86	76	2	142	92	35	37	18	50
	42%	*43%*	*44%*	*44%*	*51%*	*42%*	*42%*	*42%*	*48%*	*47%*	*49%*	*44%*	*44%*	*43%*	*69%*	*42%*	*39%*	*37%*	*51%*	*41%*	*47%*
NET: 4-6	**125**	114	87	118	4	125	124	111	76	63	80	86	66	71	1	125	91	34	23	20	41
	37%	*36%*	*34%*	*37%*	*33%*	*37%*	*37%*	*38%*	*36%*	*38%*	*37%*	*35%*	*33%*	*40%*	*20%*	*37%*	*38%*	*35%*	*32%*	*44%*	*39%*
NET: 1-3	**40**	35	31	35	1	40	40	34	19	16	18	29	26	22	-	40	31	16	5	3	13
	12%	*11%*	*12%*	*11%*	*9%*	*12%*	*12%*	*11%*	*9%*	*10%*	*8%*	*12%*	*13%*	*12%*	-	*12%*	*13%*	*17%*	*7%*	*8%*	*12%*
Mean	**6.00**	6.06	6.08	6.05	6.31	6.00	5.99	6.02	6.33	6.25	6.26	6.03	5.99	6.07	7.64	6.00	5.89	5.78	6.52	6.20	6.07
Standard Deviation	**2.15**	2.15	2.19	2.12	2.13	2.15	2.15	2.17	2.05	2.09	1.94	2.15	2.20	2.14	2.18	2.15	2.17	2.41	1.90	2.02	2.12

* = Less than .5

J20427 PSB Tracker 2013

Table 159

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC1

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1552**	735	817	162	204	291	279	246	370	385	722	445	290	1262	84	1460	875	238	235	204
Weighted Base	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123*	1467	1359	127	76	38
1 - LOWEST score	**13**	6	7	3	2	3	-	3	2	2	8	3	2	12	3	8	13	-	*	-
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	-	*	-
2	**14**	14	*	2	3	2	-	2	5	2	9	4	2	12	3	11	13	1	*	1
	1%	**2%b**	*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*	*	*1%*
3	**19**	13	7	-	-	5	4	6	5	9	7	3	3	16	1	19	18	1	*	*
	1%	*2%*	*1%*	-	-	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*	*
4	**45**	20	25	2	5	10	11	7	10	12	23	9	9	35	3	41	43	1	1	-
	3%	*3%*	*3%*	*1%*	*2%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*1%*	*1%*	-
5	**99**	47	52	12	16	16	20	14	22	29	43	27	18	81	5	94	85	7	5	2
	6%	*6%*	*6%*	*7%*	*8%*	*5%*	*7%*	*6%*	*6%*	*7%*	*6%*	*6%*	*6%*	*6%*	*4%*	*6%*	*6%*	*5%*	*7%*	*5%*
6	**143**	60	82	17	16	25	19	22	43	40	57	46	21	122	6	135	117	13	7	5
	9%	*8%*	*10%*	*10%*	*8%*	*8%*	*7%*	*9%*	*11%*	*9%*	*8%*	*10%*	*7%*	*9%*	*5%*	*9%*	*9%*	*10%*	*9%*	*12%*
7	**296**	139	158	30	46	51	53	45	71	83	134	79	58	238	23	271	245	29	15	7
	19%	*18%*	*19%*	*17%*	*22%*	*17%*	*18%*	*19%*	*19%*	*20%*	*18%*	*18%*	*20%*	*18%*	*19%*	*18%*	*18%*	*23%*	*20%*	*19%*
8	**483**	227	256	50	69	104	83	65	112	126	230	126	92	391	35	444	403	43	24	13
	30%	*30%*	*30%*	*29%*	*33%*	*34%*	*28%*	*27%*	*29%*	*30%*	*31%*	*29%*	*32%*	*30%*	*29%*	*30%*	*30%*	*34%*	*32%*	*34%*
9	**277**	137	141	27	32	51	62	49	58	71	137	69	44	233	18	259	242	19	10	6
	17%	*18%*	*17%*	*16%*	*15%*	*16%*	*21%*	*20%*	*15%*	*17%*	*19%*	*16%*	*15%*	*18%*	*15%*	*18%*	*18%*	*15%*	*14%*	*14%*
10 - HIGHEST score	**161**	80	81	25	10	31	32	19	45	44	70	48	28	133	22	139	136	12	8	5
	10%	*11%*	*10%*	**14%d**	*5%*	*10%*	*11%*	*8%*	*12%*	*10%*	*9%*	*11%*	*10%*	*10%*	*18%*	*9%*	*10%*	*9%*	*11%*	*13%*
Don't know	**51**	13	38	5	9	10	10	6	10	8	22	21	11	40	3	46	44	2	4	*
	3%	*2%*	**4%a**	*3%*	*5%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*5%*	*4%*	*3%*	*2%*	*3%*	*3%*	*2%*	*5%*	*1%*
SUMMARY:																				
NET: 9-10	**438**	216	222	51	42	81	94	67	102	115	206	117	72	366	40	398	378	31	19	10
	27%	*29%*	*26%*	*30%*	*20%*	*26%*	*32%*	*28%*	*27%*	*27%*	*28%*	*27%*	*25%*	*28%*	*33%*	*27%*	*28%*	*24%*	*24%*	*27%*
NET: 7-10	**1217**	581	636	131	156	237	230	178	286	324	571	322	222	995	98	1113	1025	103	58	31
	76%	*77%*	*75%*	*76%*	*75%*	*77%*	*78%*	*74%*	*75%*	*76%*	*77%*	*74%*	*77%*	*76%*	*80%*	*76%*	*75%*	*81%*	*76%*	*80%*
NET: 4-6	**286**	127	159	31	37	51	50	43	75	81	123	82	48	238	14	271	246	21	13	7
	18%	*17%*	*19%*	*18%*	*18%*	*16%*	*17%*	*18%*	*20%*	*19%*	*17%*	*19%*	*17%*	*18%*	*11%*	*18%*	*18%*	*17%*	*17%*	*17%*
NET: 1-3	**47**	33	14	5	5	10	4	12	11	12	24	10	7	40	7	38	44	1	1	1
	3%	**4%b**	*2%*	*3%*	*2%*	*3%*	*1%*	*5%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*6%*	*3%*	*3%*	*1%*	*1%*	*2%*
Mean	**7.53**	7.49	7.56	7.61	7.36	7.55	7.69	7.39	7.52	7.50	7.53	7.55	7.53	7.53	7.61	7.53	7.51	7.65	7.63	7.70
Standard Deviation	**1.74**	1.84	1.64	1.84	1.63	1.75	1.63	1.87	1.73	1.70	1.78	1.71	1.68	1.75	2.11	1.70	1.78	1.40	1.54	1.56

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 160

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC1

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1552**	182	1109	237	105	1447	968	388	457	820	245	1161	391	871	675	467	788	315	567	942	590
Weighted Base	**1601**	205	1101	268	120*	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
1 - LOWEST score	**13**	2	7	5	3	10	8	2	2	5	2	8	5	8	5	3	8	2	5	13	-
	1%	*1%*	*1%*	*2%*	*3%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-
2	**14**	-	7	7	*	14	11	3	3	5	2	12	2	7	7	8	6	3	6	11	3
	1%	-	*1%*	*3%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*
3	**19**	-	9	11	2	18	8	5	6	6	3	16	3	12	8	10	4	6	2	10	8
	1%	-	*1%*	***4%b***	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*2%*	*	*1%*	*1%*
4	**45**	5	29	10	3	41	31	9	9	26	10	32	13	28	17	12	21	14	14	32	11
	3%	*2%*	*3%*	*4%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*4%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*4%*	*2%*	*3%*	*2%*
5	**99**	4	73	22	13	86	61	20	24	46	20	82	17	59	39	41	47	27	28	61	36
	6%	*2%*	*7%*	*8%*	*11%*	*6%*	*6%*	*5%*	*5%*	*6%*	*8%*	*7%*	*5%*	*7%*	*6%*	*8%*	*6%*	*8%*	*5%*	*6%*	*6%*
6	**143**	11	92	32	11	131	75	43	52	86	15	96	46	78	62	33	68	26	47	83	59
	9%	*5%*	*8%*	*12%*	*9%*	*9%*	*8%*	*11%*	*11%*	*11%*	*7%*	*8%*	*12%*	*9%*	*9%*	*7%*	*8%*	*8%*	*8%*	*8%*	*10%*
7	**296**	28	211	58	16	280	191	75	88	156	54	234	63	164	130	86	164	57	116	175	119
	19%	*13%*	*19%*	*22%*	*14%*	*19%*	*20%*	*19%*	*19%*	*19%*	*23%*	*19%*	*16%*	*18%*	*19%*	*17%*	*20%*	*17%*	*21%*	*18%*	*20%*
8	**483**	67	339	69	34	449	309	110	137	234	59	371	111	273	210	149	244	100	178	273	203
	30%	*33%*	*31%*	*26%*	*28%*	*30%*	*31%*	*27%*	*29%*	*29%*	*25%*	*31%*	*29%*	*30%*	*30%*	*30%*	*30%*	*30%*	*32%*	*28%*	*34%*
9	**277**	48	186	42	18	259	168	67	82	143	40	215	62	170	106	87	144	68	89	184	90
	17%	*23%*	*17%*	*16%*	*15%*	*18%*	*17%*	*17%*	*17%*	*18%*	*17%*	*18%*	*16%*	*19%*	*15%*	*17%*	*18%*	*20%*	*16%*	*19%*	*15%*
10 - HIGHEST score	**161**	38	105	9	19	142	90	49	52	73	24	114	47	80	81	49	80	28	56	108	51
	10%	***18%bc***	***10%c***	*3%*	*16%*	*10%*	*9%*	*12%*	*11%*	*9%*	*10%*	*9%*	*12%*	*9%*	*12%*	*10%*	*10%*	*8%*	*10%*	*11%*	*9%*
Don't know	**51**	3	44	3	2	49	28	20	21	32	9	36	15	23	27	16	24	7	19	37	14
	3%	*2%*	*4%*	*1%*	*1%*	*3%*	*3%*	*5%*	*4%*	*4%*	*4%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*4%*	*2%*
SUMMARY: NET: 9-10	**438**	85	291	51	36	402	258	117	134	216	64	329	109	250	187	136	224	96	145	293	141
	27%	***42%bc***	*26%*	*19%*	*30%*	*27%*	*26%*	*29%*	*28%*	*27%*	*27%*	*27%*	*28%*	*28%*	*27%*	*27%*	*28%*	*28%*	*26%*	*30%*	*24%*
NET: 7-10	**1217**	180	840	178	86	1131	758	301	359	606	176	934	283	687	527	371	632	252	439	740	462
	76%	***88%bc***	***76%c***	*66%*	*72%*	*76%*	*77%*	*75%*	*75%*	*75%*	*74%*	*77%*	*74%*	*76%*	*76%*	*75%*	*78%*	*75%*	*78%*	*75%*	*78%*
NET: 4-6	**286**	20	194	64	27	259	167	72	85	158	45	211	76	164	118	87	136	67	89	176	106
	18%	*10%*	*18%*	***24%a***	*23%*	*17%*	*17%*	*18%*	*18%*	*19%*	*19%*	*17%*	*20%*	*18%*	*17%*	*18%*	*17%*	*20%*	*16%*	*18%*	*18%*
NET: 1-3	**47**	2	23	22	5	42	28	10	11	16	7	37	10	27	20	21	17	11	13	34	11
	3%	*1%*	*2%*	***8%ab***	*4%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*2%*	*3%*	*2%*	*3%*	*2%*
Mean	**7.53**	8.16bc	7.56c	6.88	7.45	7.53	7.51	7.62	7.62	7.51	7.41	7.52	7.56	7.50	7.57	7.46	7.58	7.45	7.57	7.52	7.56
Standard Deviation	**1.74**	1.50	1.66	1.99	2.02	1.71	1.73	1.70	1.65	1.66	1.80	1.73	1.78	1.75	1.73	1.84	1.68	1.79	1.67	1.85	1.52

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 161

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC1

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1552**	238	45	84	111	103	43	54	235	98	135	202	204
Weighted Base	**1601**	127	69*	129*	172	160	69*	87*	76	152*	215	305	38
1 - LOWEST score	**13**	-	2	2	3	-	2	-	*	2	2	2	-
	1%	-	*2%*	*1%*	*2%*	-	*2%*	-	*	*1%*	*1%*	*	-
2	**14**	1	-	3	2	2	-	3	*	-	2	2	1
	1%	*	-	*2%*	*1%*	*1%*	-	*4%*	*	-	*1%*	*1%*	*1%*
3	**19**	1	1	2	-	-	3	-	*	3	5	4	*
	1%	*	*2%*	*1%*	-	-	*4%*	-	*	*2%*	*2%*	*1%*	*
4	**45**	1	2	2	1	9	3	5	1	3	5	13	-
	3%	*1%*	*2%*	*1%*	*1%*	*6%*	*5%*	*6%*	*1%*	*2%*	*2%*	*4%*	-
5	**99**	7	4	6	9	11	2	6	5	12	11	23	2
	6%	*5%*	*6%*	*5%*	*5%*	*7%*	*2%*	*7%*	*7%*	*8%*	*5%*	*7%*	*5%*
6	**143**	13	9	18	14	12	3	6	7	8	11	35	5
	9%	*10%*	*14%*	*14%*	*8%*	*8%*	*5%*	*7%*	*9%*	*5%*	*5%*	*11%*	*12%*
7	**296**	29	11	17	26	29	9	18	15	22	41	72	7
	19%	*23%*	*16%*	*13%*	*15%*	*18%*	*14%*	*21%*	*20%*	*14%*	*19%*	*23%*	*19%*
8	**483**	43	17	31	49	51	29	24	24	67	67	67	13
	30%	**34%l**	*24%*	*24%*	*29%*	*32%*	**42%l**	*28%*	*32%*	**44%adl**	*31%*	*22%*	**34%l**
9	**277**	19	14	26	42	28	13	15	10	16	41	48	6
	17%	*15%*	*20%*	*20%*	**24%j**	*17%*	*19%*	*17%*	*14%*	*10%*	*19%*	*16%*	*14%*
10 - HIGHEST score	**161**	12	5	20	19	11	5	8	8	12	27	29	5
	10%	*9%*	*7%*	*16%*	*11%*	*7%*	*7%*	*9%*	*11%*	*8%*	*13%*	*9%*	*13%*
Don't know	**51**	2	5	3	6	6	-	2	4	8	3	12	*
	3%	*2%*	*7%*	*2%*	*4%*	*4%*	-	*2%*	*5%*	*5%*	*1%*	*4%*	*1%*
SUMMARY:													
NET: 9-10	**438**	31	18	46	61	39	18	23	19	28	69	77	10
	27%	*24%*	*27%*	**36%j**	**35%j**	*24%*	*26%*	*26%*	*24%*	*18%*	*32%*	*25%*	*27%*
NET: 7-10	**1217**	103	46	94	136	120	56	64	58	117	177	215	31
	76%	*81%*	*67%*	*73%*	*79%*	*75%*	*81%*	*74%*	*76%*	*76%*	*82%*	*70%*	*80%*
NET: 4-6	**286**	21	15	26	25	32	8	18	13	23	27	71	7
	18%	*17%*	*22%*	*20%*	*14%*	*20%*	*12%*	*20%*	*17%*	*15%*	*13%*	*23%*	*17%*
NET: 1-3	**47**	1	3	6	5	2	5	3	1	5	8	7	1
	3%	*1%*	*4%*	*5%*	*3%*	*1%*	*7%*	*4%*	*1%*	*3%*	*4%*	*2%*	*2%*
Mean	**7.53**	7.65	7.32	7.62	7.75	7.46	7.46	7.32	7.63	7.49	7.69	7.32	7.70
Standard Deviation	**1.74**	1.40	1.90	1.96	1.76	1.64	1.93	1.89	1.54	1.67	1.77	1.75	1.56

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC1

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1552**	1412	814	1402	97	1163	1552	1405	968	825	1102	820	446	442	29	245	1552	573	193	121	586
Weighted Base	**1601**	1467	1260	1449	31	1200	1601	1445	1005	838	1125	813	687	448	9	237	1601	594	217	130	576
1 - LOWEST score	**13**	10	9	8	-	8	13	8	4	2	3	5	5	2	-	2	13	2	2	-	-
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	*	*	*1%*	*1%*	*	-	*1%*	*1%*	*	*1%*	-	-
2	**14**	14	13	12	-	6	14	12	12	7	12	5	5	4	-	2	14	7	4	2	10
	1%	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*
3	**19**	16	15	16	*	15	19	18	13	11	13	6	6	6	-	3	19	11	5	6	11
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*2%*	*2%*	*5%*	*2%*
4	**45**	41	40	40	-	33	45	41	27	19	26	26	26	9	-	10	45	17	6	3	17
	3%	*3%*	*3%*	*3%*	-	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*4%*	*2%*	-	*4%*	*3%*	*3%*	*3%*	*2%*	*3%*
5	**99**	86	73	94	2	61	99	82	57	45	55	46	38	30	1	20	99	44	12	11	27
	6%	*6%*	*6%*	*6%*	*5%*	*5%*	*6%*	*6%*	*6%*	*5%*	*5%*	*6%*	*6%*	*7%*	*7%*	*8%*	*6%*	*7%*	*5%*	*8%*	*5%*
6	**143**	135	113	133	2	113	143	130	88	72	89	86	75	36	*	15	143	48	23	10	39
	9%	*9%*	*9%*	*9%*	*7%*	*9%*	*9%*	*9%*	*9%*	*9%*	*8%*	*11%*	*11%*	*8%*	*3%*	*7%*	*9%*	*8%*	*11%*	*8%*	*7%*
7	**296**	274	228	273	7	226	296	268	200	170	212	156	129	103	2	54	296	100	42	23	113
	19%	*19%*	*18%*	*19%*	*22%*	*19%*	*19%*	*19%*	*20%*	*20%*	*19%*	*19%*	*19%*	*23%*	*24%*	*23%*	*19%*	*17%*	*19%*	*18%*	*20%*
8	**483**	452	383	437	11	360	483	450	301	252	363	234	194	125	3	59	483	172	68	39	181
	30%	*31%*	*30%*	*30%*	*36%*	*30%*	*30%*	*31%*	*30%*	*30%*	*32%*	*29%*	*28%*	*28%*	*31%*	*25%*	*30%*	*29%*	*31%*	*30%*	*31%*
9	**277**	247	216	247	5	206	277	246	173	148	195	143	122	76	1	40	277	106	32	20	103
	17%	*17%*	*17%*	*17%*	*15%*	*17%*	*17%*	*17%*	*17%*	*18%*	*17%*	*18%*	*18%*	*17%*	*13%*	*17%*	*17%*	*18%*	*15%*	*15%*	*18%*
10 - HIGHEST score	**161**	142	125	142	3	131	161	150	97	89	123	73	61	46	1	24	161	74	15	11	65
	10%	*10%*	*10%*	*10%*	*10%*	*11%*	*10%*	*10%*	*10%*	*11%*	*11%*	*9%*	*9%*	*10%*	*13%*	*10%*	*10%*	*12%*	*7%*	*9%*	*11%*
Don't know	**51**	50	44	46	1	39	51	40	32	24	33	32	28	13	1	9	51	13	7	5	10
	3%	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*7%*	*4%*	*3%*	*2%*	*3%*	*4%*	*2%*
SUMMARY:																					
NET: 9-10	**438**	389	341	390	8	337	438	396	270	237	319	216	183	122	2	64	438	180	47	31	168
	27%	*27%*	*27%*	*27%*	*25%*	*28%*	*27%*	*27%*	*27%*	*28%*	*28%*	*27%*	*27%*	*27%*	*27%*	*27%*	*27%*	*30%*	*22%*	*24%*	*29%*
NET: 7-10	**1217**	1115	952	1100	26	924	1217	1114	771	658	894	606	506	349	8	176	1217	452	157	93	462
	76%	*76%*	*76%*	*76%*	*83%*	*77%*	*76%*	*77%*	*77%*	*79%*	*79%*	*75%*	*74%*	*78%*	*82%*	*74%*	*76%*	*76%*	*73%*	*72%*	*80%*
NET: 4-6	**286**	262	226	267	4	208	286	252	172	136	170	158	139	75	1	45	286	109	42	24	83
	18%	*18%*	*18%*	*18%*	*12%*	*17%*	*18%*	*17%*	*17%*	*16%*	*15%*	*19%*	*20%*	*17%*	*11%*	*19%*	*18%*	*18%*	*19%*	*19%*	*14%*
NET: 1-3	**47**	40	38	37	*	29	47	39	29	20	28	16	15	11	-	7	47	19	10	8	21
	3%	*3%*	*3%*	*3%*	*1%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	-	*3%*	*3%*	*3%*	*5%*	*6%*	*4%*
Mean	**7.53**	7.53	7.52	7.53	7.78	7.60	7.53	7.56	7.53	7.62	7.66	7.51	7.48	7.55	7.86	7.41	7.53	7.57	7.29	7.32	7.61
Standard Deviation	**1.74**	1.71	1.75	1.70	1.36	1.69	1.74	1.70	1.70	1.64	1.64	1.66	1.70	1.65	1.44	1.80	1.74	1.79	1.81	1.85	1.74

* = Less than .5

J20427 PSB Tracker 2013

Table 163

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC2

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**618**	335	283	41	74	95	109	120	179	171	274	173	87	531	31	586	352	94	102	70
Weighted Base	**642**	339	303	41**	80*	99*	123*	110*	189	192	282	169	91*	551	44**	597	546	50*	33	13*
1 - LOWEST score	**4**	4	-	2	2	-	-	1	1	2	3	-	2	3	2	3	3	1	-	-
	1%	*1%*	-	*4%*	*2%*	-	-	*	*	*1%*	*1%*	-	*2%*	*	*4%*	*	*1%*	*2%*	-	-
2	**9**	9	-	-	2	2	3	*	2	2	5	2	3	6	3	6	8	1	-	1
	1%	*3%*	-	-	*2%*	*2%*	*2%*	*	*1%*	*1%*	*2%*	*1%*	*4%*	*1%*	*7%*	*1%*	*1%*	*1%*	-	*4%*
3	**14**	8	6	2	-	3	3	4	1	6	6	2	2	12	2	12	14	-	-	*
	2%	*2%*	*2%*	*4%*	-	*3%*	*3%*	*4%*	*1%*	*3%*	*2%*	*1%*	*2%*	*2%*	*4%*	*2%*	*3%*	-	-	*1%*
4	**17**	6	11	-	2	2	1	8	3	3	7	7	-	17	-	17	15	1	*	-
	3%	*2%*	*4%*	-	*2%*	*2%*	*1%*	*7%*	*2%*	*2%*	*2%*	*4%*	-	*3%*	-	*3%*	*3%*	*2%*	*1%*	-
5	**52**	26	26	1	9	12	11	7	14	19	27	7	12	40	4	49	43	5	3	1
	8%	*8%*	*9%*	*2%*	*11%*	*12%*	*9%*	*6%*	*7%*	*10%*	*9%*	*4%*	*14%*	*7%*	*8%*	*8%*	*8%*	*11%*	*9%*	*9%*
6	**83**	41	42	5	8	6	14	23	27	21	39	24	8	75	2	82	70	5	7	2
	13%	*12%*	*14%*	*11%*	*10%*	*6%*	*12%*	**21%e**	*14%*	*11%*	*14%*	*14%*	*9%*	*14%*	*4%*	*14%*	*13%*	*10%*	*21%*	*15%*
7	**135**	75	59	8	18	20	25	18	46	43	62	30	26	109	9	124	117	12	4	2
	21%	*22%*	*20%*	*20%*	*22%*	*20%*	*20%*	*17%*	*24%*	*22%*	*22%*	*18%*	*28%*	*20%*	*20%*	*21%*	*21%*	*23%*	*11%*	*16%*
8	**182**	89	93	12	27	36	35	30	43	58	74	50	24	158	11	171	152	16	10	4
	28%	*26%*	*31%*	*29%*	*33%*	*36%*	*29%*	*27%*	*23%*	*30%*	*26%*	*29%*	*27%*	*29%*	*26%*	*29%*	*28%*	*32%*	*31%*	*27%*
9	**83**	49	34	10	10	7	18	13	25	19	37	27	6	78	5	78	72	5	4	2
	13%	*15%*	*11%*	*25%*	*13%*	*7%*	*14%*	*12%*	*13%*	*10%*	*13%*	*16%*	*6%*	*14%*	*12%*	*13%*	*13%*	*11%*	*11%*	*15%*
10 - HIGHEST score	**39**	20	19	2	2	5	8	3	19	11	16	12	7	33	6	34	33	3	3	1
	6%	*6%*	*6%*	*4%*	*3%*	*5%*	*6%*	*3%*	*10%*	*6%*	*6%*	*7%*	*7%*	*6%*	*13%*	*6%*	*6%*	*5%*	*8%*	*6%*
Don't know	**23**	11	12	*	2	5	5	4	8	9	5	10	2	21	2	22	18	2	3	1
	4%	*3%*	*4%*	*1%*	*2%*	*5%*	*4%*	*3%*	*4%*	*5%*	*2%*	*6%*	*2%*	*4%*	*4%*	*4%*	*3%*	*3%*	*8%*	*6%*
SUMMARY:																				
NET: 9-10	**123**	69	53	12	13	12	25	16	45	30	54	39	12	110	11	112	105	8	6	3
	19%	*20%*	*18%*	*29%*	*16%*	*12%*	*21%*	*14%*	*24%*	*15%*	*19%*	*23%*	*13%*	*20%*	*25%*	*19%*	*19%*	*16%*	*19%*	*21%*
NET: 7-10	**439**	234	206	32	57	68	85	64	134	131	190	118	62	377	31	407	375	36	20	9
	68%	*69%*	*68%*	*78%*	*71%*	*69%*	*69%*	*58%*	*71%*	*68%*	*68%*	*70%*	*68%*	*68%*	*70%*	*68%*	*69%*	*71%*	*61%*	*64%*
NET: 4-6	**153**	73	79	5	18	21	27	38	44	43	73	37	20	132	5	147	128	11	10	3
	24%	*22%*	*26%*	*13%*	*23%*	*21%*	*22%*	*34%*	*23%*	*22%*	*26%*	*22%*	*23%*	*24%*	*12%*	*25%*	*23%*	*22%*	*32%*	*24%*
NET: 1-3	**27**	21	6	3	3	5	6	5	4	10	14	3	6	21	6	21	25	2	-	1
	4%	*6%*	*2%*	*8%*	*4%*	*5%*	*5%*	*5%*	*2%*	*5%*	*5%*	*2%*	*7%*	*4%*	*14%*	*3%*	*4%*	*3%*	-	**6%r**
Mean	**7.17**	7.11	7.23	7.37	7.07	7.08	7.22	6.84	7.37	7.10	7.07	7.42	6.90	7.21	6.96	7.18	7.16	7.15	7.38	7.16
Standard Deviation	**1.75**	1.89	1.58	1.97	1.78	1.73	1.78	1.74	1.66	1.74	1.81	1.63	1.92	1.72	2.50	1.68	1.76	1.76	1.51	1.92

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 164

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC2

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	618	74	425	105	52	566	352	166	198	298	106	470	148	337	280	215	280	126	187	363	243
Weighted Base	642	81*	429	115*	58*	584	362	168	205	286	95*	494	148	357	283	224	291	139*	187	383	245
1 - LOWEST score	4	2	1	2	2	3	2	1	1	2	2	4	-	4	1	4	-	-	2	4	1
	1%	2%	*	2%	3%	*	*	*	*	1%	2%	1%	-	1%	*	2%	-	-	1%	1%	*
2	9	-	7	2	*	9	5	2	3	4	3	4	5	4	5	*	8	2	3	5	3
	1%	-	2%	1%	*	1%	1%	1%	2%	1%	3%	1%	3%	1%	2%	*	3%	2%	2%	1%	1%
3	14	-	7	7	-	14	9	2	3	7	2	12	2	11	3	6	2	6	3	9	5
	2%	-	2%	6%	-	2%	3%	1%	1%	3%	2%	3%	1%	3%	1%	3%	1%	5%	2%	2%	2%
4	17	3	10	4	1	16	13	3	3	11	4	16	1	12	5	5	12	11	2	15	2
	3%	4%	2%	3%	1%	3%	4%	2%	2%	4%	4%	3%	*	3%	2%	2%	4%	8%r	1%	4%	1%
5	52	1	34	17	4	48	26	16	19	27	11	42	10	25	27	26	16	8	12	24	28
	8%	1%	8%	15%a	8%	8%	7%	10%	9%	9%	11%	9%	7%	7%	10%	12%	6%	6%	7%	6%	11%
6	83	7	60	15	5	78	53	22	25	41	7	59	24	48	34	22	38	17	31	55	29
	13%	9%	14%	13%	9%	13%	15%	13%	12%	14%	7%	12%	16%	13%	12%	10%	13%	12%	16%	14%	12%
7	135	15	87	29	15	120	76	32	40	66	21	112	23	75	59	44	72	28	44	81	49
	21%	19%	20%	25%	26%	20%	21%	19%	20%	23%	22%	23%	15%	21%	21%	20%	25%	20%	23%	21%	20%
8	182	34	121	23	22	160	100	41	53	68	19	146	36	110	72	73	77	35	51	106	70
	28%	42%c	28%	20%	38%	27%	28%	25%	26%	24%	20%	30%	24%	31%	26%	33%	26%	25%	27%	28%	29%
9	83	10	64	8	3	80	44	28	35	25	12	58	26	39	44	27	39	26	15	47	33
	13%	13%	15%	7%	6%	14%	12%	17%	17%	9%	12%	12%	17%	11%	15%	12%	13%	19%	8%	12%	14%
10 - HIGHEST score	39	7	19	5	4	35	22	12	13	17	8	24	16	18	22	11	16	3	19	20	18
	6%	8%	5%	5%	7%	6%	6%	7%	6%	6%	9%	5%	11%	5%	8%	5%	5%	2%	10%	5%	7%
Don't know	23	2	19	2	1	22	12	9	9	17	9	16	7	12	11	5	11	2	7	17	7
	4%	2%	4%	2%	3%	4%	3%	5%	4%	6%	9%	3%	5%	3%	4%	2%	4%	1%	4%	4%	3%
SUMMARY: NET: 9-10	123	17	83	14	8	115	66	40	48	42	20	81	41	57	65	38	54	30	33	67	51
	19%	21%	19%	12%	13%	20%	18%	24%	23%	15%	21%	16%	28%k	16%	23%	17%	19%	21%	18%	17%	21%
NET: 7-10	439	66	292	66	45	394	242	114	142	177	59	340	100	242	197	155	203	92	128	255	171
	68%	82%c	68%	57%	77%	68%	67%	68%	69%	62%	62%	69%	67%	68%	70%	69%	70%	67%	68%	66%	70%
NET: 4-6	153	11	104	36	10	142	91	41	47	79	21	118	35	85	66	53	67	36	44	94	59
	24%	14%	24%	31%	18%	24%	25%	25%	23%	28%	22%	24%	24%	24%	23%	23%	23%	26%	24%	24%	24%
NET: 1-3	27	2	14	11	2	25	16	4	7	13	6	21	6	18	8	11	10	8	8	18	9
	4%	2%	3%	10%	3%	4%	5%	2%	3%	5%	7%	4%	4%	5%	3%	5%	3%	6%	4%	5%	4%
Mean	7.17	7.60c	7.21c	6.51	7.28	7.16	7.11	7.33	7.29	6.92	6.95	7.10	7.41	7.07	7.30	7.09	7.16	6.96	7.22	7.08	7.25
Standard Deviation	1.75	1.60	1.66	1.96	1.66	1.76	1.76	1.69	1.72	1.79	2.11	1.72	1.83	1.77	1.71	1.79	1.71	1.87	1.74	1.79	1.70

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 165

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC2

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**618**	94	18	28	44	34	13	27	102	41	60	87	70
Weighted Base	**642**	50*	27**	44**	68*	53*	21**	44**	33	63*	96*	131*	13*
1 - LOWEST score	**4**	1	-	-	-	-	-	-	-	-	-	3	-
	1%	*2%*	-	-	-	-	-	-	-	-	-	*2%*	-
2	**9**	1	-	-	3	-	-	2	-	-	2	2	1
	1%	*1%*	-	-	*4%*	-	-	*4%*	-	-	*2%*	*1%*	*4%*
3	**14**	-	1	2	-	-	2	2	-	-	5	3	*
	2%	-	*5%*	*3%*	-	-	*7%*	*4%*	-	-	*5%*	*2%*	*1%*
4	**17**	1	-	-	3	2	-	3	*	3	2	3	-
	3%	*2%*	-	-	*4%*	*3%*	-	*7%*	*1%*	*5%*	*2%*	*2%*	-
5	**52**	5	1	3	3	3	3	3	3	9	5	12	1
	8%	*11%*	*5%*	*7%*	*5%*	*6%*	*15%*	*8%*	*9%*	*14%*	*5%*	*9%*	*9%*
6	**83**	5	3	5	6	11	-	6	7	2	13	24	2
	13%	*10%*	*12%*	*11%*	*9%*	*21%*	-	*15%*	***21%j***	*2%*	*13%*	*18%*	***15%j***
7	**135**	12	8	8	16	6	3	11	4	17	21	28	2
	21%	*23%*	*28%*	*18%*	*23%*	*12%*	*16%*	*25%*	*11%*	*27%*	*22%*	*21%*	*16%*
8	**182**	16	6	14	19	20	6	11	10	19	30	27	4
	28%	*32%*	*22%*	*32%*	*27%*	*38%*	*31%*	*26%*	*31%*	*30%*	*32%*	*21%*	*27%*
9	**83**	5	5	8	9	6	5	2	4	5	13	21	2
	13%	*11%*	*17%*	*18%*	*13%*	*12%*	*23%*	*4%*	*11%*	*7%*	*13%*	*16%*	*15%*
10 - HIGHEST score	**39**	3	2	2	6	2	2	3	3	4	6	6	1
	6%	*5%*	*6%*	*4%*	*9%*	*3%*	*8%*	*7%*	*8%*	*7%*	*7%*	*5%*	*6%*
Don't know	**23**	2	2	3	3	3	-	-	3	5	-	3	1
	4%	*3%*	*6%*	*7%*	*5%*	*6%*	-	-	***8%k***	*7%*	-	*2%*	***6%k***
SUMMARY:													
NET: 9-10	**123**	8	6	10	15	8	6	5	6	9	19	27	3
	19%	*16%*	*23%*	*22%*	*23%*	*15%*	*31%*	*11%*	*19%*	*14%*	*20%*	*21%*	*21%*
NET: 7-10	**439**	36	20	31	50	34	16	27	20	44	70	82	9
	68%	*71%*	*72%*	*72%*	*73%*	*65%*	*77%*	*63%*	*61%*	*71%*	*73%*	*62%*	*64%*
NET: 4-6	**153**	11	5	8	12	15	3	13	10	14	19	39	3
	24%	*22%*	*17%*	*18%*	*18%*	*29%*	*15%*	*30%*	*32%*	*22%*	*20%*	*30%*	*24%*
NET: 1-3	**27**	2	1	2	3	-	2	3	-	-	6	8	1
	4%	*3%*	*5%*	*3%*	*4%*	-	*7%*	*8%*	-	-	*7%*	*6%*	***6%lj***
Mean	**7.17**	7.15	7.32	7.44	7.30	7.32	7.41	6.70	7.38	7.21	7.22	6.95	7.16
Standard Deviation	**1.75**	1.76	1.65	1.54	1.89	1.37	1.93	1.94	1.51	1.56	1.77	1.90	1.92

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 166

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC2

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**618**	555	327	569	49	457	614	618	407	406	459	298	155	236	16	106	573	618	100	103	276
Weighted Base	**642**	587	506	593	16	472	637	642	422	425	474	286	239	239	5	95	594	642	106	113	269
1 - LOWEST score	**4**	4	3	4	-	3	4	4	2	1	3	2	2	2	-	2	4	4	-	1	3
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*1%*	-	*	*1%*
2	**9**	9	8	7	-	5	9	9	7	5	7	4	3	5	-	3	9	9	3	3	7
	1%	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*3%*	*1%*	*1%*	*3%*	*3%*	*2%*
3	**14**	12	12	11	-	8	14	14	8	8	9	7	7	8	-	2	11	14	-	5	5
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	-	*2%*	*2%*	*2%*	-	*4%*	*2%*
4	**17**	16	15	15	-	14	17	17	14	14	16	11	11	7	-	4	17	17	5	5	8
	3%	*3%*	*3%*	*3%*	-	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	-	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*
5	**52**	49	42	49	1	35	52	52	33	33	39	27	21	24	1	11	51	52	9	12	24
	8%	*8%*	*8%*	*8%*	*9%*	*7%*	*8%*	*8%*	*8%*	*8%*	*8%*	*9%*	*9%*	*10%*	*14%*	*11%*	*9%*	*8%*	*8%*	*10%*	*9%*
6	**83**	76	65	76	2	68	82	83	61	55	67	41	37	30	1	7	78	83	12	12	44
	13%	*13%*	*13%*	*13%*	*14%*	*14%*	*13%*	*13%*	*14%*	*13%*	*14%*	*14%*	*16%*	*12%*	*19%*	*7%*	*13%*	*13%*	*11%*	*11%*	*16%*
7	**135**	124	108	126	2	108	135	135	93	89	92	66	57	59	-	21	119	135	20	17	42
	21%	*21%*	*21%*	*21%*	*15%*	*23%*	*21%*	*21%*	*22%*	*21%*	*19%*	*23%*	*24%*	*25%*	-	*22%*	*20%*	*21%*	*19%*	*15%*	*16%*
8	**182**	166	142	171	6	129	179	182	102	124	125	68	53	53	2	19	170	182	28	34	74
	28%	*28%*	*28%*	*29%*	*39%*	*27%*	*28%*	*28%*	*24%*	*29%*	*26%*	*24%*	*22%*	*22%*	*37%*	*20%*	*29%*	*28%*	*26%*	*30%*	*27%*
9	**83**	73	63	77	1	55	83	83	60	56	67	25	20	31	-	12	75	83	16	13	39
	13%	*12%*	*13%*	*13%*	*8%*	*12%*	*13%*	*13%*	*14%*	*13%*	*14%*	*9%*	*8%*	*13%*	-	*12%*	*13%*	*13%*	*15%*	*12%*	*14%*
10 - HIGHEST score	**39**	35	30	34	1	31	39	39	28	27	35	17	12	9	1	8	39	39	6	8	18
	6%	*6%*	*6%*	*6%*	*8%*	*7%*	*6%*	*6%*	*7%*	*6%*	*7%*	*6%*	*5%*	*4%*	*12%*	*9%*	*7%*	*6%*	*5%*	*7%*	*7%*
Don't know	**23**	23	18	22	1	17	23	23	15	14	14	17	15	12	1	9	23	23	8	5	6
	4%	*4%*	*4%*	*4%*	*8%*	*4%*	*4%*	*4%*	*4%*	*3%*	*3%*	*6%*	*6%*	*5%*	*18%*	*9%*	*4%*	*4%*	*7%*	*5%*	*2%*
SUMMARY:																					
NET: 9-10	**123**	108	93	112	3	86	123	123	87	83	102	42	32	40	1	20	114	123	22	21	57
	19%	*18%*	*18%*	*19%*	*16%*	*18%*	*19%*	*19%*	*21%*	*20%*	*21%*	*15%*	*14%*	*17%*	*12%*	*21%*	*19%*	*19%*	*21%*	*18%*	*21%*
NET: 7-10	**439**	397	343	409	11	323	436	439	283	295	319	177	143	152	3	59	403	439	70	72	173
	68%	*68%*	*68%*	*69%*	*69%*	*68%*	*68%*	*68%*	*67%*	*70%*	*67%*	*62%*	*60%*	*64%*	*49%*	*62%*	*68%*	*68%*	*66%*	*63%*	*64%*
NET: 4-6	**153**	142	122	141	4	117	151	153	108	102	122	79	69	60	2	21	146	153	25	28	76
	24%	*24%*	*24%*	*24%*	*23%*	*25%*	*24%*	*24%*	*26%*	*24%*	*26%*	*28%*	*29%*	*25%*	*33%*	*22%*	*24%*	*24%*	*24%*	*25%*	*28%*
NET: 1-3	**27**	25	23	21	-	15	27	27	16	13	19	13	12	15	-	6	23	27	3	8	14
	4%	*4%*	*5%*	*4%*	-	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*5%*	*5%*	*6%*	-	*7%*	*4%*	*4%*	*3%*	*7%*	*5%*
Mean	**7.17**	7.14	7.12	7.19	7.51	7.18	7.17	7.17	7.14	7.23	7.18	6.92	6.84	6.90	7.32	6.95	7.17	7.17	7.18	6.98	7.08
Standard Deviation	**1.75**	1.75	1.77	1.71	1.39	1.68	1.75	1.75	1.77	1.67	1.79	1.79	1.78	1.83	1.83	2.11	1.75	1.75	1.78	1.99	1.89

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 167

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC3

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**278**	127	151	75	34	71	34	24	40	63	127	88	62	216	35	243	168	43	41	26
Weighted Base	**306**	135*	170	88*	33**	75*	34**	28**	47*	76*	134*	96*	59*	247	55*	251	265	23*	14*	5**
1 - LOWEST score	**9**	4	5	3	-	2	*	3	-	3	5	*	1	7	3	5	8	-	1	-
	3%	*3%*	*3%*	*4%*	-	*2%*	*1%*	*12%*	-	*4%*	*4%*	*	*2%*	*3%*	*6%*	*2%*	*3%*	-	*5%*	-
2	**5**	5	-	2	2	2	-	-	-	2	3	-	2	3	3	2	5	-	-	-
	2%	*3%*	-	*2%*	*5%*	*2%*	-	-	-	*2%*	*2%*	-	*3%*	*1%*	*6%*	*1%*	*2%*	-	-	-
3	**9**	5	4	3	1	*	4	-	2	5	3	2	*	9	-	9	8	1	*	*
	3%	*4%*	*2%*	*4%*	*2%*	*	*10%*	-	*3%*	*6%*	*2%*	*2%*	*1%*	*3%*	-	*4%*	*3%*	*2%*	*2%*	*4%*
4	**26**	8	18	11	1	5	5	3	2	6	9	11	4	22	3	23	24	2	-	1
	9%	*6%*	*11%*	*12%*	*2%*	*7%*	*14%*	*11%*	*3%*	*8%*	*6%*	*12%*	*7%*	*9%*	*6%*	*9%*	*9%*	*7%*	-	*20%*
5	**56**	21	35	19	7	15	1	4	11	16	27	13	13	43	11	45	47	5	3	1
	18%	*16%*	*20%*	*21%*	*21%*	*20%*	*2%*	*13%*	*23%*	*21%*	*20%*	*14%*	*22%*	*18%*	*21%*	*18%*	*18%*	*23%*	*23%*	*15%*
6	**33**	16	17	7	5	7	7	3	5	3	18	12	7	25	3	29	28	2	2	1
	11%	*12%*	*10%*	*7%*	*14%*	*10%*	*20%*	*11%*	*10%*	*4%*	*13%*	*13%*	*12%*	*10%*	*6%*	*12%*	*11%*	*9%*	*12%*	*12%*
7	**49**	18	31	9	7	20	7	2	4	13	23	13	15	34	7	42	43	3	2	1
	16%	*13%*	*18%*	*10%*	*21%*	*26%*	*21%*	*8%*	*8%*	*17%*	*17%*	*14%*	*25%*	*14%*	*12%*	*17%*	*16%*	*14%*	*17%*	*11%*
8	**53**	33	20	18	9	10	3	1	11	17	17	19	6	46	11	41	43	6	2	1
	17%	*24%*	*12%*	*21%*	*28%*	*13%*	*10%*	*5%*	*23%*	*22%*	*13%*	*19%*	*11%*	*19%*	*21%*	*16%*	*16%*	*27%*	*15%*	*26%*
9	**25**	12	13	10	2	4	-	3	6	5	10	10	1	24	8	17	24	1	1	*
	8%	*9%*	*8%*	*11%*	*5%*	*5%*	-	*11%*	*13%*	*6%*	*8%*	*10%*	*1%*	*10%*	*14%*	*7%*	*9%*	*2%*	*5%*	*4%*
10 - HIGHEST score	**10**	5	4	5	*	2	-	2	1	2	5	3	3	7	5	5	8	1	1	*
	3%	*4%*	*3%*	*6%*	*1%*	*2%*	-	*7%*	*2%*	*2%*	*4%*	*3%*	*5%*	*3%*	*9%*	*2%*	*3%*	*2%*	*7%*	*4%*
Don't know	**33**	8	24	2	1	9	8	6	6	6	14	13	6	26	-	33	28	3	2	*
	11%	*6%*	*14%*	*3%*	*2%*	*12%*	*22%*	*22%*	*14%*	*7%*	*11%*	*13%*	*10%*	*11%*	-	*13%*	*10%*	*12%*	*15%*	*4%*
SUMMARY:																				
NET: 9-10	**35**	17	17	15	2	6	-	5	7	7	16	12	4	31	13	22	32	1	2	*
	11%	*13%*	*10%*	*17%*	*6%*	*8%*	-	*18%*	*15%*	*9%*	*12%*	*13%*	*6%*	*13%*	*23%*	*9%*	*12%*	*5%*	*12%*	*8%*
NET: 7-10	**136**	68	68	42	18	35	11	9	22	36	55	44	25	111	31	105	117	11	6	2
	44%	*50%*	*40%*	*47%*	*55%*	*46%*	*31%*	*31%*	*46%*	*48%*	*41%*	*46%*	*42%*	*45%*	*56%*	*42%*	*44%*	*46%*	*43%*	*45%*
NET: 4-6	**115**	45	70	36	12	28	12	10	17	25	53	37	24	91	18	97	99	9	5	2
	38%	*34%*	*41%*	*41%*	*37%*	*37%*	*36%*	*35%*	*37%*	*33%*	*40%*	*39%*	*42%*	*37%*	*33%*	*39%*	*37%*	*40%*	*35%*	*47%*
NET: 1-3	**22**	14	9	8	2	3	4	3	2	9	11	2	3	19	6	16	20	1	1	*
	7%	*10%*	*5%*	*9%*	*6%*	*4%*	*11%*	*12%*	*3%*	*12%*	*8%*	*2%*	*6%*	*8%*	*12%*	*6%*	*8%*	*2%*	*7%*	*4%*
Mean	**6.26**	6.39	6.14	6.26	6.48	6.27	5.68	5.78	6.71	6.05	6.16	6.58	6.09	6.30	6.46	6.21	6.23	6.47	6.42	6.26
Standard Deviation	**2.06**	2.16	1.96	2.28	1.75	1.83	1.74	2.80	1.80	2.20	2.12	1.82	1.92	2.09	2.53	1.92	2.09	1.68	2.19	2.12

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 168

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC3

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**278**	53	197	26	-	278	185	76	89	152	73	219	59	152	125	103	111	61	109	153	121
Weighted Base	**306**	67*	208	28**	-**	306	199	85*	102*	162	73*	241	65*	158	148	109*	122*	73*	113*	174	126*
1 - LOWEST score	**9**	-	9	-	-	9	5	3	3	3	*	5	3	4	5	3	3	-	5	4	5
	3%	-	*4%*	-	-	*3%*	*3%*	*4%*	*3%*	*2%*	*	*2%*	*5%*	*2%*	*3%*	*3%*	*3%*	-	*4%*	*2%*	*4%*
2	**5**	2	3	-	-	5	2	2	3	3	2	2	3	-	5	-	5	-	2	3	2
	2%	*2%*	*1%*	-	-	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*1%*	*5%*	-	*3%*	-	*4%*	-	*1%*	*2%*	*1%*
3	**9**	-	9	-	-	9	4	4	4	2	2	7	2	4	5	6	2	*	3	4	5
	3%	-	*4%*	-	-	*3%*	*2%*	*4%*	*4%*	*1%*	*2%*	*3%*	*3%*	*2%*	*4%*	*5%*	*1%*	*1%*	*3%*	*2%*	*4%*
4	**26**	5	15	7	-	26	16	10	10	13	7	21	5	12	15	11	8	6	11	18	8
	9%	*7%*	*7%*	*24%*	-	*9%*	*8%*	*12%*	*10%*	*8%*	*9%*	*9%*	*8%*	*7%*	*10%*	*10%*	*7%*	*8%*	*9%*	*10%*	*7%*
5	**56**	6	42	9	-	56	40	14	17	30	14	43	13	26	30	20	21	15	22	32	24
	18%	*9%*	*20%*	*31%*	-	*18%*	*20%*	*16%*	*16%*	*19%*	*19%*	*18%*	*21%*	*17%*	*20%*	*19%*	*17%*	*20%*	*19%*	*18%*	*19%*
6	**33**	10	19	4	-	33	24	7	9	19	7	31	2	18	14	16	12	12	7	24	9
	11%	*15%*	*9%*	*13%*	-	*11%*	*12%*	*9%*	*9%*	*12%*	*10%*	*13%*	*3%*	*12%*	*10%*	*15%*	*9%*	*17%*	*6%*	*14%*	*7%*
7	**49**	10	37	2	-	49	36	9	11	25	8	41	7	31	17	16	28	9	24	23	24
	16%	*15%*	*18%*	*6%*	-	*16%*	*18%*	*10%*	*10%*	*15%*	*11%*	*17%*	*12%*	*20%*	*11%*	*14%*	*23%*	*13%*	*21%*	*13%*	*19%*
8	**53**	14	34	2	-	53	35	15	17	28	15	40	12	27	26	13	27	12	23	27	25
	17%	*22%*	*16%*	*9%*	-	*17%*	*18%*	*18%*	*17%*	*17%*	*20%*	*17%*	*19%*	*17%*	*18%*	*12%*	*22%*	*16%*	*20%*	*16%*	*20%*
9	**25**	7	18	-	-	25	15	6	10	13	4	18	7	11	14	8	5	10	5	14	7
	8%	*10%*	*9%*	-	-	*8%*	*7%*	*7%*	*10%*	*8%*	*5%*	*7%*	*11%*	*7%*	*9%*	*8%*	*4%*	*13%*	*4%*	*8%*	*6%*
10 - HIGHEST score	**10**	6	2	-	-	10	6	3	4	8	4	9	1	4	5	4	2	2	4	7	3
	3%	**10%b**	*1%*	-	-	*3%*	*3%*	*4%*	*3%*	*5%*	*6%*	*4%*	*1%*	*3%*	*4%*	*3%*	*1%*	*3%*	*4%*	*4%*	*2%*
Don't know	**33**	8	20	5	-	33	18	13	15	19	11	24	9	21	12	12	10	7	9	18	14
	11%	*12%*	*10%*	*18%*	-	*11%*	*9%*	*16%*	*15%*	*11%*	*15%*	*10%*	*13%*	*13%*	*8%*	*11%*	*8%*	*10%*	*8%*	*10%*	*11%*
SUMMARY: NET: 9-10	**35**	13	20	-	-	35	21	9	14	21	8	27	8	16	19	12	7	12	9	21	10
	11%	*19%*	*10%*	-	-	*11%*	*10%*	*10%*	*14%*	*13%*	*11%*	*11%*	*12%*	*10%*	*13%*	*11%*	*6%*	*16%*	*8%*	*12%*	*8%*
NET: 7-10	**136**	37	91	4	-	136	92	33	42	73	31	108	27	73	62	40	62	33	56	71	60
	44%	*56%*	*44%*	*15%*	-	*44%*	*46%*	*38%*	*41%*	*45%*	*43%*	*45%*	*43%*	*47%*	*42%*	*37%*	*50%*	*45%*	*49%*	*41%*	*47%*
NET: 4-6	**115**	20	76	19	-	115	80	31	36	63	28	95	20	56	59	47	41	33	39	74	41
	38%	*30%*	*37%*	*68%*	-	*38%*	*40%*	*36%*	*35%*	*39%*	*38%*	*39%*	*31%*	*36%*	*40%*	*43%*	*33%*	*45%*	*35%*	*42%*	*32%*
NET: 1-3	**22**	2	21	-	-	22	10	8	10	8	3	14	8	7	15	9	10	*	10	10	12
	7%	*2%*	*10%*	-	-	*7%*	*5%*	*10%*	*10%*	*5%*	*5%*	*6%*	*13%*	*5%*	*10%*	*8%*	*8%*	*1%*	*8%*	*6%*	*9%*
Mean	**6.26**	7.07b	6.07	5.34	-	6.26	6.33	6.05	6.18	6.43	6.42	6.33	5.97	6.42	6.09	6.05	6.22	6.65	6.16	6.25	6.19
Standard Deviation	**2.06**	1.90	2.08	1.29	-	2.06	1.94	2.24	2.26	2.01	2.00	1.96	2.39	1.87	2.22	2.03	1.97	1.72	2.11	2.04	2.07

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 169

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC3

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**278**	43	10	18	17	21	4	8	41	13	42	35	26
Weighted Base	**306**	23*	16**	28**	26**	33**	7**	13**	14*	20**	68*	54*	5**
1 - LOWEST score	**9**	-	2	-	-	-	-	-	1	1	5	-	-
	3%	-	*10%*	-	-	-	-	-	*5%*	*7%*	*7%*	-	-
2	**5**	-	-	-	2	-	-	-	-	-	2	2	-
	2%	-	-	-	*6%*	-	-	-	-	-	*2%*	*3%*	-
3	**9**	1	2	-	-	-	-	2	*	2	2	2	*
	3%	*2%*	*10%*	-	-	-	-	*13%*	*2%*	*8%*	*2%*	*3%*	*4%*
4	**26**	2	-	1	3	6	-	2	-	3	7	2	1
	9%	*7%*	-	*5%*	*11%*	*19%*	-	*13%*	-	*16%*	*10%*	*3%*	*20%*
5	**56**	5	2	1	3	9	3	-	3	6	14	8	1
	18%	*23%*	*10%*	*5%*	*12%*	*28%*	*47%*	-	*23%*	*32%*	*21%*	*14%*	*15%*
6	**33**	2	2	3	3	3	-	5	2	3	3	6	1
	11%	*9%*	*10%*	*11%*	*12%*	*10%*	-	*36%*	*12%*	*15%*	*5%*	*12%*	*12%*
7	**49**	3	3	8	3	2	2	2	2	3	7	14	1
	16%	*14%*	*20%*	*28%*	*12%*	*5%*	*26%*	*12%*	*17%*	*15%*	*10%*	*26%*	*11%*
8	**53**	6	-	8	3	8	2	-	2	-	13	9	1
	17%	*27%*	-	*27%*	*12%*	*24%*	*27%*	-	*15%*	-	*19%*	*17%*	*26%*
9	**25**	1	2	3	2	-	-	2	1	1	11	3	*
	8%	*2%*	*11%*	*12%*	*6%*	-	-	*13%*	*5%*	*7%*	*16%*	*5%*	*4%*
10 - HIGHEST score	**10**	1	2	-	2	-	-	-	1	-	3	2	*
	3%	*2%*	*10%*	-	*6%*	-	-	-	*7%*	-	*5%*	*3%*	*4%*
Don't know	**33**	3	3	3	6	5	-	2	2	-	2	7	*
	11%	*12%*	*19%*	*11%*	*23%*	*14%*	-	*12%*	*15%*	-	*3%*	*14%*	*4%*
SUMMARY:													
NET: 9-10	**35**	1	3	3	3	-	-	2	2	1	14	5	*
	11%	*5%*	*21%*	*12%*	*12%*	-	-	*13%*	*12%*	*7%*	*21%*	*8%*	*8%*
NET: 7-10	**136**	11	6	19	10	9	4	3	6	4	34	28	2
	44%	*46%*	*40%*	*68%*	*36%*	*29%*	*53%*	*25%*	*43%*	*22%*	*50%*	*52%*	*45%*
NET: 4-6	**115**	9	3	6	9	19	3	6	5	13	24	15	2
	38%	*40%*	*20%*	*22%*	*35%*	*57%*	*47%*	*49%*	*35%*	*63%*	*36%*	*29%*	*47%*
NET: 1-3	**22**	1	3	-	2	-	-	2	1	3	8	3	*
	7%	*2%*	*20%*	-	*6%*	-	-	*13%*	*7%*	*15%*	*12%*	*6%*	*4%*
Mean	**6.26**	6.47	6.02	7.15	6.26	5.86	6.33	5.85	6.42	5.12	6.24	6.57	6.26
Standard Deviation	**2.06**	1.68	2.92	1.34	2.19	1.56	1.41	1.93	2.19	1.92	2.50	1.77	2.12

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 170

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC3

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**278**	264	165	255	17	227	272	248	278	192	207	152	91	96	5	73	193	100	278	64	96
Weighted Base	**306**	294	257	283	6	248	298	273	306	204	234	162	140	101	2	73	217	106	306	72	112
1 - LOWEST score	**9**	9	8	9	*	8	9	9	9	4	3	3	3	-	-	*	9	2	9	1	1
	3%	*3%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*3%*	*2%*	*1%*	*2%*	*2%*	-	-	*	*4%*	*2%*	*3%*	*2%*	*1%*
2	**5**	5	5	2	-	2	5	5	5	2	2	3	3	2	-	2	3	3	5	2	2
	2%	*2%*	*2%*	*1%*	-	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	-	*2%*	*1%*	*3%*	*2%*	*2%*	*1%*
3	**9**	7	6	9	*	8	9	7	9	5	6	2	2	4	-	2	7	3	9	2	5
	3%	*3%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*1%*	*1%*	*4%*	-	*2%*	*3%*	*3%*	*3%*	*2%*	*5%*
4	**26**	25	22	26	-	23	26	21	26	14	19	13	12	11	-	7	22	7	26	3	11
	9%	*8%*	*9%*	*9%*	-	*9%*	*9%*	*8%*	*9%*	*7%*	*8%*	*8%*	*9%*	*11%*	-	*9%*	*10%*	*7%*	*9%*	*5%*	*10%*
5	**56**	55	47	54	1	44	54	53	56	36	38	30	25	21	1	14	43	14	56	15	18
	18%	*19%*	*18%*	*19%*	*13%*	*18%*	*18%*	*19%*	*18%*	*18%*	*16%*	*19%*	*18%*	*21%*	*42%*	*19%*	*20%*	*13%*	*18%*	*21%*	*16%*
6	**33**	32	28	29	*	28	33	29	33	24	27	19	17	11	-	7	26	12	33	10	18
	11%	*11%*	*11%*	*10%*	*6%*	*11%*	*11%*	*11%*	*11%*	*12%*	*11%*	*12%*	*12%*	*11%*	-	*10%*	*12%*	*12%*	*11%*	*14%*	*16%*
7	**49**	49	43	47	1	38	49	45	49	34	39	25	21	12	-	8	24	13	49	8	13
	16%	*17%*	*17%*	*16%*	*17%*	*15%*	*16%*	*17%*	*16%*	*17%*	*17%*	*15%*	*15%*	*12%*	-	*11%*	*11%*	*12%*	*16%*	*11%*	*12%*
8	**53**	50	42	45	1	45	51	48	53	40	46	28	23	17	-	15	34	20	53	13	18
	17%	*17%*	*16%*	*16%*	*23%*	*18%*	*17%*	*18%*	*17%*	*20%*	*20%*	*17%*	*16%*	*16%*	-	*20%*	*16%*	*19%*	*17%*	*19%*	*16%*
9	**25**	21	21	23	-	19	23	18	25	15	22	13	13	8	-	4	17	13	25	5	6
	8%	*7%*	*8%*	*8%*	-	*8%*	*8%*	*7%*	*8%*	*7%*	*9%*	*8%*	*9%*	*8%*	-	*5%*	*8%*	*12%*	*8%*	*7%*	*6%*
10 - HIGHEST score	**10**	10	8	8	1	8	10	8	10	8	10	8	6	5	1	4	8	5	10	3	8
	3%	*3%*	*3%*	*3%*	*17%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*5%*	*5%*	*5%*	*38%*	*6%*	*4%*	*5%*	*3%*	*4%*	*7%*
Don't know	**33**	32	28	32	1	25	29	29	33	23	24	19	15	12	*	11	24	14	33	11	12
	11%	*11%*	*11%*	*11%*	*12%*	*10%*	*10%*	*11%*	*11%*	*11%*	*10%*	*11%*	*11%*	*12%*	*20%*	*15%*	*11%*	*13%*	*11%*	*15%*	*11%*
SUMMARY:																					
NET: 9-10	**35**	31	29	31	1	27	33	27	35	23	31	21	19	13	1	8	25	17	35	7	14
	11%	*11%*	*11%*	*11%*	*17%*	*11%*	*11%*	*10%*	*11%*	*11%*	*13%*	*13%*	*14%*	*13%*	*38%*	*11%*	*12%*	*17%*	*11%*	*10%*	*13%*
NET: 7-10	**136**	130	113	123	3	109	133	120	136	97	116	73	62	41	1	31	83	51	136	28	45
	44%	*44%*	*44%*	*43%*	*58%*	*44%*	*45%*	*44%*	*44%*	*47%*	*50%*	*45%*	*45%*	*41%*	*38%*	*43%*	*38%*	*48%*	*44%*	*39%*	*40%*
NET: 4-6	**115**	111	98	109	1	96	113	103	115	74	84	63	54	43	1	28	92	33	115	28	47
	38%	*38%*	*38%*	*39%*	*18%*	*39%*	*38%*	*38%*	*38%*	*36%*	*36%*	*39%*	*39%*	*43%*	*42%*	*38%*	*42%*	*31%*	*38%*	*39%*	*41%*
NET: 1-3	**22**	21	19	19	1	18	22	20	22	10	11	8	8	5	-	3	18	8	22	5	8
	7%	*7%*	*7%*	*7%*	*11%*	*7%*	*7%*	*8%*	*7%*	*5%*	*5%*	*5%*	*5%*	*5%*	-	*5%*	*8%*	*8%*	*7%*	*6%*	*7%*
Mean	**6.26**	6.24	6.22	6.23	6.85	6.24	6.24	6.21	6.26	6.48	6.56	6.43	6.38	6.31	7.39	6.42	6.07	6.55	6.26	6.31	6.31
Standard Deviation	**2.06**	2.04	2.07	2.03	2.75	2.06	2.06	2.04	2.06	1.93	1.93	2.01	2.06	1.96	-	2.00	2.17	2.16	2.06	2.00	2.08

* = Less than .5

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**150**	76	74	8	14	29	26	30	43	41	58	51	20	130	8	141	93	22	20	15
Weighted Base	**166**	79*	86*	9**	18**	32**	29**	36**	41*	51*	58*	56*	21**	144	10**	154	144*	12**	6**	3**
1 - LOWEST score	**1**	1	-	-	-	-	-	1	-	-	1	-	-	1	-	1	-	1	-	-
	*	*1%*	-	-	-	-	-	*1%*	-	-	*1%*	-	-	*	-	*	-	*4%*	-	-
2	**2**	2	-	-	-	2	-	-	-	-	2	-	2	-	-	2	2	-	-	-
	1%	*2%*	-	-	-	*5%*	-	-	-	-	*3%*	-	*7%*	-	-	*1%*	*1%*	-	-	-
3	**5**	2	3	-	2	-	-	2	2	3	2	-	-	5	-	5	5	-	-	-
	3%	*2%*	*4%*	-	*9%*	-	-	*4%*	*4%*	*6%*	*3%*	-	-	*3%*	-	*3%*	*3%*	-	-	-
4	**9**	4	5	-	-	1	3	2	2	-	2	7	-	9	-	9	8	-	1	*
	5%	*5%*	*6%*	-	-	*5%*	*11%*	*5%*	*5%*	-	*4%*	*12%*	-	*6%*	-	*6%*	*5%*	-	*14%*	*11%*
5	**26**	9	17	2	-	6	5	4	9	7	9	11	5	21	2	24	23	2	1	*
	16%	*12%*	*20%*	*19%*	-	*20%*	*19%*	*10%*	*21%*	*13%*	*15%*	*19%*	*24%*	*15%*	*18%*	*16%*	*16%*	*18%*	*10%*	*7%*
6	**13**	6	6	2	-	1	5	3	2	4	9	*	2	11	2	10	11	2	*	*
	8%	*8%*	*8%*	*17%*	-	*3%*	*18%*	*8%*	*5%*	*8%*	*15%*	*	*9%*	*8%*	*15%*	*6%*	*8%*	*13%*	*5%*	*6%*
7	**29**	16	13	-	3	9	3	7	7	9	8	13	5	25	1	28	25	3	1	1
	18%	*20%*	*15%*	-	*18%*	*27%*	*11%*	*19%*	*18%*	*18%*	*13%*	*23%*	*23%*	*17%*	*14%*	*18%*	*17%*	*23%*	*21%*	*22%*
8	**44**	21	24	4	7	2	8	11	13	15	15	14	5	39	3	41	39	2	2	1
	27%	*26%*	*28%*	*44%*	*38%*	*7%*	*26%*	*30%*	*31%*	*30%*	*27%*	*24%*	*24%*	*27%*	*30%*	*27%*	*27%*	*18%*	*34%*	*41%*
9	**15**	7	8	-	3	3	-	5	4	5	2	8	2	14	1	15	14	1	1	*
	9%	*9%*	*10%*	-	*19%*	*10%*	-	*13%*	*10%*	*9%*	*4%*	*15%*	*7%*	*10%*	*5%*	*10%*	*10%*	*5%*	*10%*	*6%*
10 - HIGHEST score	**10**	6	4	2	2	5	2	-	1	6	3	1	-	10	2	8	9	1	-	-
	6%	*8%*	*4%*	*19%*	*9%*	*14%*	*6%*	-	*1%*	*12%*	*5%*	*1%*	-	*7%*	*16%*	*5%*	*7%*	*5%*	-	-
Don't know	**12**	6	6	-	2	3	3	3	2	1	6	4	1	10	-	12	9	2	*	*
	7%	*7%*	*7%*	-	*9%*	*9%*	*9%*	*9%*	*4%*	*3%*	*11%*	*7%*	*6%*	*7%*	-	*8%*	*7%*	*14%*	*5%*	*7%*
SUMMARY:																				
NET: 9-10	**25**	13	12	2	5	8	2	5	5	11	6	9	2	24	2	23	23	1	1	*
	15%	*17%*	*14%*	*19%*	*27%*	*24%*	*6%*	*13%*	*11%*	*22%*	*10%*	*16%*	*7%*	*16%*	*22%*	*15%*	*16%*	*9%*	*10%*	*6%*
NET: 7-10	**99**	50	49	6	15	19	12	22	25	35	29	35	12	88	7	92	87	6	4	2
	60%	*63%*	*57%*	*63%*	*83%*	*59%*	*43%*	*62%*	*60%*	*70%*	*49%*	*62%*	*54%*	*61%*	*66%*	*60%*	*60%*	*50%*	*65%*	*69%*
NET: 4-6	**48**	20	28	3	-	9	14	9	13	11	20	17	7	41	3	43	42	4	2	1
	29%	*25%*	*33%*	*37%*	-	*27%*	*48%*	*24%*	*32%*	*22%*	*34%*	*31%*	*32%*	*28%*	*34%*	*28%*	*29%*	*32%*	*30%*	*24%*
NET: 1-3	**7**	4	3	-	2	2	-	2	2	3	4	-	2	5	-	7	6	1	-	-
	4%	*5%*	*4%*	-	*9%*	*5%*	-	*6%*	*4%*	*6%*	*6%*	-	*7%*	*4%*	-	*4%*	*4%*	*4%*	-	-
Mean	**6.90**	6.99	6.81	7.45	7.74	6.89	6.49	6.84	6.75	7.28	6.61	6.82	6.44	6.97	7.38	6.87	6.92	6.59	6.84	7.00
Standard Deviation	**1.85**	1.92	1.79	1.81	1.80	2.18	1.68	1.82	1.71	1.86	1.94	1.72	1.85	1.84	1.74	1.86	1.86	2.00	1.77	1.88

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

J20427 PSB Tracker 2013

Table 172

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**150**	21	97	26	-	150	80	54	65	69	44	120	30	82	68	56	62	35	38	84	62
Weighted Base	**166**	26**	103*	28**	-**	166	87*	60*	74*	73*	45*	136*	30**	93*	73*	70*	62*	47*	34**	91*	70*
1 - LOWEST score	**1**	-	-	1	-	1	-	-	-	1	-	1	-	1	-	1	-	-	-	1	-
	*	-	-	2%	-	*	-	-	-	1%	-	*	-	1%	-	1%	-	-	-	1%	-
2	**2**	-	2	-	-	2	-	2	2	2	2	-	2	-	2	-	2	-	-	2	-
	1%	-	1%	-	-	1%	-	3%	2%	2%	3%	-	5%	-	2%	-	2%	-	-	2%	-
3	**5**	-	3	2	-	5	2	2	2	-	-	5	-	3	2	5	-	2	-	5	-
	3%	-	3%	5%	-	3%	2%	3%	2%	-	-	3%	-	3%	2%	7%	-	3%	-	5%	-
4	**9**	2	2	3	-	9	8	1	1	6	3	6	2	5	4	-	7	1	7	5	3
	5%	7%	2%	12%	-	5%	9%	1%	1%	9%	7%	5%	8%	5%	6%	-	11%	3%	19%	6%	5%
5	**26**	2	18	6	-	26	13	9	12	17	8	22	4	18	9	7	13	10	3	15	10
	16%	7%	18%	22%	-	16%	15%	15%	16%	23%	19%	16%	14%	19%	12%	10%	20%	20%	8%	17%	15%
6	**13**	3	5	4	-	13	10	3	3	3	4	12	1	10	3	5	8	8	-	8	5
	8%	11%	5%	13%	-	8%	12%	5%	4%	5%	9%	9%	2%	10%	5%	8%	12%	17%	-	8%	8%
7	**29**	5	15	8	-	29	13	13	16	15	8	26	3	17	13	15	9	8	5	17	13
	18%	18%	14%	28%	-	18%	15%	21%	22%	20%	19%	19%	12%	18%	18%	21%	14%	17%	14%	18%	18%
8	**44**	9	33	3	-	44	18	22	25	14	7	36	9	22	22	16	19	5	13	22	21
	27%	33%	32%	9%	-	27%	21%	37%	34%	19%	17%	26%	30%	24%	31%	22%	31%	10%	37%	24%	30%
9	**15**	3	10	1	-	15	7	3	8	3	3	10	6	5	10	9	2	3	4	7	7
	9%	13%	10%	2%	-	9%	8%	6%	11%	5%	7%	7%	19%	5%	14%	13%	3%	7%	11%	8%	10%
10 - HIGHEST score	**10**	2	7	-	-	10	10	-	-	5	4	10	-	5	5	6	2	8	1	7	3
	6%	6%	6%	-	-	6%	12%	-	-	7%	8%	7%	-	6%	6%	9%	2%	17%	2%	7%	5%
Don't know	**12**	1	9	2	-	12	6	6	6	6	5	9	3	9	3	7	2	2	3	5	7
	7%	6%	8%	6%	-	7%	6%	10%	8%	9%	11%	6%	10%	9%	4%	10%	3%	5%	9%	5%	10%
SUMMARY: NET: 9-10	**25**	5	17	1	-	25	17	3	8	9	7	20	6	10	15	16	3	11	4	14	10
	15%	19%	16%	2%	-	15%	20%	6%	11%	12%	15%	15%	19%	11%	21%	22%	6%	24%	13%	15%	14%
NET: 7-10	**99**	18	65	11	-	99	49	38	49	38	23	81	18	49	50	46	31	24	22	52	44
	60%	70%	63%	40%	-	60%	56%	64%	67%	52%	51%	60%	60%	53%	69%	66%	51%	51%	64%	57%	63%
NET: 4-6	**48**	7	25	13	-	48	31	12	15	27	15	41	7	32	16	12	27	19	9	28	19
	29%	25%	24%	47%	-	29%	36%	20%	21%	37%	35%	30%	24%	34%	22%	17%	44%o	41%	27%	31%	27%
NET: 1-3	**7**	-	5	2	-	7	2	3	3	2	2	5	2	4	3	5	2	2	-	7	-
	4%	-	4%	7%	-	4%	2%	5%	4%	3%	3%	4%	5%	4%	4%	7%	2%	3%	-	7%	-
Mean	**6.90**	7.33	7.05	5.80	-	6.90	6.95	6.87	6.98	6.55	6.67	6.90	6.87	6.69	7.15	7.20	6.43	6.94	6.90	6.68	7.14
Standard Deviation	**1.85**	1.58	1.84	1.65	-	1.85	1.92	1.65	1.63	1.94	2.00	1.81	2.04	1.80	1.88	1.93	1.75	1.99	1.85	2.01	1.57

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 173

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**150**	22	7	6	9	11	3	6	20	12	22	17	15
Weighted Base	**166**	12**	11**	9**	14**	17**	5**	10**	6**	18**	35**	26**	3**
1 - LOWEST score	**1**	1	-	-	-	-	-	-	-	-	-	-	-
	*	*4%*	-	-	-	-	-	-	-	-	-	-	-
2	**2**	-	-	-	2	-	-	-	-	-	-	-	-
	1%	-	-	-	*11%*	-	-	-	-	-	-	-	-
3	**5**	-	-	-	-	-	2	-	-	-	2	2	-
	3%	-	-	-	-	-	*31%*	-	-	-	*4%*	*6%*	-
4	**9**	-	1	-	2	2	-	-	1	-	2	1	*
	5%	-	*13%*	-	*11%*	*9%*	-	-	*14%*	-	*4%*	*6%*	*11%*
5	**26**	2	2	1	-	3	2	3	1	8	2	3	*
	16%	*18%*	*15%*	*16%*	-	*18%*	*33%*	*34%*	*10%*	*41%*	*4%*	*12%*	*7%*
6	**13**	2	3	-	1	-	-	2	*	3	2	-	*
	8%	*13%*	*29%*	-	*10%*	-	-	*16%*	*5%*	*17%*	*5%*	-	*6%*
7	**29**	3	1	2	2	-	2	3	1	2	8	6	1
	18%	*23%*	*13%*	*17%*	*11%*	-	*36%*	*32%*	*21%*	*8%*	*22%*	*24%*	*22%*
8	**44**	2	2	6	3	6	-	-	2	6	10	6	1
	27%	*18%*	*15%*	*67%*	*24%*	*36%*	-	-	*34%*	*34%*	*27%*	*24%*	*41%*
9	**15**	1	2	-	2	2	-	2	1	-	3	4	*
	9%	*5%*	*15%*	-	*11%*	*9%*	-	*17%*	*10%*	-	*9%*	*17%*	*6%*
10 - HIGHEST score	**10**	1	-	-	2	-	-	-	-	-	6	2	-
	6%	*5%*	-	-	*11%*	-	-	-	-	-	*18%*	*6%*	-
Don't know	**12**	2	-	-	2	5	-	-	*	-	2	1	*
	7%	*14%*	-	-	*11%*	*28%*	-	-	*5%*	-	*5%*	*6%*	*7%*
SUMMARY:													
NET: 9-10	**25**	1	2	-	3	2	-	2	1	-	10	6	*
	15%	*9%*	*15%*	-	*22%*	*9%*	-	*17%*	*10%*	-	*27%*	*23%*	*6%*
NET: 7-10	**99**	6	5	8	8	8	2	5	4	8	27	18	2
	60%	*50%*	*43%*	*84%*	*57%*	*45%*	*36%*	*50%*	*65%*	*42%*	*77%*	*71%*	*69%*
NET: 4-6	**48**	4	6	1	3	5	2	5	2	11	5	4	1
	29%	*32%*	*57%*	*16%*	*21%*	*27%*	*33%*	*50%*	*30%*	*58%*	*14%*	*17%*	*24%*
NET: 1-3	**7**	1	-	-	2	-	2	-	-	-	2	2	-
	4%	*4%*	-	-	*11%*	-	*31%*	-	-	-	*4%*	*6%*	-
Mean	**6.90**	6.59	6.45	7.35	6.78	6.87	5.08	6.50	6.84	6.34	7.59	7.12	7.00
Standard Deviation	**1.85**	2.00	1.66	1.16	2.58	1.85	1.84	1.48	1.77	1.35	1.89	1.94	1.88

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 174

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**150**	130	82	142	10	118	150	145	116	150	122	69	40	70	6	44	121	103	64	150	72
Weighted Base	**166**	145	127	155	3	129	166	161	127	166	140	73	62	76	2	45	130	113	72	166	77
1 - LOWEST score	**1**	1	-	1	-	1	1	1	1	1	1	1	-	1	-	-	1	1	-	1	1
	*	*	-	*	-	*	*	*	*	*	*	1%	-	1%	-	-	*	*	-	*	1%
2	**2**	2	2	2	-	2	2	2	2	2	2	2	2	2	-	2	2	2	2	2	2
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%	2%	2%	-	3%	1%	1%	2%	1%	2%
3	**5**	5	5	5	-	3	5	5	5	5	5	-	-	2	-	-	5	5	2	5	3
	3%	3%	4%	3%	-	2%	3%	3%	4%	3%	3%	-	-	2%	-	-	4%	4%	2%	3%	4%
4	**9**	8	8	9	-	9	9	7	9	9	9	6	6	4	-	3	9	7	2	9	7
	5%	6%	6%	6%	-	7%	5%	5%	7%	5%	6%	9%	10%	5%	-	7%	7%	6%	2%	5%	9%
5	**26**	26	23	25	1	23	26	26	21	26	21	17	14	13	1	8	19	14	17	26	9
	16%	18%	18%	16%	21%	18%	16%	16%	17%	16%	15%	23%	22%	17%	35%	19%	14%	13%	24%	16%	11%
6	**13**	13	11	11	*	11	13	13	11	13	13	3	3	7	*	4	10	10	5	13	6
	8%	9%	9%	7%	10%	9%	8%	8%	8%	8%	9%	5%	5%	9%	17%	9%	8%	9%	7%	8%	7%
7	**29**	21	19	28	*	27	29	29	24	29	25	15	13	13	-	8	19	15	10	29	9
	18%	15%	15%	18%	11%	21%	18%	18%	19%	18%	18%	20%	20%	18%	-	19%	15%	13%	14%	18%	12%
8	**44**	41	36	42	1	27	44	43	31	44	37	14	12	18	1	7	35	32	18	44	25
	27%	28%	28%	27%	38%	21%	27%	26%	24%	27%	27%	19%	20%	23%	30%	17%	27%	28%	25%	27%	32%
9	**15**	10	9	14	*	10	15	15	10	15	11	3	3	6	-	3	12	14	5	15	4
	9%	7%	7%	9%	9%	8%	9%	10%	8%	9%	8%	5%	5%	8%	-	7%	9%	12%	7%	9%	5%
10 - HIGHEST score	**10**	7	6	8	-	5	10	10	5	10	10	5	5	5	-	4	10	7	2	10	8
	6%	5%	5%	5%	-	4%	6%	6%	4%	6%	7%	7%	8%	7%	-	8%	8%	6%	3%	6%	11%
Don't know	**12**	12	9	12	*	12	12	11	10	12	8	6	5	7	*	5	10	8	10	12	4
	7%	8%	7%	8%	11%	9%	7%	7%	8%	7%	6%	9%	7%	9%	18%	11%	7%	7%	13%	7%	5%
SUMMARY:																					
NET: 9-10	**25**	17	16	22	*	15	25	25	15	25	21	9	8	11	-	7	22	21	7	25	13
	15%	12%	12%	14%	9%	12%	15%	16%	12%	15%	15%	12%	13%	15%	-	15%	17%	18%	10%	15%	16%
NET: 7-10	**99**	79	70	92	2	69	99	97	70	99	83	38	33	43	1	23	76	67	35	99	46
	60%	55%	55%	59%	58%	54%	60%	60%	55%	60%	59%	52%	53%	56%	30%	51%	59%	59%	49%	60%	60%
NET: 4-6	**48**	47	42	45	1	43	48	46	41	48	42	27	23	23	1	15	37	31	24	48	22
	29%	33%	33%	29%	31%	33%	29%	29%	32%	29%	30%	37%	37%	31%	52%	35%	29%	28%	33%	29%	28%
NET: 1-3	**7**	7	6	7	-	5	7	7	7	7	7	2	2	4	-	2	7	7	3	7	5
	4%	5%	5%	4%	-	4%	4%	4%	5%	4%	5%	3%	2%	5%	-	3%	5%	6%	4%	4%	7%
Mean	**6.90**	6.72	6.72	6.85	7.06	6.63	6.90	6.91	6.64	6.90	6.84	6.55	6.60	6.79	6.31	6.67	6.89	6.92	6.62	6.90	6.87
Standard Deviation	**1.85**	1.85	1.86	1.85	1.70	1.83	1.85	1.84	1.88	1.85	1.90	1.94	1.93	1.94	-	2.00	1.98	1.99	1.81	1.85	2.13

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 175

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC News

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**805**	397	408	79	87	145	140	136	218	202	363	240	135	670	59	742	419	141	125	120
Weighted Base	**790**	396	393	87*	83*	147	150	117*	206	214	369	206	130*	659	87*	696	652	75	40	23
1 - LOWEST score	**6**	3	3	-	2	2	-	2	1	2	3	2	2	5	2	5	6	-	*	-
	1%	*1%*	*1%*	-	*2%*	*1%*	-	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	-
2	**7**	5	1	-	2	2	*	-	3	2	3	2	2	5	-	7	6	-	*	*
	1%	*1%*	*	-	*2%*	*1%*	*	-	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	-	*1%*	*1%*
3	**7**	4	4	-	-	3	-	2	2	5	2	-	2	5	-	7	6	1	*	-
	1%	*1%*	*1%*	-	-	*2%*	-	*2%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-
4	**15**	13	3	2	2	5	2	2	3	7	3	4	3	12	3	12	14	1	1	-
	2%	*3%*	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*4%*	*2%*	*2%*	*1%*	*1%*	-
5	**33**	20	13	2	3	4	9	5	10	13	13	7	7	26	4	29	28	3	1	1
	4%	*5%*	*3%*	*2%*	*4%*	*3%*	*6%*	*4%*	*5%*	*6%*	*3%*	*4%*	*6%*	*4%*	*4%*	*4%*	*4%*	*4%*	*2%*	*6%*
6	**30**	14	17	4	5	6	3	3	10	10	15	6	4	26	3	27	23	4	3	1
	4%	*3%*	*4%*	*4%*	*6%*	*4%*	*2%*	*3%*	*5%*	*5%*	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	*4%*	*6%*	*6%*	*4%*
7	**101**	52	49	9	9	20	17	19	26	22	51	27	21	79	10	89	87	8	3	2
	13%	*13%*	*12%*	*11%*	*11%*	*14%*	*11%*	*16%*	*13%*	*10%*	*14%*	*13%*	*16%*	*12%*	*11%*	*13%*	*13%*	*11%*	*8%*	*11%*
8	**209**	100	109	21	18	34	37	38	62	46	99	64	29	180	14	192	171	22	9	7
	26%	*25%*	*28%*	*24%*	*21%*	*23%*	*24%*	*32%*	*30%*	*22%*	*27%*	*31%*	*23%*	*27%*	*16%*	*28%*	*26%*	*29%*	*22%*	*30%*
9	**216**	101	115	26	21	35	49	35	50	67	109	41	28	189	24	193	176	23	12	6
	27%	*26%*	*29%*	*30%*	*25%*	*24%*	*33%*	*30%*	*24%*	*31%*	*29%*	*20%*	*21%*	*29%*	*27%*	*28%*	*27%*	*30%*	*30%*	*26%*
10 - HIGHEST score	**157**	83	75	23	21	35	32	10	36	40	69	48	30	128	28	129	128	13	11	5
	20%	*21%*	*19%*	***27%g***	***25%g***	***24%g***	*21%*	*9%*	*17%*	*19%*	*19%*	*23%*	*23%*	*19%*	*32%*	*19%*	*20%*	*18%*	*27%*	*21%*
Don't know	**8**	3	5	-	2	2	1	2	2	1	3	5	2	6	-	7	6	1	*	*
	1%	*1%*	*1%*	-	*2%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*
SUMMARY:																				
NET: 9-10	**374**	184	190	49	41	71	81	45	86	107	178	89	57	316	52	321	304	36	23	11
	47%	*46%*	*48%*	*57%*	*50%*	*48%*	*54%*	*39%*	*42%*	*50%*	*48%*	*43%*	*44%*	*48%*	*60%*	*46%*	*47%*	*48%*	*57%*	*47%*
NET: 7-10	**683**	335	348	79	69	125	134	102	174	175	328	180	108	575	76	602	563	66	35	20
	87%	*85%*	*88%*	*92%*	*82%*	*85%*	*90%*	*87%*	*85%*	*82%*	*89%*	*87%*	*83%*	*87%*	*87%*	*87%*	*86%*	*87%*	*87%*	*88%*
NET: 4-6	**78**	46	33	7	10	14	14	10	24	30	31	18	15	64	10	69	64	8	4	2
	10%	*12%*	*8%*	*8%*	*12%*	*9%*	*9%*	*8%*	*12%*	*14%*	*8%*	*9%*	*11%*	*10%*	*11%*	*10%*	*10%*	*11%*	*10%*	*10%*
NET: 1-3	**20**	12	8	-	3	7	*	4	6	8	9	3	5	15	2	19	18	1	1	*
	3%	*3%*	*2%*	-	*4%*	*4%*	*	*4%*	*3%*	*4%*	*2%*	*2%*	*4%*	*2%*	*2%*	*3%*	*3%*	*1%*	*2%*	*1%*
Mean	**8.12**	8.02	8.22	8.51	8.07	8.05	8.35	7.86	7.98	7.96	8.17	8.18	7.92	8.15	8.35	8.09	8.08	8.24	8.37	8.27
Standard Deviation	**1.73**	1.86	1.58	1.38	1.99	1.95	1.46	1.69	1.75	1.91	1.63	1.68	1.98	1.67	1.88	1.71	1.76	1.44	1.72	1.50

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 176

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC News

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**805**	106	546	140	-	805	527	217	269	399	116	589	216	423	379	227	413	173	301	488	304
Weighted Base	**790**	117*	517	146	-**	790	521	208	261	367	108*	603	187	413	374	238	398	180	289	488	291
1 - LOWEST score	**6**	-	5	2	-	6	3	3	3	3	*	5	2	5	2	2	3	2	2	6	-
	1%	-	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-
2	**7**	-	3	3	-	7	5	2	2	3	2	3	3	3	3	1	5	*	5	3	3
	1%	-	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*	*1%*	*	*2%*	*1%*	*1%*
3	**7**	-	5	2	-	7	5	-	-	4	*	7	-	7	-	4	4	4	2	7	-
	1%	-	*1%*	*1%*	-	*1%*	*1%*	-	-	*1%*	*	*1%*	-	*2%*	-	*1%*	*1%*	*2%*	*1%*	*1%*	-
4	**15**	2	10	4	-	15	7	6	6	5	2	11	4	8	7	5	10	3	5	12	3
	2%	*1%*	*2%*	*2%*	-	*2%*	*1%*	*3%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*
5	**33**	*	17	15	-	33	19	9	12	11	7	25	8	14	18	16	9	11	6	18	13
	4%	*	*3%*	10%ab	-	*4%*	*4%*	*4%*	*5%*	*3%*	*6%*	*4%*	*4%*	*3%*	*5%*	*7%*	*2%*	*6%*	*2%*	*4%*	*4%*
6	**30**	3	22	5	-	30	20	6	10	15	1	24	7	15	15	9	12	4	17	18	12
	4%	*3%*	*4%*	*3%*	-	*4%*	*4%*	*3%*	*4%*	*4%*	*1%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*2%*	*6%*	*4%*	*4%*
7	**101**	10	64	27	-	101	67	25	33	45	12	79	22	54	47	31	57	19	39	59	41
	13%	*8%*	*12%*	*18%*	-	*13%*	*13%*	*12%*	*13%*	*12%*	*11%*	*13%*	*12%*	*13%*	*13%*	*13%*	*14%*	*10%*	*13%*	*12%*	*14%*
8	**209**	26	143	35	-	209	141	54	68	96	33	155	54	103	103	65	95	44	79	112	92
	26%	*22%*	*28%*	*24%*	-	*26%*	*27%*	*26%*	*26%*	*26%*	*31%*	*26%*	*29%*	*25%*	*28%*	*27%*	*24%*	*25%*	*27%*	*23%*	*32%*
9	**216**	35	145	36	-	216	150	50	66	107	20	166	50	123	94	56	122	55	81	141	75
	27%	*30%*	*28%*	*25%*	-	*27%*	*29%*	*24%*	*25%*	*29%*	*18%*	*28%*	*27%*	*30%*	*25%*	*23%*	*31%*	*31%*	*28%*	*29%*	*26%*
10 - HIGHEST score	**157**	41	98	14	-	157	98	50	57	73	31	125	32	78	80	50	75	38	51	105	49
	20%	35%bc	*19%*	*10%*	-	*20%*	*19%*	*24%*	*22%*	*20%*	*29%*	*21%*	*17%*	*19%*	*21%*	*21%*	*19%*	*21%*	*18%*	*21%*	*17%*
Don't know	**8**	-	5	3	-	8	5	3	3	3	*	3	5	3	5	*	8	1	4	6	2
	1%	-	*1%*	*2%*	-	*1%*	*1%*	*2%*	*1%*	*1%*	*	*1%*	*3%*	*1%*	*1%*	*	*2%*	*	*2%*	*1%*	*1%*
SUMMARY:																					
NET: 9-10	**374**	76	243	50	-	374	248	100	123	180	51	291	83	200	173	106	197	94	132	246	125
	47%	65%bc	*47%*	*34%*	-	*47%*	*48%*	*48%*	*47%*	*49%*	*47%*	*48%*	*44%*	*49%*	*46%*	*45%*	*49%*	*52%*	*46%*	*50%*	*43%*
NET: 7-10	**683**	112	450	112	-	683	456	179	224	322	96	525	159	357	323	203	349	157	250	416	257
	87%	96%c	*87%*	*77%*	-	*87%*	*88%*	*86%*	*86%*	*88%*	*89%*	*87%*	*85%*	*87%*	*86%*	*85%*	*88%*	*87%*	*86%*	*85%*	*89%*
NET: 4-6	**78**	5	49	23	-	78	46	21	29	32	9	60	19	37	41	30	31	17	27	49	28
	10%	*4%*	*10%*	*16%*	-	*10%*	*9%*	*10%*	*11%*	*9%*	*8%*	*10%*	*10%*	*9%*	*11%*	*12%*	*8%*	*9%*	*9%*	*10%*	*10%*
NET: 1-3	**20**	-	13	7	-	20	13	5	5	10	2	15	5	15	5	6	11	5	8	17	3
	3%	-	*3%*	*5%*	-	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*4%*	*1%*	*2%*	*3%*	*3%*	*3%*	*3%*	*1%*
Mean	**8.12**	8.81bc	8.12c	7.49	-	8.12	8.14	8.15	8.13	8.17	8.26	8.13	8.05	8.07	8.17	8.04	8.15	8.18	8.09	8.10	8.14
Standard Deviation	**1.73**	1.23	1.70	1.96	-	1.73	1.67	1.83	1.75	1.71	1.73	1.72	1.75	1.81	1.63	1.75	1.73	1.76	1.69	1.86	1.48

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 177

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC News

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	805	141	24	48	52	48	20	24	125	40	68	95	120
Weighted Base	790	75	37**	75*	81*	75*	32**	39**	40	62*	109*	144*	23
1 - LOWEST score	6	-	-	2	-	-	-	-	*	-	-	5	-
	1%	-	-	2%	-	-	-	-	1%	-	-	3%	-
2	7	-	1	2	2	-	-	-	*	2	-	-	*
	1%	-	4%	2%	2%	-	-	-	1%	2%	-	-	1%
3	7	1	-	3	-	-	2	-	*	-	-	2	-
	1%	1%	-	4%	-	-	5%	-	1%	-	-	1%	-
4	15	1	-	2	-	1	-	-	1	-	2	9	-
	2%	1%	-	2%	-	2%	-	-	1%	-	1%	6%	-
5	33	3	-	3	-	2	3	5	1	5	3	7	1
	4%	4%	-	4%	-	2%	10%	13%	2%	7%	3%	5%	6%e
6	30	4	1	-	3	2	-	2	3	-	3	12	1
	4%	6%	4%	-	4%	2%	-	4%	6%	-	3%	8%	4%
7	101	8	5	12	11	11	-	3	3	6	16	23	2
	13%	11%	12%	16%	14%	14%	-	8%	8%	10%	15%	16%	11%
8	209	22	11	23	22	17	10	5	9	25	29	30	7
	26%	29%	29%	31%	27%	23%	30%	12%	22%	40%	26%	21%	30%
9	216	23	12	16	26	21	11	13	12	19	27	30	6
	27%	30%	33%	21%	33%	29%	35%	34%	30%	30%	25%	21%	26%
10 - HIGHEST score	157	13	6	11	17	21	6	10	11	6	27	24	5
	20%	18%	17%	15%	21%	28%	20%	25%	27%	10%	25%	17%	21%
Don't know	8	1	-	2	-	-	-	2	*	-	2	2	*
	1%	1%	-	2%	-	-	-	4%	1%	-	1%	1%	1%
SUMMARY:													
NET: 9-10	374	36	18	26	43	42	18	23	23	25	55	54	11
	47%	48%	51%	36%	54%	56%	55%	58%	57%l	40%	50%	38%	47%
NET: 7-10	683	66	34	62	76	70	27	31	35	56	99	108	20
	87%l	87%	92%	83%	94%l	94%l	85%	79%	87%	90%	91%l	75%	88%
NET: 4-6	78	8	1	5	3	5	3	6	4	5	8	28	2
	10%	11%	4%	6%	4%	6%	10%	17%	10%	7%	7%	20%ae	10%
NET: 1-3	20	1	1	6	2	-	2	-	1	2	-	6	*
	3%	1%	4%	9%	2%	-	5%	-	2%	2%	-	4%	1%
Mean	8.12l	8.24l	8.24	7.63	8.42l	8.52l	8.21	8.30	8.37l	8.02	8.41l	7.53	8.27
Standard Deviation	1.73	1.44	1.65	2.14	1.41	1.37	1.82	1.68	1.72	1.55	1.38	2.12	1.50

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 178

Q15A Rating on statement - Its programmes help me understand what's going on in the world today
BBC News

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**805**	735	391	721	56	590	793	716	518	474	805	399	195	211	16	116	586	276	96	72	805
Weighted Base	**790**	728	606	713	18	587	780	700	519	476	790	367	299	205	5	108	576	269	112	77	790
1 - LOWEST score	**6**	5	5	5	*	3	6	6	5	3	6	3	3	2	-	*	3	3	-	-	6
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	-	-	*1%*
2	**7**	7	6	6	*	5	7	7	5	5	7	3	3	2	-	2	5	3	2	3	7
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*4%*	*1%*
3	**7**	6	5	6	*	4	7	7	2	4	7	4	3	2	-	*	5	4	-	2	7
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	-	*3%*	*1%*
4	**15**	12	11	12	*	12	15	13	10	9	15	5	4	1	-	2	11	3	-	2	15
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	-	*2%*	*2%*	*1%*	-	*2%*	*2%*
5	**33**	31	28	31	*	23	30	26	23	17	33	11	9	7	*	7	21	12	8	4	33
	4%	*4%*	*5%*	*4%*	*2%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*3%*	*3%*	*7%*	*6%*	*4%*	*4%*	*7%*	*6%*	*4%*
6	**30**	28	22	29	1	24	30	29	19	20	30	15	13	6	-	1	21	9	7	*	30
	4%	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	-	*1%*	*4%*	*3%*	*6%*	*	*4%*
7	**101**	89	78	90	1	73	99	87	77	64	101	45	40	35	*	12	73	30	13	9	101
	13%	*12%*	*13%*	*13%*	*5%*	*12%*	*13%*	*12%*	*15%*	*13%*	*13%*	*12%*	*13%*	*17%*	*6%*	*11%*	*13%*	*11%*	*11%*	*11%*	*13%*
8	**209**	197	162	185	4	159	209	193	128	117	209	96	81	49	1	33	153	61	38	24	209
	26%	*27%*	*27%*	*26%*	*20%*	*27%*	*27%*	*28%*	*25%*	*25%*	*26%*	*26%*	*27%*	*24%*	*24%*	*31%*	*27%*	*23%*	*33%*	*32%*	*26%*
9	**216**	197	160	205	6	155	214	191	141	133	216	107	85	49	1	20	163	82	25	15	216
	27%	*27%*	*26%*	*29%*	*32%*	*26%*	*27%*	*27%*	*27%*	*28%*	*27%*	*29%*	*29%*	*24%*	*25%*	*18%*	*28%*	*31%*	*22%*	*19%*	*27%*
10 - HIGHEST score	**157**	149	124	138	5	122	155	136	104	101	157	73	56	51	2	31	113	60	20	18	157
	20%	*20%*	*20%*	*19%*	*26%*	*21%*	*20%*	*19%*	*20%*	*21%*	*20%*	*20%*	*19%*	*25%*	*31%*	*29%*	*20%*	*22%*	*18%*	*23%*	*20%*
Don't know	**8**	8	6	6	*	6	8	5	6	4	8	3	2	2	*	*	8	2	1	1	8
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*7%*	*	*1%*	*1%*	*1%*	*1%*	*1%*
SUMMARY:																					
NET: 9-10	**374**	345	284	343	11	277	370	327	246	234	374	180	141	100	3	51	276	142	45	32	374
	47%	*47%*	*47%*	*48%*	*59%*	*47%*	*47%*	*47%*	*47%*	*49%*	*47%*	*49%*	*47%*	*49%*	*56%*	*47%*	*48%*	*53%*	*40%*	*42%*	*47%*
NET: 7-10	**683**	631	524	618	15	509	677	607	450	415	683	322	262	184	4	96	502	233	96	65	683
	87%	*87%*	*86%*	*87%*	*84%*	*87%*	*87%*	*87%*	*87%*	*87%*	*87%*	*88%*	*88%*	*90%*	*86%*	*89%*	*87%*	*87%*	*85%*	*84%*	*87%*
NET: 4-6	**78**	71	61	71	2	60	75	68	51	46	78	32	26	14	*	9	53	24	14	6	78
	10%	*10%*	*10%*	*10%*	*9%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*9%*	*9%*	*7%*	*7%*	*8%*	*9%*	*9%*	*13%*	*8%*	*10%*
NET: 1-3	**20**	17	15	17	1	12	20	20	12	12	20	10	9	5	-	2	13	10	2	5	20
	3%	*2%*	*3%*	*2%*	*5%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*2%*	-	*2%*	*2%*	*4%*	*1%*	*6%*	*3%*
Mean	**8.12**	8.15	8.11	8.13	8.24	8.15	8.13	8.10	8.11	8.16	8.12	8.17	8.10	8.24	8.64	8.26	8.16	8.18	8.06	7.92	8.12
Standard Deviation	**1.73**	1.70	1.73	1.70	2.09	1.69	1.72	1.74	1.73	1.72	1.73	1.71	1.73	1.67	1.56	1.73	1.67	1.83	1.56	2.04	1.73

* = Less than .5

J20427 PSB Tracker 2013

Table 179

Q15B Rating on statement - It's news programmes are trustworthy
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1235**	533	702	144	178	239	236	195	243	267	602	366	245	990	48	1181	633	200	173	229
Weighted Base	**1186**	523	662	128*	156	235	241	183	243	264	571	351	226	960	68*	1111	980	107	56	43
1 - LOWEST score	**13**	7	5	2	1	2	4	2	1	4	6	2	7	6	2	11	10	1	1	*
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	**3%m**	*1%*	*2%*	*1%*	*1%*	*	*2%*	*1%*
2	**14**	7	7	2	*	2	5	3	2	-	6	7	3	10	3	10	13	-	*	1
	1%	*1%*	*1%*	*1%*	*	*1%*	*2%*	*2%*	*1%*	-	*1%*	*2%*	*1%*	*1%*	*5%*	*1%*	*1%*	-	*1%*	*1%*
3	**8**	5	3	-	-	-	*	4	4	1	2	5	2	7	2	7	7	1	-	*
	1%	*1%*	*	-	-	-	*	*2%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*	-	*
4	**28**	14	14	5	3	10	9	1	2	6	12	10	10	18	5	23	25	2	1	*
	2%	*3%*	*2%*	*4%*	*2%*	*4%*	*4%*	*	*1%*	*2%*	*2%*	*3%*	*5%*	*2%*	*7%*	*2%*	*3%*	*1%*	*2%*	*
5	**93**	28	65	8	16	16	21	9	22	17	42	34	13	80	4	89	82	6	2	3
	8%	*5%*	*10%*	*6%*	*10%*	*7%*	*9%*	*5%*	*9%*	*6%*	*7%*	*10%*	*6%*	*8%*	*5%*	*8%*	*8%*	*6%*	*4%*	*6%*
6	**115**	49	66	10	8	24	21	26	27	23	62	29	22	93	7	107	98	9	5	3
	10%	*9%*	*10%*	*8%*	*5%*	*10%*	*9%*	*14%*	*11%*	*9%*	*11%*	*8%*	*10%*	*10%*	*10%*	*10%*	*10%*	*8%*	*9%*	*8%*
7	**237**	107	129	20	39	47	43	36	52	55	107	75	45	192	8	228	191	25	12	8
	20%	*21%*	*20%*	*16%*	*25%*	*20%*	*18%*	*20%*	*22%*	*21%*	*19%*	*21%*	*20%*	*20%*	*12%*	*21%*	*19%*	*24%*	*22%*	*20%*
8	**342**	171	170	39	39	66	72	54	71	81	174	87	55	286	17	322	278	30	20	14
	29%	*33%*	*26%*	*31%*	*25%*	*28%*	*30%*	*30%*	*29%*	*31%*	*30%*	*25%*	*25%*	*30%*	*25%*	*29%*	*28%*	*28%*	*35%*	*32%*
9	**170**	75	95	21	28	34	34	25	29	33	92	46	26	145	10	160	131	21	10	8
	14%	*14%*	*14%*	*16%*	*18%*	*15%*	*14%*	*13%*	*12%*	*12%*	*16%*	*13%*	*11%*	*15%*	*15%*	*14%*	*13%*	*20%*	*17%*	*19%*
10 - HIGHEST score	**96**	35	61	15	13	21	15	13	19	23	37	35	30	66	10	84	79	10	2	5
	8%	*7%*	*9%*	*12%*	*8%*	*9%*	*6%*	*7%*	*8%*	*9%*	*7%*	*10%*	**13%m**	*7%*	*14%*	*8%*	*8%*	*10%*	*3%*	**11%r**
Don't know	**72**	25	46	7	10	13	19	10	14	20	31	21	13	59	2	69	65	3	2	1
	6%	*5%*	*7%*	*5%*	*6%*	*6%*	*8%*	*5%*	*6%*	*8%*	*5%*	*6%*	*6%*	*6%*	*3%*	*6%*	*7%*	*3%*	*4%*	*2%*
SUMMARY:																				
NET: 9-10	**266**	110	156	36	40	55	49	37	49	56	129	81	56	210	19	245	210	31	12	13
	22%	*21%*	*24%*	*28%*	*26%*	*23%*	*20%*	*20%*	*20%*	*21%*	*23%*	*23%*	*25%*	*22%*	*29%*	*22%*	*21%*	*29%*	*21%*	*30%*
NET: 7-10	**844**	389	456	95	118	168	163	128	172	192	410	242	156	688	44	795	679	86	44	35
	71%	*74%*	*69%*	*74%*	*75%*	*71%*	*68%*	*70%*	*71%*	*73%*	*72%*	*69%*	*69%*	*72%*	*66%*	*72%*	*69%*	**81%p**	*78%*	**81%p**
NET: 4-6	**235**	90	145	23	27	50	50	35	50	46	116	74	45	190	15	219	204	16	8	6
	20%	*17%*	*22%*	*18%*	*18%*	*21%*	*21%*	*19%*	*21%*	*17%*	*20%*	*21%*	*20%*	*20%*	*22%*	*20%*	*21%*	*15%*	*15%*	*15%*
NET: 1-3	**34**	19	15	3	2	4	9	10	7	6	14	14	12	23	6	28	31	1	2	1
	3%	*4%*	*2%*	*2%*	*1%*	*2%*	*4%*	*6%*	*3%*	*2%*	*3%*	*4%*	*5%*	*2%*	*9%*	*3%*	*3%*	*1%*	*3%*	*3%*
Mean	**7.37**	7.37	7.37	7.56	7.50	7.40	7.22	7.28	7.35	7.45	7.39	7.26	7.25	7.39	7.10	7.38	7.31	**7.69p**	7.43	7.67
Standard Deviation	**1.75**	1.75	1.75	1.81	1.62	1.72	1.87	1.80	1.65	1.69	1.69	1.88	2.10	1.65	2.37	1.70	1.78	1.49	1.66	1.67

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 180

Q15B Rating on statement - It's news programmes are trustworthy
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1235**	145	918	160	72	1163	827	274	325	1235	256	912	323	719	511	323	661	253	503	747	470
Weighted Base	**1186**	157	849	166	80*	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
1 - LOWEST score	**13**	3	7	3	2	11	9	2	2	13	2	9	3	6	5	4	5	1	7	6	5
	1%	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*	*1%*	*1%*
2	**14**	3	7	4	*	13	9	3	5	14	6	10	4	5	8	3	8	5	4	10	4
	1%	*2%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*
3	**8**	-	6	2	2	7	5	1	1	8	2	7	2	7	2	3	2	1	2	5	3
	1%	-	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*	*1%*	*1%*
4	**28**	*	22	4	3	25	15	9	9	28	3	24	4	20	8	7	18	5	9	18	8
	2%	*	*3%*	*3%*	*4%*	*2%*	*2%*	*3%*	*3%*	*2%*	*1%*	*3%*	*1%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*
5	**93**	10	59	24	7	85	53	24	31	93	19	64	28	44	49	20	52	21	24	50	40
	8%	*6%*	*7%*	*14%b*	*9%*	*8%*	*7%*	*9%*	*10%*	*8%*	*8%*	*7%*	*10%*	*6%*	*10%*	*6%*	*8%*	*8%*	*6%*	*7%*	*10%*
6	**115**	11	81	21	11	104	82	19	21	115	17	89	26	65	50	31	60	28	49	71	43
	10%	*7%*	*10%*	*13%*	*13%*	*9%*	*11%*	*7%*	*7%*	*10%*	*7%*	*10%*	*9%*	*9%*	*10%*	*10%*	*9%*	*10%*	*11%*	*9%*	*10%*
7	**237**	36	162	37	15	222	156	57	64	237	45	173	64	128	107	59	128	42	99	137	93
	20%	*23%*	*19%*	*22%*	*18%*	*20%*	*20%*	*21%*	*20%*	*20%*	*19%*	*19%*	*22%*	*18%*	*22%*	*19%*	*20%*	*16%*	*22%*	*18%*	*22%*
8	**342**	30	268	42	16	326	234	69	89	342	74	267	75	212	128	88	193	78	137	219	119
	29%	*19%*	*32%a*	*26%*	*20%*	*29%*	*30%*	*26%*	*28%*	*29%*	*31%*	*30%*	*25%*	*31%*	*26%*	*28%*	*31%*	*29%*	*31%*	*29%*	*28%*
9	**170**	28	128	11	9	161	109	45	49	170	37	125	45	107	63	42	89	36	60	114	55
	14%	*18%c*	*15%*	*6%*	*12%*	*15%*	*14%*	*17%*	*15%*	*14%*	*15%*	*14%*	*15%*	*15%*	*13%*	*13%*	*14%*	*14%*	*14%*	*15%*	*13%*
10 - HIGHEST score	**96**	30	58	5	11	84	59	22	25	96	26	67	29	51	45	27	42	26	32	73	21
	8%	*19%bc*	*7%*	*3%*	*14%*	*8%*	*8%*	*8%*	*8%*	*8%*	*11%*	*7%*	*10%*	*7%*	*9%*	*9%*	*7%*	*10%*	*7%*	*10%*	*5%*
Don't know	**72**	5	51	14	4	67	44	19	23	72	12	57	14	47	24	27	33	21	19	45	26
	6%	*3%*	*6%*	*9%*	*6%*	*6%*	*6%*	*7%*	*7%*	*6%*	*5%*	*6%*	*5%*	*7%*	*5%*	*9%*	*5%*	*8%*	*4%*	*6%*	*6%*
SUMMARY: NET: 9-10	**266**	59	186	15	21	245	167	67	74	266	63	191	74	158	108	70	131	63	92	187	75
	22%	*37%bc*	*22%c*	*9%*	*26%*	*22%*	*22%*	*25%*	*23%*	*22%*	*26%*	*21%*	*25%*	*23%*	*22%*	*22%*	*21%*	*24%*	*21%*	*25%*	*18%*
NET: 7-10	**844**	125	616	94	51	793	558	193	228	844	182	631	213	498	342	216	452	183	328	544	287
	71%	*80%c*	*73%c*	*57%*	*64%*	*72%*	*72%*	*72%*	*71%*	*71%*	*75%*	*71%*	*72%*	*72%*	*70%*	*69%*	*72%*	*69%*	*74%*	*73%*	*69%*
NET: 4-6	**235**	21	162	49	21	214	150	51	61	235	39	177	58	129	106	59	130	53	83	139	92
	20%	*13%*	*19%*	*29%a*	*27%*	*19%*	*19%*	*19%*	*19%*	*20%*	*16%*	*20%*	*20%*	*19%*	*22%*	*19%*	*21%*	*20%*	*19%*	*19%*	*22%*
NET: 1-3	**34**	6	20	8	3	31	23	6	8	34	9	26	8	18	15	10	16	7	12	21	12
	3%	*4%*	*2%*	*5%*	*4%*	*3%*	*3%*	*2%*	*2%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*
Mean	**7.37**	7.74c	7.42c	6.71	7.24	7.38	7.38	7.40	7.38	7.37	7.50	7.35	7.41	7.43	7.30	7.38	7.33	7.46	7.38	7.47	7.21
Standard Deviation	**1.75**	1.95	1.66	1.79	2.01	1.73	1.71	1.75	1.75	1.75	1.82	1.74	1.77	1.70	1.79	1.80	1.70	1.74	1.67	1.76	1.68

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 181

Q15B Rating on statement - It's news programmes are trustworthy
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1235**	200	41	65	102	77	29	36	173	65	77	141	229
Weighted Base	**1186**	107	63*	100*	157	119*	47**	58*	56	101*	122*	213	43
1 - LOWEST score	**13**	1	1	-	2	-	-	-	1	-	3	4	*
	1%	*	*2%*	-	*1%*	-	-	-	*2%*	-	*3%*	*2%*	*1%*
2	**14**	-	-	5	-	2	-	-	*	2	2	3	1
	1%	-	-	*5%*	-	*1%*	-	-	*1%*	*2%*	*1%*	*1%*	*1%*
3	**8**	1	-	-	2	-	-	-	-	1	3	1	*
	1%	*	-	-	*1%*	-	-	-	-	*1%*	*3%*	*1%*	*
4	**28**	2	-	5	3	5	2	-	1	2	2	8	*
	2%	*1%*	-	*5%*	*2%*	*4%*	*3%*	-	*2%*	*2%*	*1%*	*4%*	*
5	**93**	6	8	5	20	8	2	3	2	11	6	20	3
	8%	*6%*	*12%*	*5%*	*13%*	*6%*	*3%*	*6%*	*4%*	*11%*	*5%*	*9%*	*6%*
6	**115**	9	8	8	19	9	5	6	5	11	13	20	3
	10%	*8%*	*12%*	*8%*	*12%*	*8%*	*10%*	*11%*	*9%*	*11%*	*10%*	*9%*	*8%*
7	**237**	25	9	24	18	19	15	14	12	22	30	39	8
	20%	**24%e**	*14%*	*24%*	*12%*	*16%*	*31%*	*25%*	*22%*	*22%*	*25%*	*18%*	*20%*
8	**342**	30	21	15	41	49	8	15	20	23	40	65	14
	29%	*28%*	*34%*	*15%*	*26%*	**42%d**	*17%*	*25%*	**35%d**	*23%*	*33%*	*30%*	**32%d**
9	**170**	21	5	20	23	12	10	11	10	13	11	26	8
	14%	*20%*	*7%*	*20%*	*15%*	*10%*	*21%*	*20%*	*17%*	*13%*	*9%*	*12%*	*19%*
10 - HIGHEST score	**96**	10	9	14	18	8	3	5	2	4	7	11	5
	8%	*10%*	*15%*	*14%*	*12%*	*7%*	*7%*	*8%*	*3%*	*4%*	*5%*	*5%*	**11%i**
Don't know	**72**	3	2	4	11	8	3	3	2	12	6	16	1
	6%	*3%*	*3%*	*4%*	*7%*	*6%*	*7%*	*5%*	*4%*	*12%*	*5%*	*8%*	*2%*
SUMMARY:													
NET: 9-10	**266**	31	14	34	42	20	13	16	12	17	18	36	13
	22%	**29%kl**	*22%*	**34%kl**	*26%*	*17%*	*28%*	*28%*	*21%*	*17%*	*15%*	*17%*	**30%kl**
NET: 7-10	**844**	86	45	73	101	88	36	45	44	63	88	141	35
	71%	**81%aejl**	*71%*	*74%*	*65%*	*74%*	*76%*	*78%*	*78%*	*62%*	*72%*	*66%*	**81%aejl**
NET: 4-6	**235**	16	16	17	42	21	8	10	8	23	21	47	6
	20%	*15%*	*25%*	*17%*	*27%*	*18%*	*17%*	*17%*	*15%*	*23%*	*17%*	*22%*	*15%*
NET: 1-3	**34**	1	1	5	3	2	-	-	2	3	8	9	1
	3%	*1%*	*2%*	*5%*	*2%*	*1%*	-	-	*3%*	*3%*	*6%*	*4%*	*3%*
Mean	**7.37**	**7.69l**	7.44	7.44	7.40	7.47	7.57	7.70	7.43	7.12	7.11	7.09	**7.67l**
Standard Deviation	**1.75**	1.49	1.83	2.03	1.82	1.55	1.44	1.32	1.66	1.68	1.85	1.88	1.67

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

Prepared by BDRC Continental

* = Less than .5

Q15B Rating on statement - It's news programmes are trustworthy
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1235**	1235	633	1137	67	1000	1200	1057	779	618	864	1235	633	394	21	256	820	298	152	69	399
Weighted Base	**1186**	1186	980	1104	22	970	1155	1016	743	585	809	1186	980	379	7	242	813	286	162	73	367
1 - LOWEST score	**13**	13	10	11	1	7	12	11	4	4	9	13	10	6	*	2	9	5	*	2	4
	1%	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*5%*	*1%*	*1%*	*2%*	*	*3%*	*1%*
2	**14**	14	13	9	*	12	10	10	10	7	7	14	13	4	-	6	7	1	2	*	5
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*	*1%*	*	*1%*
3	**8**	8	7	8	-	8	8	8	6	6	5	8	7	3	-	2	5	3	1	1	3
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*
4	**28**	28	25	28	1	18	26	16	14	11	19	28	25	5	1	3	17	4	*	2	9
	2%	*2%*	*3%*	*3%*	*4%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*9%*	*1%*	*2%*	*1%*	*	*2%*	*3%*
5	**93**	93	82	86	1	70	89	81	53	41	57	93	82	36	1	19	64	22	19	9	30
	8%	*8%*	*8%*	*8%*	*3%*	*7%*	*8%*	*8%*	*7%*	*7%*	*7%*	*8%*	*8%*	*10%*	*10%*	*8%*	*8%*	*8%*	*11%*	*12%*	*8%*
6	**115**	115	98	109	2	82	115	104	66	51	71	115	98	37	1	17	84	36	12	5	31
	10%	*10%*	*10%*	*10%*	*8%*	*8%*	*10%*	*10%*	*9%*	*9%*	*9%*	*10%*	*10%*	*10%*	*10%*	*7%*	*10%*	*13%*	*8%*	*7%*	*8%*
7	**237**	237	191	224	4	198	236	204	149	122	159	237	191	84	1	45	169	56	30	16	69
	20%	*20%*	*19%*	*20%*	*19%*	*20%*	*20%*	*20%*	*20%*	*21%*	*20%*	*20%*	*19%*	*22%*	*10%*	*19%*	*21%*	*20%*	*19%*	*21%*	*19%*
8	**342**	342	278	318	8	289	333	301	233	176	255	342	278	96	2	74	229	83	49	15	118
	29%	*29%*	*28%*	*29%*	*35%*	*30%*	*29%*	*30%*	*31%*	*30%*	*31%*	*29%*	*28%*	*25%*	*28%*	*31%*	*28%*	*29%*	*30%*	*20%*	*32%*
9	**170**	170	131	156	5	144	166	144	111	98	119	170	131	47	2	37	113	35	26	8	46
	14%	*14%*	*13%*	*14%*	*22%*	*15%*	*14%*	*14%*	*15%*	*17%*	*15%*	*14%*	*13%*	*12%*	*24%*	*15%*	*14%*	*12%*	*16%*	*11%*	*13%*
10 - HIGHEST score	**96**	96	79	89	1	82	92	78	55	43	66	96	79	44	*	26	65	22	18	7	36
	8%	*8%*	*8%*	*8%*	*3%*	*8%*	*8%*	*8%*	*7%*	*7%*	*8%*	*8%*	*8%*	*12%*	*4%*	*11%*	*8%*	*8%*	*11%*	*10%*	*10%*
Don't know	**72**	72	65	66	*	59	67	58	42	27	42	72	65	16	-	12	52	20	5	8	16
	6%	*6%*	*7%*	*6%*	*1%*	*6%*	*6%*	*6%*	*6%*	*5%*	*5%*	*6%*	*7%*	*4%*	-	*5%*	*6%*	*7%*	*3%*	*11%*	*4%*
SUMMARY:																					
NET: 9-10	**266**	266	210	245	5	226	257	221	166	141	185	266	210	91	2	63	177	57	44	15	83
	22%	*22%*	*21%*	*22%*	*25%*	*23%*	*22%*	*22%*	*22%*	*24%*	*23%*	*22%*	*21%*	*24%*	*28%*	*26%*	*22%*	*20%*	*27%*	*21%*	*23%*
NET: 7-10	**844**	844	679	787	17	713	826	727	548	439	599	844	679	271	4	182	575	196	123	46	269
	71%	*71%*	*69%*	*71%*	*79%*	*73%*	*72%*	*72%*	*74%*	*75%*	*74%*	*71%*	*69%*	*72%*	*66%*	*75%*	*71%*	*69%*	*76%*	*63%*	*73%*
NET: 4-6	**235**	235	204	223	3	171	230	201	132	102	147	235	204	78	2	39	165	61	31	16	70
	20%	*20%*	*21%*	*20%*	*15%*	*18%*	*20%*	*20%*	*18%*	*18%*	*18%*	*20%*	*21%*	*21%*	*29%*	*16%*	*20%*	*21%*	*19%*	*22%*	*19%*
NET: 1-3	**34**	34	31	28	1	28	31	29	20	17	21	34	31	13	*	9	21	9	3	4	12
	3%	*3%*	*3%*	*3%*	*5%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*5%*	*4%*	*3%*	*3%*	*2%*	*5%*	*3%*
Mean	**7.37**	7.37	7.31	7.38	7.36	7.45	7.37	7.37	7.44	7.45	7.45	7.37	7.31	7.35	7.00	7.50	7.37	7.31	7.56	7.09	7.40
Standard Deviation	**1.75**	1.75	1.78	1.71	1.92	1.70	1.72	1.71	1.66	1.68	1.70	1.75	1.78	1.84	2.38	1.82	1.71	1.75	1.65	2.04	1.80

* = Less than .5

J20427 PSB Tracker 2013

Table 183

Q15B Rating on statement - It's news programmes are trustworthy
Channel 4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**591**	257	334	78	97	132	105	84	95	148	290	153	139	452	30	558	316	101	72	102
Weighted Base	**586**	252	335	81*	95*	123*	109*	83*	95*	161	284	142	135	451	45**	537	489	54	24*	19
1 - LOWEST score	**9**	5	4	4	1	2	2	1	-	3	4	3	5	4	2	8	8	1	1	*
	2%	*2%*	*1%*	*5%*	*2%*	*1%*	*2%*	*1%*	*-*	*2%*	*1%*	*2%*	*4%*	*1%*	*3%*	*1%*	*2%*	*2%*	*3%*	*1%*
2	**8**	3	5	2	*	1	2	2	2	-	6	2	-	8	-	8	7	1	*	1
	1%	*1%*	*2%*	*2%*	***	*1%*	*1%*	*2%*	*2%*	*-*	*2%*	*2%*	*-*	*2%*	*-*	*2%*	*1%*	*2%*	*1%*	*3%*
3	**7**	5	2	2	*	2	*	2	2	2	2	3	2	5	2	5	6	-	*	*
	1%	*2%*	*1%*	*2%*	***	*1%*	***	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*	*1%*	*1%*	*-*	*1%*	*2%*
4	**15**	5	10	3	2	4	-	4	4	5	6	4	3	12	2	14	14	1	1	*
	3%	*2%*	*3%*	*4%*	*2%*	*3%*	*-*	*4%*	*4%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*1%*	*4%*	*1%*
5	**57**	19	38	7	7	11	9	10	13	14	26	17	12	45	5	52	52	2	2	2
	10%	*8%*	*11%*	*8%*	*8%*	*9%*	*9%*	*12%*	*14%*	*9%*	*9%*	*12%*	*9%*	*10%*	*11%*	*10%*	*11%*	*3%*	*7%*	*8%*
6	**57**	20	37	9	8	15	10	7	8	20	22	14	14	43	8	49	46	5	4	2
	10%	*8%*	*11%*	*11%*	*9%*	*12%*	*10%*	*8%*	*8%*	*13%*	*8%*	*10%*	*11%*	*9%*	*18%*	*9%*	*9%*	*10%*	*15%*	*10%*
7	**117**	45	72	20	20	19	19	19	21	22	68	27	19	98	7	111	100	11	3	4
	20%	*18%*	*22%*	*25%*	*21%*	*15%*	*17%*	*22%*	*22%*	*14%*	*24%*	*19%*	*14%*	*22%*	*15%*	*21%*	*20%*	*20%*	*14%*	*20%*
8	**121**	58	64	13	19	31	28	11	18	31	69	22	32	90	8	110	94	17	7	4
	21%	*23%*	*19%*	*16%*	*20%*	*25%*	*26%*	*14%*	*19%*	*19%*	*24%*	*15%*	*23%*	*20%*	*19%*	*20%*	*19%*	*31%*	*28%*	*21%*
9	**70**	33	37	9	11	11	17	17	6	29	27	14	18	52	5	65	57	8	2	3
	12%	*13%*	*11%*	*11%*	*12%*	*9%*	*15%*	*20%*	*6%*	*18%*	*10%*	*10%*	*13%*	*12%*	*11%*	*12%*	*12%*	*15%*	*10%*	*13%*
10 - HIGHEST score	**53**	28	26	9	12	13	6	5	8	21	19	14	16	38	8	45	46	4	*	2
	9%	*11%*	*8%*	*11%*	*13%*	*11%*	*6%*	*6%*	*8%*	*13%*	*7%*	*10%*	*12%*	*8%*	*17%*	*8%*	*9%*	*8%*	*1%*	**13%r**
Don't know	**70**	30	40	5	13	14	16	8	15	14	35	22	14	56	-	70	60	5	4	2
	12%	*12%*	*12%*	*6%*	*13%*	*12%*	*14%*	*9%*	*16%*	*9%*	*12%*	*15%*	*10%*	*12%*	*-*	*13%*	*12%*	*9%*	*16%*	*9%*
SUMMARY:																				
NET: 9-10	**123**	61	63	17	24	25	23	22	13	50	46	28	34	90	13	111	104	12	3	5
	21%	*24%*	*19%*	*21%*	*25%*	*20%*	*21%*	*26%*	*14%*	**31%j**	*16%*	*19%*	*25%*	*20%*	*28%*	*21%*	*21%*	*23%*	*11%*	*26%*
NET: 7-10	**362**	163	199	50	63	75	70	51	52	103	183	76	85	278	28	331	297	40	12	13
	62%	*65%*	*59%*	*62%*	*67%*	*61%*	*64%*	*62%*	*55%*	*64%*	*64%*	*54%*	*63%*	*62%*	*61%*	*62%*	*61%*	**73%r**	*53%*	*66%*
NET: 4-6	**129**	45	85	19	17	30	20	20	24	39	55	35	30	99	15	114	112	7	6	4
	22%	*18%*	*25%*	*23%*	*18%*	*24%*	*18%*	*24%*	*25%*	*24%*	*19%*	*25%*	*22%*	*22%*	*32%*	*21%*	*23%*	*14%*	*26%*	*19%*
NET: 1-3	**25**	14	11	7	2	4	4	4	4	5	12	8	7	18	3	22	20	2	1	1
	4%	*5%*	*3%*	*9%*	*2%*	*3%*	*3%*	*5%*	*4%*	*3%*	*4%*	*6%*	*5%*	*4%*	*7%*	*4%*	*4%*	*4%*	*6%*	*6%*
Mean	**7.15**	7.28	7.05	6.82	7.50	7.23	7.34	7.05	6.88	7.44	7.10	6.91	7.24	7.13	7.09	7.15	7.13	7.49	6.77	7.29
Standard Deviation	**1.95**	2.05	1.87	2.28	1.82	1.92	1.79	1.98	1.89	1.96	1.85	2.10	2.12	1.89	2.23	1.93	1.96	1.80	1.96	2.09

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 184

Q15B Rating on statement - It's news programmes are trustworthy
Channel 4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**591**	92	400	94	34	557	382	136	168	394	197	463	128	342	246	217	287	142	208	376	201
Weighted Base	**586**	92*	386	100*	42**	545	374	127*	163	379	180	470	116*	339	244	230	272	155	188	376	196
1 - LOWEST score	**9**	2	7	1	2	8	4	2	3	7	3	8	2	7	2	5	5	1	4	7	2
	2%	*2%*	*2%*	*1%*	*4%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*	*2%*	*2%*	*1%*
2	**8**	2	4	3	*	8	5	2	4	4	2	5	4	5	2	2	2	2	2	8	*
	1%	*2%*	*1%*	*3%*	*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*
3	**7**	-	6	*	2	5	5	*	*	5	3	5	2	5	2	3	1	5	*	5	2
	1%	-	*2%*	*	*4%*	*1%*	*1%*	*	*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*3%*	*	*1%*	*1%*
4	**15**	-	7	7	2	14	10	3	3	9	3	12	4	8	7	3	7	6	2	8	6
	3%	-	*2%*	*7%*	*4%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*1%*	*3%*	*4%*	*1%*	*2%*	*3%*
5	**57**	10	28	20	2	55	37	12	15	35	18	40	17	23	34	16	32	14	18	30	27
	10%	*11%*	*7%*	**19%b**	*5%*	*10%*	*10%*	*10%*	*9%*	*9%*	*10%*	*8%*	*15%*	*7%*	*14%*	*7%*	*12%*	*9%*	*10%*	*8%*	*14%*
6	**57**	13	39	5	-	57	44	9	12	37	19	51	6	31	26	27	25	19	23	38	19
	10%	*14%*	*10%*	*5%*	-	*10%*	*12%*	*7%*	*8%*	*10%*	*11%*	*11%*	*5%*	*9%*	*11%*	*12%*	*9%*	*12%*	*12%*	*10%*	*10%*
7	**117**	18	72	27	5	112	85	21	26	80	38	98	20	75	42	48	57	26	47	78	34
	20%	*20%*	*19%*	*27%*	*12%*	*21%*	*23%*	*17%*	*16%*	*21%*	*21%*	*21%*	*17%*	*22%*	*17%*	*21%*	*21%*	*17%*	*25%*	*21%*	*17%*
8	**121**	17	85	18	8	114	74	27	39	79	35	96	25	68	52	45	59	31	38	71	46
	21%	*18%*	*22%*	*18%*	*19%*	*21%*	*20%*	*22%*	*24%*	*21%*	*20%*	*21%*	*21%*	*20%*	*21%*	*20%*	*22%*	*20%*	*20%*	*19%*	*24%*
9	**70**	5	57	5	11	59	39	16	19	37	21	56	14	44	27	29	32	20	17	47	22
	12%	*5%*	*15%*	*5%*	*27%*	*11%*	*10%*	*13%*	*11%*	*10%*	*11%*	*12%*	*12%*	*13%*	*11%*	*13%*	*12%*	*13%*	*9%*	*12%*	*11%*
10 - HIGHEST score	**53**	15	33	3	9	44	32	10	12	34	20	41	12	26	27	23	23	13	19	35	18
	9%	**17%c**	*9%*	*3%*	*22%*	*8%*	*9%*	*8%*	*7%*	*9%*	*11%*	*9%*	*10%*	*8%*	*11%*	*10%*	*8%*	*8%*	*10%*	*9%*	*9%*
Don't know	**70**	10	49	11	1	69	38	24	30	49	16	59	11	46	24	28	29	19	17	50	19
	12%	*11%*	*13%*	*11%*	*4%*	*13%*	*10%*	*19%*	*18%*	*13%*	*9%*	*13%*	*9%*	*14%*	*10%*	*12%*	*11%*	*12%*	*9%*	*13%*	*10%*
SUMMARY: NET: 9-10	**123**	20	90	9	21	103	71	26	30	72	41	97	26	70	53	52	54	33	36	81	40
	21%	*22%*	**23%c**	*9%*	*50%*	*19%*	*19%*	*21%*	*19%*	*19%*	*23%*	*21%*	*23%*	*21%*	*22%*	*23%*	*20%*	*21%*	*19%*	*22%*	*20%*
NET: 7-10	**362**	55	247	54	33	329	230	75	95	231	114	291	71	213	147	145	171	91	122	230	120
	62%	*60%*	*64%*	*54%*	*80%*	*60%*	*61%*	*59%*	*58%*	*61%*	*64%*	*62%*	*61%*	*63%*	*60%*	*63%*	*63%*	*58%*	*65%*	*61%*	*61%*
NET: 4-6	**129**	23	73	32	3	126	92	24	31	82	41	102	27	63	67	46	64	39	44	76	52
	22%	*25%*	*19%*	*32%*	*8%*	*23%*	*25%*	*19%*	*19%*	*22%*	*23%*	*22%*	*23%*	*18%*	*27%*	*20%*	*24%*	*25%*	*23%*	*20%*	*26%*
NET: 1-3	**25**	3	18	4	3	22	14	4	7	17	9	18	7	17	6	10	8	7	6	20	5
	4%	*3%*	*5%*	*4%*	*8%*	*4%*	*4%*	*3%*	*4%*	*4%*	*5%*	*4%*	*6%*	*5%*	*2%*	*4%*	*3%*	*4%*	*3%*	*5%*	*2%*
Mean	**7.15**	7.28	7.28c	6.47	7.85	7.09	7.09	7.26	7.16	7.11	7.18	7.19	7.02	7.15	7.18	7.26	7.15	7.11	7.17	7.14	7.17
Standard Deviation	**1.95**	1.97	1.93	1.83	2.33	1.90	1.86	1.92	2.00	1.95	1.99	1.90	2.14	1.97	1.88	1.93	1.88	1.91	1.85	2.02	1.84

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 185

Q15B Rating on statement - It's news programmes are trustworthy
Channel 4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**591**	101	12	26	41	38	14	17	72	27	65	76	102
Weighted Base	**586**	54	18**	40**	63*	59*	22**	27**	24*	41**	103*	114*	19
1 - LOWEST score	**9**	1	-	1	2	-	-	-	1	-	-	5	*
	2%	*2%*	-	*4%*	*2%*	-	-	-	*3%*	-	-	*4%*	*1%*
2	**8**	1	-	2	-	-	-	-	*	2	3	-	1
	1%	*2%*	-	*4%*	-	-	-	-	*1%*	*4%*	*3%*	-	**3%l**
3	**7**	-	-	-	2	-	-	-	*	-	3	1	*
	1%	-	-	-	*2%*	-	-	-	*1%*	-	*3%*	*1%*	*2%*
4	**15**	1	-	1	2	-	-	-	1	3	2	6	*
	3%	*1%*	-	*4%*	*2%*	-	-	-	*4%*	*8%*	*2%*	*5%*	*1%*
5	**57**	2	1	2	9	9	3	2	2	6	11	9	2
	10%	*3%*	*8%*	*4%*	*15%*	*15%*	*14%*	*6%*	*7%*	*14%*	*11%*	*8%*	*8%*
6	**57**	5	2	1	5	6	3	5	4	2	11	12	2
	10%	*10%*	*8%*	*4%*	*7%*	*10%*	*14%*	*18%*	*15%*	*4%*	*11%*	*11%*	*10%*
7	**117**	11	3	7	17	13	11	5	3	11	16	17	4
	20%	*20%*	*16%*	*19%*	*27%*	*22%*	*50%*	*19%*	*14%*	*26%*	*16%*	*14%*	*20%*
8	**121**	17	3	2	9	8	2	7	7	8	29	28	4
	21%	*31%*	*17%*	*4%*	*15%*	*13%*	*8%*	*24%*	*28%*	*19%*	*28%*	*24%*	*21%*
9	**70**	8	-	11	6	6	3	2	2	5	13	12	3
	12%	*15%*	-	*27%*	*10%*	*11%*	*14%*	*6%*	*10%*	*11%*	*12%*	*10%*	*13%*
10 - HIGHEST score	**53**	4	5	3	11	6	-	2	*	1	10	9	2
	9%	*8%*	*25%*	*8%*	*17%*	*11%*	-	*6%*	*1%*	*4%*	*9%*	*8%*	**13%i**
Don't know	**70**	5	5	9	2	11	-	6	4	4	6	16	2
	12%	*9%*	*25%*	*24%*	*3%*	*18%*	-	*23%*	**16%e**	*11%*	*6%*	*14%*	*9%*
SUMMARY:													
NET: 9-10	**123**	12	5	14	17	13	3	3	3	6	22	21	5
	21%	*23%*	*25%*	*35%*	*27%*	*21%*	*14%*	*11%*	*11%*	*15%*	*22%*	*18%*	*26%*
NET: 7-10	**362**	40	11	23	43	33	16	15	12	25	67	65	13
	62%	**73%i**	*59%*	*57%*	*68%*	*56%*	*72%*	*54%*	*53%*	*60%*	*65%*	*57%*	*66%*
NET: 4-6	**129**	7	3	5	15	15	6	6	6	11	24	27	4
	22%	*14%*	*16%*	*11%*	*24%*	*25%*	*28%*	*23%*	*26%*	*25%*	*23%*	*24%*	*19%*
NET: 1-3	**25**	2	-	3	3	-	-	-	1	2	6	6	1
	4%	*4%*	-	*8%*	*5%*	-	-	-	*6%*	*4%*	*6%*	*5%*	**6%f**
Mean	**7.15**	7.49	7.92	7.20	7.18	7.32	6.93	7.30	6.77	6.74	7.17	6.97	7.29
Standard Deviation	**1.95**	1.80	1.79	2.51	2.09	1.65	1.17	1.34	1.96	1.92	1.94	2.13	2.09

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

Prepared by BDRC Continental

* = Less than .5

Q15B Rating on statement - It's news programmes are trustworthy
Channel 4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**591**	548	300	591	37	492	577	520	394	318	400	394	205	591	18	197	442	236	96	70	211
Weighted Base	**586**	551	465	586	12	492	574	524	397	325	394	379	316	586	6	180	448	239	101	76	205
1 - LOWEST score	**9**	9	8	9	*	7	9	8	5	4	4	7	6	9	*	3	6	4	*	1	2
	2%	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*6%*	*2%*	*1%*	*2%*	*	*1%*	*1%*
2	**8**	8	7	8	*	7	7	7	6	5	6	4	3	8	-	2	4	3	-	*	2
	1%	*2%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	*	*1%*
3	**7**	6	6	7	-	7	7	5	5	5	5	5	5	7	-	3	4	2	-	*	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*1%*	-	*	*1%*
4	**15**	14	12	15	1	9	15	11	6	9	12	9	7	15	1	3	12	5	*	3	10
	3%	*3%*	*3%*	*3%*	*5%*	*2%*	*3%*	*2%*	*1%*	*3%*	*3%*	*2%*	*2%*	*3%*	*11%*	*2%*	*3%*	*2%*	*	*4%*	*5%*
5	**57**	53	49	57	1	50	55	52	41	30	33	35	32	57	1	18	49	25	11	8	20
	10%	*10%*	*11%*	*10%*	*6%*	*10%*	*10%*	*10%*	*10%*	*9%*	*8%*	*9%*	*10%*	*10%*	*12%*	*10%*	*11%*	*11%*	*11%*	*11%*	*10%*
6	**57**	53	43	57	1	52	57	53	41	32	43	37	31	57	-	19	40	22	13	7	17
	10%	*10%*	*9%*	*10%*	*11%*	*11%*	*10%*	*10%*	*10%*	*10%*	*11%*	*10%*	*10%*	*10%*	-	*11%*	*9%*	*9%*	*13%*	*9%*	*8%*
7	**117**	112	96	117	1	96	115	108	88	69	86	80	67	117	-	38	92	52	26	14	51
	20%	*20%*	*21%*	*20%*	*11%*	*20%*	*20%*	*21%*	*22%*	*21%*	*22%*	*21%*	*21%*	*20%*	-	*21%*	*20%*	*22%*	*25%*	*18%*	*25%*
8	**121**	114	89	121	4	103	116	110	87	68	90	79	62	121	3	35	94	53	16	18	40
	21%	*21%*	*19%*	*21%*	*35%*	*21%*	*20%*	*21%*	*22%*	*21%*	*23%*	*21%*	*20%*	*21%*	*44%*	*20%*	*21%*	*22%*	*16%*	*24%*	*19%*
9	**70**	66	56	70	2	55	69	64	41	38	40	37	30	70	1	21	53	25	14	9	22
	12%	*12%*	*12%*	*12%*	*16%*	*11%*	*12%*	*12%*	*10%*	*12%*	*10%*	*10%*	*9%*	*12%*	*11%*	*11%*	*12%*	*11%*	*14%*	*12%*	*11%*
10 - HIGHEST score	**53**	49	42	53	*	46	53	46	30	24	33	34	29	53	*	20	38	20	12	10	25
	9%	*9%*	*9%*	*9%*	*2%*	*9%*	*9%*	*9%*	*8%*	*7%*	*8%*	*9%*	*9%*	*9%*	*5%*	*11%*	*8%*	*8%*	*12%*	*13%*	*12%*
Don't know	**70**	66	57	70	1	60	70	61	49	42	40	49	45	70	1	16	57	29	8	6	14
	12%	*12%*	*12%*	*12%*	*8%*	*12%*	*12%*	*12%*	*12%*	*13%*	*10%*	*13%*	*14%*	*12%*	*12%*	*9%*	*13%*	*12%*	*8%*	*8%*	*7%*
SUMMARY:																					
NET: 9-10	**123**	115	98	123	2	101	123	110	71	62	73	72	59	123	1	41	91	45	26	19	47
	21%	*21%*	*21%*	*21%*	*19%*	*21%*	*21%*	*21%*	*18%*	*19%*	*19%*	*19%*	*19%*	*21%*	*16%*	*23%*	*20%*	*19%*	*26%*	*25%*	*23%*
NET: 7-10	**362**	341	283	362	8	300	354	327	245	198	250	231	188	362	4	114	276	150	68	51	138
	62%	*62%*	*61%*	*62%*	*65%*	*61%*	*62%*	*62%*	*62%*	*61%*	*63%*	*61%*	*59%*	*62%*	*60%*	*64%*	*62%*	*63%*	*67%*	*67%*	*67%*
NET: 4-6	**129**	119	104	129	3	112	127	116	87	71	88	82	70	129	1	41	101	52	25	18	47
	22%	*22%*	*22%*	*22%*	*21%*	*23%*	*22%*	*22%*	*22%*	*22%*	*22%*	*22%*	*22%*	*22%*	*22%*	*23%*	*22%*	*22%*	*25%*	*24%*	*23%*
NET: 1-3	**25**	24	20	25	1	21	23	20	15	14	15	17	14	25	*	9	14	8	*	1	7
	4%	*4%*	*4%*	*4%*	*6%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*6%*	*5%*	*3%*	*3%*	*	*1%*	*3%*
Mean	**7.15**	7.15	7.11	7.15	7.08	7.16	7.17	7.18	7.12	7.11	7.14	7.11	7.08	7.15	6.89	7.18	7.17	7.16	7.45	7.40	7.21
Standard Deviation	**1.95**	1.95	1.96	1.95	2.11	1.92	1.94	1.90	1.83	1.89	1.84	1.95	1.96	1.95	2.63	1.99	1.87	1.86	1.61	1.84	1.93

* = Less than .5

J20427 PSB Tracker 2013

Table 187

Q15B Rating on statement - It's news programmes are trustworthy
S4C

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**34**	12	22	3	2	10	4	3	12	5	21	8	7	27	1	33	-	-	34	-
Weighted Base	**11***	4**	7**	1**	1**	3**	1**	1**	4**	2**	7**	2**	2**	9**	***	11*	-**	-**	11*	-**
1 - LOWEST score	*	*	-	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-	*	-
	3%	*9%*	-	-	-	*10%*	-	-	-	-	*5%*	-	*15%*	-	-	*3%*	-	-	*3%*	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	-	1	-	-	*	-	-	*	-	1	-	-	1	-	1	-	-	1	-
	6%	-	*9%*	-	-	*10%*	-	-	*8%*	-	*9%*	-	-	*7%*	-	*6%*	-	-	*6%*	-
5	**1**	-	1	-	-	*	*	-	-	*	*	-	*	*	*	*	-	-	1	-
	6%	-	*9%*	-	-	*10%*	*24%*	-	-	*21%*	*5%*	-	*15%*	*4%*	*100%*	*3%*	-	-	*6%*	-
6	**1**	*	1	-	-	*	1	-	-	*	1	-	1	*	-	1	-	-	1	-
	9%	*8%*	*9%*	-	-	*10%*	*51%*	-	-	*19%*	*10%*	-	*28%*	*4%*	-	*9%*	-	-	*9%*	-
7	**1**	*	1	-	-	1	-	-	*	*	1	*	-	1	-	1	-	-	1	-
	12%	*9%*	*14%*	-	-	*30%*	-	-	*8%*	*21%*	*10%*	*12%*	-	*16%*	-	*13%*	-	-	*12%*	-
8	**3**	2	2	-	1	*	*	-	2	-	2	2	*	3	-	3	-	-	3	-
	29%	*41%*	*22%*	-	*100%*	*10%*	*26%*	-	*50%*	-	*23%*	*64%*	*14%*	*33%*	-	*30%*	-	-	*29%*	-
9	**2**	*	2	1	-	-	-	1	*	*	1	*	*	2	-	2	-	-	2	-
	18%	*8%*	*23%*	*100%*	-	-	-	*67%*	*8%*	*20%*	*19%*	*13%*	*14%*	*19%*	-	*18%*	-	-	*18%*	-
10 - HIGHEST score	*	-	*	-	-	-	-	-	*	-	-	*	-	*	-	*	-	-	*	-
	3%	-	*4%*	-	-	-	-	-	*8%*	-	-	*12%*	-	*3%*	-	*3%*	-	-	*3%*	-
Don't know	**2**	1	1	-	-	1	-	*	1	*	1	-	*	1	-	2	-	-	2	-
	15%	*25%*	*9%*	-	-	*20%*	-	*33%*	*18%*	*19%*	*19%*	-	*14%*	*15%*	-	*15%*	-	-	*15%*	-
SUMMARY:																				
NET: 9-10	**2**	*	2	1	-	-	-	1	1	*	1	1	*	2	-	2	-	-	2	-
	20%	*8%*	*27%*	*100%*	-	-	-	*67%*	*16%*	*20%*	*19%*	*24%*	*14%*	*22%*	-	*21%*	-	-	*20%*	-
NET: 7-10	**7**	2	4	1	1	1	*	1	3	1	4	2	1	6	-	7	-	-	7	-
	61%	*58%*	*63%*	*100%*	*100%*	*40%*	*26%*	*67%*	*74%*	*41%*	*52%*	*100%*	*28%*	*70%*	-	*63%*	-	-	*61%*	-
NET: 4-6	**2**	*	2	-	-	1	1	-	*	1	2	-	1	1	*	2	-	-	2	-
	21%	*8%*	*28%*	-	-	*30%*	*74%*	-	*8%*	*40%*	*23%*	-	*43%*	*15%*	*100%*	*18%*	-	-	*21%*	-
NET: 1-3	*	*	-	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-	*	-
	3%	*9%*	-	-	-	*10%*	-	-	-	-	*5%*	-	*15%*	-	-	*3%*	-	-	*3%*	-
Mean	**7.17**	6.94	7.28	9.00	8.00	5.61	6.27	9.00	7.81	6.75	6.79	8.24	5.76	7.56	5.00	7.26	-	-	7.17	-
Standard Deviation	**2.06**	2.85	1.89	-	-	2.68	-	-	1.79	-	2.45	1.05	3.62	1.63	-	2.05	-	-	2.06	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 188

Q15B Rating on statement - It's news programmes are trustworthy
S4C

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**34**	4	27	3	-	34	22	9	11	21	10	26	8	22	12	11	17	8	13	19	14
Weighted Base	**11***	1**	9**	1**	-**	11*	7**	3**	4**	7**	3**	8**	2**	7**	4**	4**	6**	3**	4**	6**	4**
1 - LOWEST score	*	-	*	-	-	*	*	-	-	*	*	*	-	*	-	*	-	*	-	*	-
	3%	-	*4%*	-	-	*3%*	*5%*	-	-	*5%*	*11%*	*4%*	-	*5%*	-	*10%*	-	*13%*	-	*6%*	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	-	*	*	-	1	*	*	*	1	-	*	*	-	1	*	*	-	-	*	*
	6%	-	*3%*	*33%*	-	*6%*	*5%*	*10%*	*8%*	*9%*	-	*3%*	*13%*	-	*17%*	*8%*	*6%*	-	-	*5%*	*7%*
5	**1**	-	*	*	-	1	*	*	*	*	*	1	-	1	-	*	*	*	-	*	*
	6%	-	*4%*	*35%*	-	*6%*	*5%*	*11%*	*9%*	*5%*	*11%*	*8%*	-	*9%*	-	*9%*	*6%*	*13%*	-	*6%*	*7%*
6	**1**	-	1	*	-	1	1	*	*	1	*	1	-	1	-	*	*	-	1	1	*
	9%	-	*8%*	*32%*	-	*9%*	*9%*	*11%*	*9%*	*10%*	*10%*	*12%*	-	*14%*	-	*9%*	*6%*	-	*16%*	*11%*	*7%*
7	**1**	-	1	-	-	1	*	1	1	1	-	1	-	1	*	-	1	*	-	1	1
	12%	-	*15%*	-	-	*12%*	*5%*	*24%*	*20%*	*10%*	-	*16%*	-	*14%*	*9%*	-	*24%*	*13%*	-	*10%*	*16%*
8	**3**	*	3	-	-	3	3	*	*	2	1	2	1	2	2	1	1	1	2	1	2
	29%	*24%*	*33%*	-	-	*29%*	*40%*	*10%*	*9%*	*37%*	*29%*	*23%*	*49%*	*22%*	*40%*	*27%*	*23%*	*25%*	*52%*	*15%*	*49%*
9	**2**	1	1	-	-	2	1	*	1	1	1	1	1	1	1	-	2	*	1	1	*
	18%	*51%*	*15%*	-	-	*18%*	*14%*	*12%*	*27%*	*14%*	*19%*	*12%*	*38%*	*9%*	*34%*	-	*29%*	*12%*	*16%*	*21%*	*7%*
10 - HIGHEST score	*	-	*	-	-	*	*	-	-	-	-	*	-	*	-	*	-	*	-	*	-
	3%	-	*3%*	-	-	*3%*	*4%*	-	-	-	-	*3%*	-	*4%*	-	*8%*	-	*11%*	-	*5%*	-
Don't know	**2**	*	1	-	-	2	1	1	1	1	1	2	-	2	-	1	*	*	1	1	*
	15%	*25%*	*15%*	-	-	*15%*	*14%*	*22%*	*18%*	*10%*	*20%*	*19%*	-	*23%*	-	*28%*	*6%*	*12%*	*16%*	*21%*	*7%*
SUMMARY: NET: 9-10	**2**	1	2	-	-	2	1	*	1	1	1	1	1	1	1	*	2	1	1	2	*
	20%	*51%*	*18%*	-	-	*20%*	*18%*	*12%*	*27%*	*14%*	*19%*	*15%*	*38%*	*13%*	*34%*	*8%*	*29%*	*23%*	*16%*	*26%*	*7%*
NET: 7-10	**7**	1	6	-	-	7	4	1	2	4	2	5	2	4	3	1	4	2	3	3	3
	61%	*75%*	*66%*	-	-	*61%*	*62%*	*46%*	*56%*	*61%*	*49%*	*54%*	*87%*	*50%*	*83%*	*36%*	*76%*	*61%*	*68%*	*51%*	*72%*
NET: 4-6	**2**	-	1	1	-	2	1	1	1	2	1	2	*	2	1	1	1	*	1	1	1
	21%	-	*14%*	*100%*	-	*21%*	*19%*	*32%*	*26%*	*24%*	*21%*	*23%*	*13%*	*23%*	*17%*	*26%*	*18%*	*13%*	*16%*	*22%*	*21%*
NET: 1-3	*	-	*	-	-	*	*	-	-	*	*	*	-	*	-	*	-	*	-	*	-
	3%	-	*4%*	-	-	*3%*	*5%*	-	-	*5%*	*11%*	*4%*	-	*5%*	-	*10%*	-	*13%*	-	*6%*	-
Mean	**7.17**	8.68	7.27	5.00	-	7.17	7.20	6.63	7.14	6.86	6.66	6.92	7.85	6.89	7.59	6.17	7.48	6.74	7.81	6.99	7.25
Standard Deviation	**2.06**	-	2.07	-	-	2.06	2.29	2.10	2.10	2.28	3.28	2.17	2.03	2.26	1.99	3.50	1.63	3.71	1.13	2.62	1.54

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

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* = Less than .5

J20427 PSB Tracker 2013

Table 189

Q15B Rating on statement - It's news programmes are trustworthy
S4C

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**34**	-	-	-	-	-	-	-	34	-	-	-	-
Weighted Base	**11***	-**	-**	-**	-**	-**	-**	-**	11*	-**	-**	-**	-**
1 - LOWEST score	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
5	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
6	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
7	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	12%	-	-	-	-	-	-	-	*12%*	-	-	-	-
8	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	29%	-	-	-	-	-	-	-	*29%*	-	-	-	-
9	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	18%	-	-	-	-	-	-	-	*18%*	-	-	-	-
10 - HIGHEST score	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
Don't know	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	15%	-	-	-	-	-	-	-	*15%*	-	-	-	-
SUMMARY:													
NET: 9-10	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	20%	-	-	-	-	-	-	-	*20%*	-	-	-	-
NET: 7-10	**7**	-	-	-	-	-	-	-	7	-	-	-	-
	61%	-	-	-	-	-	-	-	*61%*	-	-	-	-
NET: 4-6	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	21%	-	-	-	-	-	-	-	*21%*	-	-	-	-
NET: 1-3	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
Mean	**7.17**	-	-	-	-	-	-	-	7.17	-	-	-	-
Standard Deviation	**2.06**	-	-	-	-	-	-	-	2.06	-	-	-	-

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

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Table 190

Q15B Rating on statement - It's news programmes are trustworthy
S4C

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**34**	31	-	30	34	25	34	32	25	21	27	21	-	18	34	10	29	16	5	6	16
Weighted Base	**11**	10	-	10	11	8	11	10	8	7	9	7	-	6	11	3	9	5	2	2	5
1 - LOWEST score	*	*	-	*	*	*	*	*	*	*	-	*	-	*	*	*	*	*	*	-	-
	3%	*4%*	-	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*5%*	-	*5%*	-	*6%*	*3%*	*11%*	*4%*	*7%*	*21%*	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	1	-	1	1	*	1	1	*	*	*	1	-	1	1	-	1	1	-	*	*
	6%	*6%*	-	*6%*	*6%*	*4%*	*6%*	*6%*	*4%*	*4%*	*4%*	*9%*	-	*11%*	*6%*	-	*7%*	*12%*	-	*15%*	*6%*
5	**1**	1	-	*	1	*	1	1	*	*	1	*	-	*	1	*	1	1	*	*	*
	6%	*7%*	-	*4%*	*6%*	*4%*	*6%*	*6%*	*4%*	*5%*	*8%*	*5%*	-	*6%*	*6%*	*11%*	*7%*	*13%*	*21%*	*18%*	*7%*
6	**1**	1	-	1	1	1	1	1	1	-	1	1	-	*	1	*	1	-	-	-	1
	9%	*6%*	-	*10%*	*9%*	*12%*	*9%*	*10%*	*8%*	-	*11%*	*10%*	-	*6%*	*9%*	*10%*	*10%*	-	-	-	*13%*
7	**1**	1	-	1	1	1	1	1	1	1	1	1	-	1	1	-	1	1	-	-	-
	12%	*13%*	-	*14%*	*12%*	*9%*	*12%*	*10%*	*12%*	*9%*	*11%*	*10%*	-	*12%*	*12%*	-	*14%*	*12%*	-	-	-
8	**3**	3	-	3	3	3	3	3	2	2	3	2	-	3	3	1	3	1	*	*	2
	29%	*31%*	-	*29%*	*29%*	*35%*	*29%*	*27%*	*31%*	*37%*	*33%*	*37%*	-	*43%*	*29%*	*29%*	*27%*	*25%*	*20%*	*15%*	*36%*
9	**2**	2	-	2	2	2	2	2	2	1	2	1	-	1	2	1	1	*	*	-	1
	18%	*19%*	-	*17%*	*18%*	*20%*	*18%*	*19%*	*24%*	*15%*	*19%*	*14%*	-	*11%*	*18%*	*19%*	*14%*	*6%*	*18%*	-	*13%*
10 - HIGHEST score	*	-	-	-	*	-	*	*	-	-	*	-	-	-	*	-	*	*	-	-	*
	3%	-	-	-	*3%*	-	*3%*	*3%*	-	-	*3%*	-	-	-	*3%*	-	*3%*	*6%*	-	-	*6%*
Don't know	**2**	1	-	2	2	1	2	2	1	2	1	1	-	*	2	1	1	1	*	1	1
	15%	*13%*	-	*17%*	*15%*	*12%*	*15%*	*16%*	*12%*	*24%*	*11%*	*10%*	-	*6%*	*15%*	*20%*	*14%*	*19%*	*20%*	*51%*	*19%*
SUMMARY:																					
NET: 9-10	**2**	2	-	2	2	2	2	2	2	1	2	1	-	1	2	1	2	1	*	-	1
	20%	*19%*	-	*17%*	*20%*	*20%*	*20%*	*22%*	*24%*	*15%*	*22%*	*14%*	-	*11%*	*20%*	*19%*	*17%*	*12%*	*18%*	-	*18%*
NET: 7-10	**7**	6	-	6	7	5	7	6	5	4	6	4	-	4	7	2	5	3	1	*	3
	61%	*64%*	-	*60%*	*61%*	*63%*	*61%*	*59%*	*67%*	*61%*	*66%*	*61%*	-	*66%*	*61%*	*49%*	*58%*	*49%*	*38%*	*15%*	*55%*
NET: 4-6	**2**	2	-	2	2	2	2	2	1	1	2	2	-	1	2	1	2	1	*	1	1
	21%	*19%*	-	*20%*	*21%*	*20%*	*21%*	*22%*	*16%*	*10%*	*23%*	*24%*	-	*22%*	*21%*	*21%*	*24%*	*25%*	*21%*	*33%*	*26%*
NET: 1-3	*	*	-	*	*	*	*	*	*	*	-	*	-	*	*	*	*	*	*	-	-
	3%	*4%*	-	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*5%*	-	*5%*	-	*6%*	*3%*	*11%*	*4%*	*7%*	*21%*	-	-
Mean	**7.17**	7.12	-	7.05	7.17	7.18	7.17	7.15	7.28	7.15	7.47	6.86	-	6.78	7.17	6.66	6.97	6.39	5.62	5.63	7.41
Standard Deviation	**2.06**	2.05	-	2.06	2.06	2.10	2.06	2.14	2.11	2.37	1.58	2.28	-	2.34	2.06	3.28	2.14	2.80	-	-	1.91

Prepared by BDRC Continental

* = Less than .5

Q15B Rating on statement - It's news programmes are trustworthy
Channel 5

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**360**	156	204	40	56	82	61	47	74	71	172	117	85	275	22	336	176	55	77	52
Weighted Base	**337**	141	196	45*	48*	73*	60*	40*	72*	66*	158	113*	81*	256	31**	302	273	30*	25*	10*
1 - LOWEST score	**8**	6	2	2	2	1	2	*	2	2	4	2	5	3	2	5	6	1	1	*
	2%	*4%*	*1%*	*3%*	*4%*	*1%*	*3%*	*1%*	*3%*	*2%*	*3%*	*2%*	*7%*	*1%*	*5%*	*2%*	*2%*	*4%*	*4%*	*2%*
2	**4**	2	2	-	*	2	2	-	*	-	-	4	2	2	2	2	3	-	*	*
	1%	*1%*	*1%*	-	*	*3%*	*3%*	-	*	-	-	*3%*	*2%*	*1%*	*5%*	*1%*	*1%*	-	*1%*	*4%*
3	**6**	3	3	-	2	*	2	-	2	*	4	2	2	5	-	6	5	1	1	*
	2%	*2%*	*2%*	-	*4%*	*1%*	*3%*	-	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*3%*	*2%*
4	**8**	3	5	2	-	3	1	1	2	2	1	5	2	6	2	6	6	1	*	*
	2%	*2%*	*3%*	*3%*	-	*4%*	*1%*	*1%*	*3%*	*3%*	*1%*	*4%*	*2%*	*2%*	*5%*	*2%*	*2%*	*4%*	*1%*	*5%*
5	**30**	11	19	6	2	7	2	4	9	7	10	13	5	25	5	25	26	2	2	*
	9%	*8%*	*10%*	*14%*	*4%*	*10%*	*3%*	*9%*	*12%*	*10%*	*6%*	*12%*	*6%*	*10%*	*16%*	*8%*	*10%*	*5%*	*6%*	*5%*
6	**40**	17	23	1	7	12	7	4	9	8	20	13	15	24	3	37	32	3	3	1
	12%	*12%*	*11%*	*2%*	*15%*	*16%*	*12%*	*10%*	*12%*	*11%*	*12%*	*11%*	*19%*	*10%*	*10%*	*12%*	*12%*	*11%*	*12%*	*15%*
7	**61**	26	35	16	10	11	6	6	12	11	37	12	11	50	7	54	47	6	5	2
	18%	*18%*	*18%*	*35%*	*20%*	*15%*	*10%*	*15%*	*17%*	*17%*	*23%*	*11%*	*13%*	*20%*	*22%*	*18%*	*17%*	*22%*	*21%*	*22%*
8	**68**	30	38	6	12	12	17	11	9	13	38	17	21	47	5	61	55	6	5	2
	20%	*21%*	*19%*	*13%*	*26%*	*17%*	*28%*	*28%*	*13%*	*19%*	*24%*	*15%*	*26%*	*18%*	*15%*	*20%*	*20%*	*22%*	*20%*	*18%*
9	**33**	12	21	5	6	7	5	5	5	12	9	12	4	29	3	30	26	2	3	1
	10%	*8%*	*11%*	*12%*	*13%*	*10%*	*8%*	*12%*	*7%*	*18%*	*6%*	*10%*	*5%*	*11%*	*11%*	*10%*	*10%*	*7%*	*13%*	*12%*
10 - HIGHEST score	**24**	10	14	7	-	5	3	2	7	6	8	9	5	19	2	22	22	2	-	*
	7%	*7%*	*7%*	*14%*	-	*7%*	*5%*	*6%*	*10%*	*10%*	*5%*	*8%*	*7%*	*7%*	*5%*	*7%*	*8%*	*6%*	-	*5%*
Don't know	**56**	22	34	2	6	12	14	7	15	5	27	24	10	46	2	54	45	5	5	1
	17%	*15%*	*17%*	*4%*	*13%*	*16%*	*24%*	*18%*	*20%*	*8%*	*17%*	*21%*	*12%*	*18%*	*5%*	*18%*	*16%*	*18%*	*18%*	*11%*
SUMMARY:																				
NET: 9-10	**57**	22	35	12	6	12	8	7	12	18	18	21	10	48	5	52	48	4	3	2
	17%	*15%*	*18%*	*26%*	*13%*	*17%*	*14%*	*18%*	*17%*	***28%***	*11%*	*19%*	*12%*	*19%*	*16%*	*17%*	*18%*	*13%*	*13%*	*17%*
NET: 7-10	**186**	78	108	33	28	36	31	24	34	43	92	51	41	145	17	167	150	17	14	5
	55%	*55%*	*55%*	*73%*	*59%*	*49%*	*52%*	*61%*	*47%*	*64%*	*59%*	*45%*	*50%*	*57%*	*53%*	*55%*	*55%*	*56%*	*55%*	*56%*
NET: 4-6	**77**	31	46	9	9	22	10	8	20	16	30	31	22	55	10	68	64	6	5	2
	23%	*22%*	*24%*	*19%*	*20%*	*30%*	*16%*	*20%*	*27%*	*24%*	*19%*	*27%*	*27%*	*22%*	*31%*	*22%*	*24%*	*20%*	*19%*	*25%*
NET: 1-3	**18**	11	7	2	4	3	5	*	4	2	8	8	9	10	3	14	14	2	2	1
	5%	*8%*	*4%*	*3%*	*9%*	*4%*	*8%*	*1%*	*6%*	*3%*	*5%*	*7%*	*11%*	*4%*	*10%*	*5%*	*5%*	*5%*	*8%*	*7%*
Mean	**6.96**	6.83	7.06	7.21	6.82	6.83	6.96	7.39	6.78	7.29	6.98	6.71	6.56	7.10	6.38	7.06	7.00	6.90	6.72	6.76
Standard Deviation	**2.02**	2.17	1.90	2.05	1.99	2.01	2.18	1.60	2.14	1.96	1.84	2.28	2.33	1.89	2.32	1.92	2.02	2.03	2.06	2.17

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

J20427 PSB Tracker 2013

Table 192

Q15B Rating on statement - It's news programmes are trustworthy
Channel 5

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**360**	47	248	60	28	332	225	93	106	256	360	273	87	203	156	103	178	81	124	220	136
Weighted Base	**337**	52*	226	52*	28**	308	207	91*	102*	242	337	259	78*	187	150	93*	175	83*	104*	207	125*
1 - LOWEST score	**8**	2	4	2	2	7	5	-	2	5	8	8	1	6	2	6	2	1	4	7	2
	2%	*4%*	*2%*	*3%*	*6%*	*2%*	*2%*	*-*	*2%*	*2%*	*2%*	*3%*	*1%*	*3%*	*2%*	*6%*	*1%*	*1%*	*4%*	*3%*	*1%*
2	**4**	2	2	*	*	4	4	-	-	4	4	2	2	*	4	-	3	2	2	3	*
	1%	*3%*	*1%*	*1%*	*1%*	*1%*	*2%*	*-*	*-*	*2%*	*1%*	*1%*	*3%*	*	*2%*	*-*	*2%*	*2%*	*2%*	*2%*	*
3	**6**	2	2	2	2	5	3	2	2	5	6	5	2	2	4	*	4	-	3	1	5
	2%	*3%*	*1%*	*5%*	*5%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*	*2%*	*-*	*3%*	*1%*	*4%*
4	**8**	*	6	1	2	6	5	1	2	4	8	5	3	5	3	1	4	3	2	4	4
	2%	*	*2%*	*1%*	*5%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*1%*	*2%*	*4%*	*2%*	*2%*	*3%*
5	**30**	6	18	4	2	28	21	5	7	20	30	23	7	16	14	8	14	9	10	19	11
	9%	*12%*	*8%*	*7%*	*6%*	*9%*	*10%*	*6%*	*7%*	*8%*	*9%*	*9%*	*9%*	*9%*	*9%*	*9%*	*8%*	*11%*	*10%*	*9%*	*8%*
6	**40**	2	28	10	2	38	31	6	8	24	40	35	5	20	19	13	18	17	14	24	14
	12%	*4%*	*12%*	*19%*	*6%*	*12%*	*15%*	*7%*	*7%*	*10%*	*12%*	*14%*	*6%*	*11%*	*13%*	*14%*	*10%*	*20%*	*13%*	*12%*	*11%*
7	**61**	9	40	12	2	59	39	18	20	53	61	47	14	38	22	17	34	7	25	38	21
	18%	*16%*	*18%*	*22%*	*6%*	*19%*	*19%*	*20%*	*20%*	*22%*	*18%*	*18%*	*18%*	*20%*	*15%*	*18%*	*19%*	*8%*	*24%*	*19%*	*16%*
8	**68**	11	46	9	6	61	37	23	24	45	68	53	14	40	28	20	42	16	18	43	25
	20%	*21%*	*20%*	*17%*	*22%*	*20%*	*18%*	*25%*	*24%*	*18%*	*20%*	*21%*	*18%*	*21%*	*19%*	*22%*	*24%*	*19%*	*17%*	*21%*	*20%*
9	**33**	4	28	1	2	31	15	14	17	20	33	23	10	16	16	9	13	8	5	19	14
	10%	*7%*	*13%*	*2%*	*7%*	*10%*	*7%*	*16%*	*16%*	*8%*	*10%*	*9%*	*13%*	*9%*	*11%*	*10%*	*7%*	*10%*	*5%*	*9%*	*11%*
10 - HIGHEST score	**24**	10	12	-	6	18	15	3	3	21	24	13	11	8	16	5	10	9	6	15	7
	7%	**20%bc**	*5%*	*-*	*22%*	*6%*	*7%*	*3%*	*3%*	*9%*	*7%*	*5%*	*14%*	*4%*	*11%*	*6%*	*6%*	*10%*	*6%*	*7%*	*6%*
Don't know	**56**	5	39	12	4	52	33	18	18	41	56	45	10	34	21	13	32	12	16	33	23
	17%	*10%*	*17%*	*22%*	*14%*	*17%*	*16%*	*20%*	*18%*	*17%*	*17%*	*17%*	*13%*	*18%*	*14%*	*14%*	*18%*	*15%*	*15%*	*16%*	*18%*
SUMMARY: NET: 9-10	**57**	14	41	1	8	49	29	18	20	41	57	36	21	25	32	15	23	17	11	35	21
	17%	**27%c**	**18%c**	*2%*	*29%*	*16%*	*14%*	*19%*	*19%*	*17%*	*17%*	*14%*	*27%*	*13%*	*22%*	*16%*	*13%*	*20%*	*11%*	*17%*	*17%*
NET: 7-10	**186**	33	127	22	16	169	105	58	64	139	186	136	49	103	83	52	98	39	53	116	67
	55%	*64%*	*56%*	*41%*	*57%*	*55%*	*51%*	*64%*	*63%*	*57%*	*55%*	*53%*	*63%*	*55%*	*55%*	*56%*	*56%*	*48%*	*51%*	*56%*	*53%*
NET: 4-6	**77**	8	51	15	5	72	56	13	16	48	77	63	14	41	36	22	36	29	26	47	28
	23%	*16%*	*23%*	*28%*	*17%*	*24%*	*27%*	*14%*	*16%*	*20%*	*23%*	*24%*	*18%*	*22%*	*24%*	*23%*	*21%*	*35%*	*25%*	*23%*	*23%*
NET: 1-3	**18**	5	9	5	3	15	12	2	3	14	18	14	4	9	10	6	9	3	9	11	7
	5%	*10%*	*4%*	*9%*	*12%*	*5%*	*6%*	*2%*	*3%*	*6%*	*5%*	*5%*	*5%*	*5%*	*7%*	*6%*	*5%*	*3%*	*9%*	*5%*	*6%*
Mean	**6.96**	7.17	7.07	6.23	7.11	6.95	6.78	7.47	7.29	7.00	6.96	6.85	7.31	6.89	7.05	6.88	6.96	7.02	6.54	6.95	6.95
Standard Deviation	**2.02**	2.47	1.89	1.83	2.78	1.94	2.02	1.48	1.73	2.03	2.02	1.98	2.12	1.93	2.12	2.14	1.90	2.00	2.11	2.06	1.96

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

Prepared by BDRC Continental

* = Less than .5

Q15B Rating on statement - It's news programmes are trustworthy
Channel 5

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**360**	55	8	10	25	24	9	10	77	14	30	46	52
Weighted Base	**337**	30*	13**	15**	38**	37**	15**	16**	25*	22**	48**	69*	10*
1 - LOWEST score	**8**	1	-	-	-	-	-	-	1	-	2	5	*
	2%	*4%*	-	-	-	-	-	-	*4%*	-	*3%*	*7%*	*2%*
2	**4**	-	-	-	-	-	-	-	*	-	2	2	*
	1%	-	-	-	-	-	-	-	*1%*	-	*3%*	*2%*	*4%*
3	**6**	1	-	-	2	-	-	-	1	2	-	2	*
	2%	*2%*	-	-	*4%*	-	-	-	*3%*	*8%*	-	*2%*	*2%*
4	**8**	1	-	-	1	-	-	-	*	2	2	1	*
	2%	*4%*	-	-	*4%*	-	-	-	*1%*	*7%*	*3%*	*2%*	*5%*
5	**30**	2	2	2	2	3	-	2	2	1	6	9	*
	9%	*5%*	*12%*	*10%*	*4%*	*8%*	-	*10%*	*6%*	*7%*	*13%*	*13%*	*5%*
6	**40**	3	3	5	5	6	2	-	3	-	5	7	1
	12%	*11%*	*25%*	*30%*	*12%*	*16%*	*11%*	-	*12%*	-	*10%*	*11%*	*15%*
7	**61**	6	2	1	8	9	5	2	5	3	11	6	2
	18%	*22%*	*12%*	*10%*	*20%*	*25%*	*34%*	*10%*	*21%*	*14%*	*23%*	*9%*	*22%*
8	**68**	6	5	2	3	8	6	5	5	2	8	17	2
	20%	*22%*	*38%*	*10%*	*8%*	*21%*	*44%*	*30%*	*20%*	*8%*	*17%*	*24%*	*18%*
9	**33**	2	-	3	5	3	-	-	3	6	3	6	1
	10%	*7%*	-	*20%*	*12%*	*9%*	-	-	*13%*	*29%*	*6%*	*9%*	*12%*
10 - HIGHEST score	**24**	2	2	2	5	3	-	2	-	1	6	2	*
	7%	*6%*	*13%*	*10%*	*12%*	*8%*	-	*10%*	-	*7%*	*13%*	*2%*	*5%*
Don't know	**56**	5	-	1	9	5	2	6	5	5	3	13	1
	17%	*18%*	-	*10%*	*24%*	*13%*	*11%*	*41%*	*18%*	*21%*	*7%*	*19%*	*11%*
SUMMARY:													
NET: 9-10	**57**	4	2	5	9	6	-	2	3	8	10	8	2
	17%	*13%*	*13%*	*30%*	*24%*	*17%*	-	*10%*	*13%*	*36%*	*20%*	*11%*	*17%*
NET: 7-10	**186**	17	8	8	20	23	11	8	14	13	29	30	5
	55%	*56%*	*63%*	*50%*	*53%*	*63%*	*78%*	*49%*	*55%*	*58%*	*60%*	*44%*	*56%*
NET: 4-6	**77**	6	5	6	7	9	2	2	5	3	13	18	2
	23%	*20%*	*37%*	*40%*	*20%*	*25%*	*11%*	*10%*	*19%*	*14%*	*26%*	*26%*	*25%*
NET: 1-3	**18**	2	-	-	2	-	-	-	2	2	3	8	1
	5%	*5%*	-	-	*4%*	-	-	-	*8%*	*8%*	*7%*	*11%*	*7%*
Mean	**6.96**	6.90	7.27	7.34	7.29	7.35	7.37	7.66	6.72	7.27	6.87	6.32	6.76
Standard Deviation	**2.02**	2.03	1.54	1.70	1.97	1.42	0.72	1.59	2.06	2.29	2.23	2.39	2.17

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

J20427 PSB Tracker 2013

Table 194

Q15B Rating on statement - It's news programmes are trustworthy
Channel 5

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**360**	332	166	337	33	360	356	315	230	182	237	256	129	197	10	360	245	106	73	44	116
Weighted Base	**337**	313	256	316	11	337	334	295	209	167	215	242	198	180	3	337	237	95	73	45	108
1 - LOWEST score	**8**	7	5	8	1	8	8	7	3	2	3	5	5	5	*	8	6	3	1	-	2
	2%	*2%*	*2%*	*2%*	*6%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*3%*	*11%*	*2%*	*2%*	*4%*	*1%*	*-*	*2%*
2	**4**	4	3	2	*	4	4	4	3	4	2	4	3	2	-	4	2	1	-	*	1
	1%	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*-*	*1%*	*1%*	*1%*	*-*	*1%*	*1%*
3	**6**	5	5	6	*	6	6	6	*	1	4	5	5	2	-	6	3	*	*	1	2
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	***	***	*2%*	*2%*	*2%*	*1%*	*-*	*2%*	*1%*	***	***	*1%*	*2%*
4	**8**	8	6	8	-	8	8	5	4	5	5	4	3	4	-	8	6	2	*	2	3
	2%	*3%*	*2%*	*2%*	*-*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*-*	*2%*	*3%*	*2%*	***	*5%*	*3%*
5	**30**	26	23	29	*	30	28	28	20	19	17	20	17	23	*	30	23	15	9	5	10
	9%	*8%*	*9%*	*9%*	*3%*	*9%*	*8%*	*9%*	*10%*	*12%*	*8%*	*8%*	*9%*	*13%*	*11%*	*9%*	*10%*	*15%*	*12%*	*12%*	*9%*
6	**40**	36	29	38	1	40	39	35	26	17	26	24	18	24	*	40	26	8	6	4	11
	12%	*12%*	*11%*	*12%*	*6%*	*12%*	*12%*	*12%*	*13%*	*10%*	*12%*	*10%*	*9%*	*13%*	*10%*	*12%*	*11%*	*8%*	*8%*	*8%*	*10%*
7	**61**	58	47	59	3	61	61	53	46	38	51	53	44	35	*	61	43	17	17	7	23
	18%	*19%*	*18%*	*19%*	*25%*	*18%*	*18%*	*18%*	*22%*	*23%*	*24%*	*22%*	*22%*	*20%*	*10%*	*18%*	*18%*	*17%*	*23%*	*15%*	*22%*
8	**68**	65	53	63	3	68	68	63	43	29	46	45	34	25	*	68	50	21	14	8	25
	20%	*21%*	*21%*	*20%*	*23%*	*20%*	*20%*	*22%*	*21%*	*18%*	*22%*	*18%*	*17%*	*14%*	*9%*	*20%*	*21%*	*22%*	*19%*	*19%*	*24%*
9	**33**	29	23	31	3	33	33	27	23	23	23	20	16	14	1	33	17	7	11	6	13
	10%	*9%*	*9%*	*10%*	*24%*	*10%*	*10%*	*9%*	*11%*	*14%*	*11%*	*8%*	*8%*	*8%*	*29%*	*10%*	*7%*	*7%*	*15%*	*14%*	*12%*
10 - HIGHEST score	**24**	23	20	24	-	24	24	19	13	10	9	21	19	16	-	24	20	9	5	5	7
	7%	*7%*	*8%*	*8%*	*-*	*7%*	*7%*	*7%*	*6%*	*6%*	*4%*	*9%*	*10%*	*9%*	*-*	*7%*	*9%*	*9%*	*7%*	*12%*	*7%*
Don't know	**56**	52	42	48	1	56	54	47	28	19	29	41	35	30	1	56	42	14	10	6	10
	17%	*16%*	*16%*	*15%*	*6%*	*17%*	*16%*	*16%*	*13%*	*12%*	*13%*	*17%*	*18%*	*17%*	*20%*	*17%*	*18%*	*15%*	*13%*	*13%*	*9%*
SUMMARY:																					
NET: 9-10	**57**	52	44	55	3	57	57	47	36	33	32	41	34	30	1	57	37	16	17	12	21
	17%	*17%*	*17%*	*18%*	*24%*	*17%*	*17%*	*16%*	*17%*	*20%*	*15%*	*17%*	*17%*	*17%*	*29%*	*17%*	*16%*	*17%*	*23%*	*26%*	*19%*
NET: 7-10	**186**	175	144	177	8	186	186	163	125	101	129	139	113	90	2	186	130	53	47	27	69
	55%	*56%*	*56%*	*56%*	*72%*	*55%*	*56%*	*55%*	*60%*	*60%*	*60%*	*57%*	*57%*	*50%*	*49%*	*55%*	*55%*	*56%*	*64%*	*60%*	*65%*
NET: 4-6	**77**	70	58	74	1	77	75	67	50	41	48	48	38	51	1	77	55	24	15	11	23
	23%	*22%*	*23%*	*24%*	*9%*	*23%*	*23%*	*23%*	*24%*	*25%*	*22%*	*20%*	*19%*	*28%*	*21%*	*23%*	*23%*	*25%*	*21%*	*25%*	*22%*
NET: 1-3	**18**	16	13	16	1	18	18	17	7	6	10	14	13	9	*	18	11	4	1	1	5
	5%	*5%*	*5%*	*5%*	*12%*	*5%*	*6%*	*6%*	*3%*	*4%*	*5%*	*6%*	*6%*	*5%*	*11%*	*5%*	*5%*	*4%*	*1%*	*2%*	*4%*
Mean	**6.96**	6.99	7.03	6.98	6.93	6.96	6.98	6.95	7.08	7.04	6.99	7.00	6.99	6.79	6.66	6.96	6.99	6.94	7.34	7.33	7.12
Standard Deviation	**2.02**	1.98	1.97	2.00	2.39	2.02	2.02	1.99	1.80	1.87	1.80	2.03	2.08	2.07	3.34	2.02	2.01	2.09	1.70	1.91	1.88

* = Less than .5

J20427 PSB Tracker 2013

Table 195

Q15B Rating on statement - It's news programmes are trustworthy
BBC1

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1552**	735	817	162	204	291	279	246	370	385	722	445	290	1262	84	1460	875	238	235	204
Weighted Base	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123*	1467	1359	127	76	38
1 - LOWEST score	**15**	8	8	6	1	4	1	3	*	3	8	4	4	11	5	10	12	1	1	*
	1%	*1%*	*1%*	**4%h**	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	**4%o**	*1%*	*1%*	*1%*	*2%*	*1%*
2	**19**	11	8	3	2	*	5	1	7	2	9	8	4	15	7	12	16	2	*	*
	1%	*1%*	*1%*	*2%*	*1%*	*	*2%*	*	*2%*	*	*1%*	*2%*	*1%*	*1%*	**5%o**	*1%*	*1%*	*2%*	*	*1%*
3	**20**	10	10	4	8	1	2	3	2	5	7	8	2	18	8	12	19	1	*	1
	1%	*1%*	*1%*	*2%*	**4%h**	*	*1%*	*1%*	*	*1%*	*1%*	*2%*	*1%*	*1%*	**7%o**	*1%*	*1%*	*	*	*2%*
4	**43**	27	16	2	6	8	10	3	14	13	19	11	9	34	3	38	39	2	1	1
	3%	*4%*	*2%*	*1%*	*3%*	*3%*	*3%*	*1%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*
5	**89**	46	43	7	9	19	17	16	22	29	33	27	17	72	4	85	77	5	6	2
	6%	*6%*	*5%*	*4%*	*4%*	*6%*	*6%*	*7%*	*6%*	*7%*	*4%*	*6%*	*6%*	*5%*	*3%*	*6%*	*6%*	*4%*	*7%*	*5%*
6	**132**	62	70	15	17	24	12	18	46	24	62	46	21	111	14	115	119	6	5	1
	8%	*8%*	*8%*	*9%*	*8%*	*8%*	*4%*	*8%*	**12%f**	*6%*	*8%*	*10%*	*7%*	*8%*	*11%*	*8%*	*9%*	*5%*	*7%*	*3%*
7	**291**	112	178	34	34	49	45	49	81	75	135	80	46	244	25	264	250	24	10	6
	18%	*15%*	**21%a**	*20%*	*16%*	*16%*	*15%*	*21%*	*21%*	*18%*	*18%*	*18%*	*16%*	*19%*	*20%*	*18%*	*18%*	*19%*	*13%*	*16%*
8	**462**	220	241	44	65	86	93	75	99	115	230	116	81	381	25	435	385	39	25	13
	29%	*29%*	*29%*	*25%*	*31%*	*28%*	*32%*	*31%*	*26%*	*27%*	*31%*	*27%*	*28%*	*29%*	*20%*	*30%*	*28%*	*31%*	*33%*	*33%*
9	**300**	146	153	27	47	64	65	48	49	74	151	75	53	246	16	284	246	26	19	8
	19%	*19%*	*18%*	*16%*	*22%*	*21%*	**22%h**	*20%*	*13%*	*17%*	*20%*	*17%*	*18%*	*19%*	*13%*	*19%*	*18%*	*21%*	*24%*	*22%*
10 - HIGHEST score	**182**	98	84	22	12	43	34	17	54	68	65	49	41	141	15	165	155	15	7	5
	11%	*13%*	*10%*	*13%*	*6%*	*14%*	*12%*	*7%*	*14%*	**16%j**	*9%*	*11%*	*14%*	*11%*	*12%*	*11%*	*11%*	*12%*	*9%*	*13%*
Don't know	**48**	14	34	9	6	8	10	6	9	17	19	12	11	38	2	47	41	5	2	1
	3%	*2%*	*4%*	*5%*	*3%*	*3%*	*3%*	*3%*	*2%*	*4%*	*3%*	*3%*	*4%*	*3%*	*1%*	*3%*	*3%*	*4%*	*2%*	*2%*
SUMMARY:																				
NET: 9-10	**482**	245	237	48	59	107	99	65	103	142	216	124	94	388	31	449	402	41	25	14
	30%	*32%*	*28%*	*28%*	*28%*	*35%*	*34%*	*27%*	*27%*	*33%*	*29%*	*28%*	*33%*	*30%*	*25%*	*31%*	*30%*	*32%*	*33%*	*35%*
NET: 7-10	**1234**	577	657	125	158	242	237	189	282	333	581	320	221	1013	81	1148	1037	105	60	32
	77%	*77%*	*78%*	*73%*	*76%*	*79%*	*81%*	*79%*	*74%*	*78%*	*79%*	*73%*	*77%*	*77%*	*66%*	*78%*	*76%*	*82%*	*80%*	*84%*
NET: 4-6	**264**	135	129	23	32	51	38	37	82	66	114	84	47	217	21	238	235	13	12	4
	16%	*18%*	*15%*	*14%*	*16%*	*17%*	*13%*	*16%*	*21%*	*15%*	*15%*	*19%*	*16%*	*17%*	*17%*	*16%*	*17%*	*11%*	*16%*	*10%*
NET: 1-3	**54**	28	26	13	12	5	8	6	9	10	24	20	9	44	20	34	47	4	2	1
	3%	*4%*	*3%*	**8%e**	*6%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*5%*	*3%*	*3%*	**16%o**	*2%*	*3%*	*3%*	*3%*	*4%*
Mean	**7.58**	7.59	7.58	7.36	7.44	7.76	7.75	7.57	7.49	7.74	7.58	7.43	7.65	7.57	6.81	**7.65n**	7.55	7.78	7.70	7.83
Standard Deviation	**1.79**	1.88	1.71	2.16	1.83	1.73	1.74	1.62	1.76	1.78	1.74	1.88	1.88	1.77	2.50	1.70	1.80	1.70	1.74	1.77

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 196

Q15B Rating on statement - It's news programmes are trustworthy
BBC1

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1552**	182	1109	237	105	1447	968	388	457	820	245	1161	391	871	675	467	788	315	567	942	590
Weighted Base	**1601**	205	1101	268	120*	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
1 - LOWEST score	**15**	2	8	5	2	14	12	2	2	6	2	11	4	10	5	4	7	2	8	11	4
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**19**	3	10	6	*	18	14	3	5	8	4	15	4	12	7	7	8	4	9	14	4
	1%	*2%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*
3	**20**	-	11	9	2	18	9	5	9	5	-	15	5	9	11	13	6	3	6	8	12
	1%	-	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	*3%*	*1%*	*1%*	*1%*	*1%*	*2%*
4	**43**	*	28	12	5	38	28	8	9	15	7	36	7	29	14	14	24	10	16	29	12
	3%	*	*3%*	*5%*	*4%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*
5	**89**	7	53	29	6	83	52	25	26	43	18	70	19	54	33	21	52	20	28	52	34
	6%	*4%*	*5%*	**11%b**	*5%*	*6%*	*5%*	*6%*	*6%*	*5%*	*8%*	*6%*	*5%*	*6%*	*5%*	*4%*	*6%*	*6%*	*5%*	*5%*	*6%*
6	**132**	12	83	33	9	123	74	32	45	73	18	99	33	63	69	38	61	31	33	67	65
	8%	*6%*	*8%*	*12%*	*7%*	*8%*	*8%*	*8%*	*10%*	*9%*	*7%*	*8%*	*9%*	*7%*	*10%*	*8%*	*8%*	*9%*	*6%*	*7%*	*11%*
7	**291**	47	194	49	24	266	179	74	87	141	47	215	76	158	131	89	149	49	114	177	106
	18%	*23%*	*18%*	*18%*	*20%*	*18%*	*18%*	*18%*	*18%*	*17%*	*20%*	*18%*	*20%*	*18%*	*19%*	*18%*	*18%*	*15%*	*20%*	*18%*	*18%*
8	**462**	57	338	66	29	433	309	99	118	251	61	355	107	268	191	137	248	97	188	297	161
	29%	*28%*	*31%*	*25%*	*24%*	*29%*	*32%*	*25%*	*25%*	*31%*	*26%*	*29%*	*28%*	*30%*	*28%*	*28%*	*31%*	*29%*	*33%*	*30%*	*27%*
9	**300**	35	219	40	14	286	173	93	106	146	36	239	61	177	122	86	165	66	90	184	112
	19%	*17%*	*20%*	*15%*	*11%*	*19%*	*18%*	*23%*	*22%*	*18%*	*15%*	*20%*	*16%*	*20%*	*18%*	*17%*	*20%*	*19%*	*16%*	*19%*	*19%*
10 - HIGHEST score	**182**	40	119	14	24	159	109	45	49	97	36	127	55	94	88	70	69	46	60	121	60
	11%	**20%bc**	*11%*	*5%*	*20%*	*11%*	*11%*	*11%*	*10%*	*12%*	*15%*	*10%*	*14%*	*10%*	*13%*	**14%p**	*9%*	*14%*	*11%*	*12%*	*10%*
Don't know	**48**	2	38	5	6	42	23	18	19	26	8	34	14	28	20	15	19	9	9	26	22
	3%	*1%*	*3%*	*2%*	*5%*	*3%*	*2%*	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*4%*
SUMMARY: NET: 9-10	**482**	75	339	54	37	444	282	138	155	244	73	366	116	271	210	157	234	112	150	305	172
	30%	**37%c**	**31%c**	*20%*	*31%*	*30%*	*29%*	*34%*	*33%*	*30%*	*31%*	*30%*	*30%*	*30%*	*30%*	*32%*	*29%*	*33%*	*27%*	*31%*	*29%*
NET: 7-10	**1234**	179	871	169	91	1144	770	311	361	635	180	936	298	697	532	383	631	259	452	779	440
	77%	**87%c**	**79%c**	*63%*	*75%*	*77%*	*79%*	*77%*	*76%*	*78%*	*76%*	*77%*	*78%*	*77%*	*77%*	*77%*	*78%*	*77%*	*81%*	*79%*	*74%*
NET: 4-6	**264**	19	164	74	20	244	154	65	81	132	43	205	59	147	116	74	138	61	77	149	111
	16%	*9%*	*15%*	**27%ab**	*16%*	*17%*	*16%*	*16%*	*17%*	*16%*	*18%*	*17%*	*15%*	*16%*	*17%*	*15%*	*17%*	*18%*	*14%*	*15%*	*19%*
NET: 1-3	**54**	5	29	20	3	50	34	10	16	19	6	41	12	30	23	24	21	9	23	33	20
	3%	*2%*	*3%*	**8%b**	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*5%*	*3%*	*3%*	*4%*	*3%*	*3%*
Mean	**7.58**	7.97c	7.68c	6.86	7.66	7.58	7.57	7.70	7.62	7.67	7.59	7.56	7.65	7.56	7.61	7.59	7.55	7.68	7.54	7.62	7.53
Standard Deviation	**1.79**	1.64	1.70	2.03	1.90	1.78	1.80	1.70	1.73	1.69	1.85	1.80	1.78	1.81	1.77	1.90	1.72	1.78	1.82	1.82	1.75

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 197

Q15B Rating on statement - It's news programmes are trustworthy
BBC1

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1552**	238	45	84	111	103	43	54	235	98	135	202	204
Weighted Base	**1601**	127	69*	129*	172	160	69*	87*	76	152*	215	305	38
1 - LOWEST score	**15**	1	-	3	-	2	2	-	1	-	3	3	*
	1%	*1%*	-	*2%*	-	*1%*	*2%*	-	*2%*	-	*2%*	*1%*	*1%*
2	**19**	2	1	3	2	3	-	-	*	-	6	-	*
	1%	*2%*	*2%*	*2%*	*1%*	*2%*	-	-	*	-	*3%*	-	**1%l**
3	**20**	1	1	2	3	5	-	-	*	-	3	4	1
	1%	*	*2%*	*1%*	*2%*	*3%*	-	-	*	-	*1%*	*1%*	*2%*
4	**43**	2	2	3	1	2	3	5	1	6	5	12	1
	3%	*2%*	*2%*	*2%*	*1%*	*1%*	*5%*	*5%*	*2%*	*4%*	*2%*	*4%*	*2%*
5	**89**	5	3	5	16	8	5	5	6	9	9	18	2
	6%	*4%*	*4%*	*4%*	*9%*	*5%*	*7%*	*5%*	*7%*	*6%*	*4%*	*6%*	*5%*
6	**132**	6	8	9	22	14	11	11	5	11	11	21	1
	8%	*5%*	*11%*	*7%*	*13%*	*9%*	*17%*	*13%*	*7%*	*7%*	*5%*	*7%*	*3%*
7	**291**	24	11	26	31	20	16	15	10	31	45	56	6
	18%	*19%*	*16%*	*20%*	*18%*	*13%*	*23%*	*17%*	*13%*	*20%*	*21%*	*18%*	*16%*
8	**462**	39	21	25	45	50	16	22	25	53	67	86	13
	29%	*31%*	*31%*	*19%*	*26%*	*31%*	*23%*	*26%*	*33%*	*35%*	*31%*	*28%*	**33%d**
9	**300**	26	11	25	33	33	13	19	19	26	33	54	8
	19%	*21%*	*16%*	*19%*	*19%*	*20%*	*18%*	*22%*	*24%*	*17%*	*16%*	*18%*	*22%*
10 - HIGHEST score	**182**	15	9	25	19	20	3	6	7	7	29	36	5
	11%	*12%*	*13%*	**19%j**	*11%*	*13%*	*5%*	*7%*	*9%*	*5%*	*13%*	*12%*	**13%j**
Don't know	**48**	5	2	4	2	5	-	3	2	9	3	13	1
	3%	*4%*	*2%*	*3%*	*1%*	*3%*	-	*4%*	*2%*	*6%*	*1%*	*4%*	*2%*
SUMMARY:													
NET: 9-10	**482**	41	20	50	51	53	16	26	25	33	62	91	14
	30%	*32%*	*29%*	*38%*	*30%*	*33%*	*23%*	*30%*	*33%*	*22%*	*29%*	*30%*	*35%*
NET: 7-10	**1234**	105	52	100	127	123	48	63	60	117	174	233	32
	77%	*82%*	*76%*	*77%*	*74%*	*77%*	*70%*	*72%*	*80%*	*77%*	*81%*	*76%*	*84%*
NET: 4-6	**264**	13	12	17	39	23	19	21	12	27	25	51	4
	16%	*11%*	*18%*	*13%*	**23%bm**	*14%*	**28%b**	*24%*	*16%*	*17%*	*12%*	*17%*	*10%*
NET: 1-3	**54**	4	3	8	5	10	2	-	2	-	13	7	1
	3%	*3%*	*4%*	*6%*	*3%*	*6%*	*2%*	-	*3%*	-	*6%*	*2%*	**4%j**
Mean	**7.58**	7.78	7.59	7.65	7.51	7.63	7.17	7.54	7.70	7.54	7.53	7.60	7.83
Standard Deviation	**1.79**	1.70	1.81	2.13	1.69	1.93	1.75	1.58	1.74	1.42	1.97	1.77	1.77

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 198

Q15B Rating on statement - It's news programmes are trustworthy
BBC1

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1552**	1412	814	1402	97	1163	1552	1405	968	825	1102	820	446	442	29	245	1552	573	193	121	586
Weighted Base	**1601**	1467	1260	1449	31	1200	1601	1445	1005	838	1125	813	687	448	9	237	1601	594	217	130	576
1 - LOWEST score	**15**	15	12	10	*	11	15	12	7	3	8	6	5	4	*	2	15	3	4	1	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*4%*	*1%*	*1%*	*	*2%*	*	*1%*
2	**19**	15	12	17	*	14	19	14	11	8	13	8	6	5	*	4	19	5	2	3	9
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*4%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*
3	**20**	15	14	13	-	10	20	15	15	10	11	5	5	5	-	-	20	8	3	1	5
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*
4	**43**	41	37	42	1	30	43	38	26	23	29	15	12	16	*	7	43	19	3	3	13
	3%	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*4%*	*4%*	*3%*	*3%*	*3%*	*1%*	*2%*	*2%*
5	**89**	81	71	79	3	67	89	79	56	43	58	43	38	30	1	18	89	34	13	14	38
	6%	*6%*	*6%*	*5%*	*8%*	*6%*	*6%*	*5%*	*6%*	*5%*	*5%*	*5%*	*6%*	*7%*	*10%*	*8%*	*6%*	*6%*	*6%*	*11%*	*7%*
6	**132**	121	110	117	1	93	132	121	80	63	87	73	68	29	*	18	132	41	21	12	47
	8%	*8%*	*9%*	*8%*	*4%*	*8%*	*8%*	*8%*	*8%*	*7%*	*8%*	*9%*	*10%*	*6%*	*3%*	*7%*	*8%*	*7%*	*10%*	*9%*	*8%*
7	**291**	267	234	270	4	219	291	264	193	176	206	141	121	96	2	47	291	112	41	23	97
	18%	*18%*	*19%*	*19%*	*12%*	*18%*	*18%*	*18%*	*19%*	*21%*	*18%*	*17%*	*18%*	*21%*	*17%*	*20%*	*18%*	*19%*	*19%*	*18%*	*17%*
8	**462**	433	366	414	10	349	462	419	290	234	337	251	212	106	2	61	462	177	52	35	181
	29%	*30%*	*29%*	*29%*	*31%*	*29%*	*29%*	*29%*	*29%*	*28%*	*30%*	*31%*	*31%*	*24%*	*18%*	*26%*	*29%*	*30%*	*24%*	*27%*	*31%*
9	**300**	276	228	275	8	218	300	277	193	174	223	146	117	85	2	36	300	114	43	22	113
	19%	*19%*	*18%*	*19%*	*27%*	*18%*	*19%*	*19%*	*19%*	*21%*	*20%*	*18%*	*17%*	*19%*	*24%*	*15%*	*19%*	*19%*	*20%*	*17%*	*20%*
10 - HIGHEST score	**182**	160	139	165	3	147	182	163	109	91	129	97	81	59	1	36	182	70	25	14	65
	11%	*11%*	*11%*	*11%*	*11%*	*12%*	*11%*	*11%*	*11%*	*11%*	*12%*	*12%*	*12%*	*13%*	*13%*	*15%*	*11%*	*12%*	*12%*	*11%*	*11%*
Don't know	**48**	43	36	46	*	41	48	42	26	14	23	26	23	13	*	8	48	13	10	4	4
	3%	*3%*	*3%*	*3%*	*1%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*5%*	*3%*	*1%*
SUMMARY:																					
NET: 9-10	**482**	436	367	440	12	366	482	440	302	265	352	244	198	143	3	73	482	183	68	36	177
	30%	*30%*	*29%*	*30%*	*38%*	*30%*	*30%*	*30%*	*30%*	*32%*	*31%*	*30%*	*29%*	*32%*	*37%*	*31%*	*30%*	*31%*	*31%*	*28%*	*31%*
NET: 7-10	**1234**	1135	967	1124	25	934	1234	1123	784	674	896	635	530	346	7	180	1234	473	161	93	455
	77%	*77%*	*77%*	*78%*	*81%*	*78%*	*77%*	*78%*	*78%*	*80%*	*80%*	*78%*	*77%*	*77%*	*72%*	*76%*	*77%*	*80%*	*74%*	*72%*	*79%*
NET: 4-6	**264**	244	218	239	5	189	264	239	162	128	174	132	119	75	2	43	264	93	37	28	98
	16%	*17%*	*17%*	*16%*	*16%*	*16%*	*16%*	*17%*	*16%*	*15%*	*16%*	*16%*	*17%*	*17%*	*17%*	*18%*	*16%*	*16%*	*17%*	*22%*	*17%*
NET: 1-3	**54**	45	39	41	1	35	54	41	33	21	32	19	15	14	1	6	54	15	9	5	18
	3%	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*7%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*
Mean	**7.58**	7.58	7.56	7.61	7.76	7.64	7.58	7.62	7.59	7.65	7.66	7.67	7.65	7.56	7.32	7.59	7.58	7.65	7.55	7.40	7.61
Standard Deviation	**1.79**	1.77	1.78	1.75	1.81	1.77	1.79	1.74	1.75	1.68	1.73	1.69	1.67	1.85	2.48	1.85	1.79	1.71	1.87	1.85	1.77

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 199

Q15B Rating on statement - It's news programmes are trustworthy
BBC2

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**618**	335	283	41	74	95	109	120	179	171	274	173	87	531	31	586	352	94	102	70
Weighted Base	**642**	339	303	41**	80*	99*	123*	110*	189	192	282	169	91*	551	44**	597	546	50*	33	13*
1 - LOWEST score	**6**	6	-	5	-	1	-	-	*	2	2	2	2	4	3	2	5	-	1	*
	1%	*2%*	-	*12%*	-	*1%*	-	-	*	*1%*	*1%*	*1%*	*2%*	*1%*	*8%*	*	*1%*	-	*2%*	*1%*
2	**5**	1	4	2	*	*	-	1	2	1	3	*	-	5	2	4	4	-	*	*
	1%	*	*1%*	*4%*	*	*	-	*1%*	*1%*	*1%*	*1%*	*	-	*1%*	*4%*	*1%*	*1%*	-	*1%*	*3%*
3	**7**	5	2	*	3	2	-	2	-	2	5	*	2	5	3	4	6	-	*	*
	1%	*1%*	*1%*	*1%*	*4%*	*2%*	-	*1%*	-	*1%*	*2%*	*	*2%*	*1%*	*7%*	*1%*	*1%*	-	*1%*	*3%*
4	**19**	15	4	2	-	9	2	2	5	5	11	4	3	16	2	17	18	1	1	*
	3%	*4%*	*1%*	*4%*	-	*9%*	*2%*	*1%*	*3%*	*2%*	*4%*	*2%*	*4%*	*3%*	*4%*	*3%*	*3%*	*1%*	*3%*	*1%*
5	**43**	17	26	4	1	4	10	10	14	9	22	12	7	36	2	41	37	3	3	*
	7%	*5%*	*9%*	*9%*	*1%*	*4%*	*8%*	*9%*	*8%*	*5%*	*8%*	*7%*	*8%*	*7%*	*4%*	*7%*	*7%*	*6%*	*9%*	*2%*
6	**55**	40	15	1	5	8	4	10	27	16	27	12	5	50	*	53	51	1	2	1
	9%	**12%b**	*5%*	*1%*	*6%*	*8%*	*3%*	*9%*	**14%f**	*8%*	*9%*	*7%*	*5%*	*9%*	*1%*	*9%*	*9%*	*2%*	*5%*	*4%*
7	**109**	46	63	3	19	15	18	18	36	35	44	30	14	95	7	102	90	10	6	3
	17%	*14%*	*21%*	*8%*	*24%*	*15%*	*14%*	*16%*	*19%*	*18%*	*16%*	*18%*	*15%*	*17%*	*16%*	*17%*	*17%*	*20%*	*17%*	*22%*
8	**182**	94	88	13	30	29	34	30	46	52	73	57	27	154	13	169	157	12	9	3
	28%	*28%*	*29%*	*31%*	*37%*	*29%*	*28%*	*27%*	*24%*	*27%*	*26%*	*34%*	*30%*	*28%*	*29%*	*28%*	*29%*	*24%*	*28%*	*26%*
9	**99**	52	47	4	10	12	33	18	21	27	48	24	15	84	4	95	81	10	6	3
	15%	*15%*	*15%*	*10%*	*13%*	*12%*	**27%h**	*17%*	*11%*	*14%*	*17%*	*14%*	*16%*	*15%*	*8%*	*16%*	*15%*	*19%*	*19%*	*19%*
10 - HIGHEST score	**64**	38	26	5	7	10	14	7	22	28	24	12	10	55	7	57	56	5	2	2
	10%	*11%*	*9%*	*13%*	*9%*	*10%*	*11%*	*6%*	*12%*	*15%*	*8%*	*7%*	*11%*	*10%*	*16%*	*10%*	*10%*	*11%*	*5%*	*11%*
Don't know	**54**	26	28	3	4	10	8	13	16	16	22	16	6	48	2	52	41	9	3	1
	8%	*8%*	*9%*	*6%*	*5%*	*10%*	*7%*	*11%*	*8%*	*8%*	*8%*	*9%*	*7%*	*9%*	*4%*	*9%*	*8%*	**17%p**	*10%*	*6%*
SUMMARY:																				
NET: 9-10	**164**	90	73	9	17	22	47	25	43	55	72	36	25	139	11	153	136	15	8	4
	25%	*27%*	*24%*	*23%*	*21%*	*22%*	*38%*	*23%*	*23%*	*29%*	*26%*	*22%*	*27%*	*25%*	*24%*	*26%*	*25%*	*30%*	*24%*	*31%*
NET: 7-10	**454**	230	224	25	66	65	99	73	125	142	189	123	66	388	30	424	384	37	23	11
	71%	*68%*	*74%*	*62%*	*83%*	*66%*	*80%*	*66%*	*66%*	*74%*	*67%*	*73%*	*72%*	*70%*	*69%*	*71%*	*70%*	*74%*	*70%*	*78%*
NET: 4-6	**117**	72	45	6	6	21	16	21	46	30	60	27	15	102	4	111	106	5	5	1
	18%	*21%*	*15%*	*15%*	*8%*	*21%*	*13%*	*19%*	**24%d**	*15%*	*21%*	*16%*	*17%*	*18%*	*9%*	*19%*	*19%*	*9%*	*17%*	*8%*
NET: 1-3	**18**	11	6	7	3	2	-	3	2	5	11	2	4	14	8	10	15	-	1	1
	3%	*3%*	*2%*	*17%*	*4%*	*2%*	-	*3%*	*1%*	*2%*	*4%*	*1%*	*4%*	*3%*	*18%*	*2%*	*3%*	-	*4%*	**7%q**
Mean	**7.49**	7.44	7.55	6.60	7.66	7.33	7.98	7.40	7.42	7.68	7.33	7.53	7.44	7.50	6.79	7.55	7.46	7.92	7.32	7.54
Standard Deviation	**1.78**	1.90	1.63	2.93	1.49	1.89	1.47	1.68	1.67	1.76	1.88	1.61	1.96	1.75	2.79	1.67	1.79	1.42	1.92	2.09

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 200

Q15B Rating on statement - It's news programmes are trustworthy
BBC2

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	618	74	425	105	52	566	352	166	198	298	106	470	148	337	280	215	280	126	187	363	243
Weighted Base	642	81*	429	115*	58*	584	362	168	205	286	95*	494	148	357	283	224	291	139*	187	383	245
1 - LOWEST score	6	2	4	*	2	4	2	*	2	2	2	5	*	4	2	4	-	2	-	3	2
	1%	2%	1%	*	3%	1%	1%	*	1%	1%	2%	1%	*	1%	1%	2%	-	1%	-	1%	1%
2	5	-	2	3	*	5	4	-	1	2	2	5	*	3	2	2	2	2	2	2	3
	1%	-	1%	2%	*	1%	1%	-	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	*	1%
3	7	*	5	2	*	7	5	*	2	3	-	5	2	4	3	3	4	1	3	3	3
	1%	*	1%	1%	*	1%	1%	*	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
4	19	-	14	6	-	19	14	5	5	7	2	15	4	12	8	5	9	6	8	14	5
	3%	-	3%	5%	-	3%	4%	3%	2%	2%	2%	3%	3%	3%	3%	2%	3%	5%	4%	4%	2%
5	43	4	27	12	2	41	19	15	18	15	5	29	14	21	20	13	21	8	9	27	16
	7%	5%	6%	10%	3%	7%	5%	9%	9%	5%	6%	6%	9%	6%	7%	6%	7%	6%	5%	7%	7%
6	55	-	29	23	6	49	34	7	12	27	6	43	12	28	26	15	30	17	11	31	23
	9%	-	7%	20%ab	10%	8%	9%	4%	6%	9%	6%	9%	8%	8%	9%	7%	10%	12%	6%	8%	10%
7	109	15	77	17	13	96	59	32	37	54	23	86	23	60	49	34	49	18	37	63	41
	17%	19%	18%	15%	22%	16%	16%	19%	18%	19%	24%	17%	16%	17%	17%	15%	17%	13%	20%	16%	17%
8	182	27	133	21	17	164	115	35	46	80	20	137	44	98	83	72	78	41	63	110	68
	28%	33%	31%	19%	30%	28%	32%	21%	23%	28%	21%	28%	30%	27%	29%	32%	27%	30%	34%	29%	28%
9	99	12	69	15	6	93	43	43	47	42	14	76	23	55	44	32	48	16	21	54	41
	15%	14%	16%	13%	10%	16%	12%	26%f	23%f	15%	15%	15%	15%	15%	16%	14%	16%	11%	11%	14%	17%
10 - HIGHEST score	64	16	35	5	7	58	45	10	12	29	10	45	19	36	28	24	24	23	22	40	23
	10%	20%bc	8%	4%	12%	10%	13%	6%	6%	10%	10%	9%	13%	10%	10%	11%	8%	17%	12%	10%	9%
Don't know	54	5	34	12	6	47	23	21	23	25	12	47	7	36	18	21	26	5	12	35	18
	8%	7%	8%	11%	11%	8%	6%	13%	11%	9%	12%	9%	5%	10%	6%	9%	9%	4%	7%	9%	8%
SUMMARY: NET: 9-10	164	28	104	20	13	151	88	53	59	71	24	121	42	91	72	55	72	39	43	94	64
	25%	34%	24%	17%	22%	26%	24%	32%	29%	25%	25%	25%	28%	26%	25%	25%	25%	28%	23%	25%	26%
NET: 7-10	454	69	314	58	43	411	262	120	143	205	66	345	109	250	204	161	199	97	143	268	172
	71%	86%c	73%c	51%	73%	70%	72%	71%	70%	72%	70%	70%	74%	70%	72%	72%	68%	70%	76%	70%	70%
NET: 4-6	117	4	70	40	8	109	67	27	34	50	13	87	30	61	54	33	60	31	27	72	45
	18%	5%	16%	35%ab	13%	19%	19%	16%	17%	17%	14%	18%	20%	17%	19%	15%	21%	23%	15%	19%	18%
NET: 1-3	18	2	11	5	2	16	11	*	5	7	4	15	2	11	7	9	5	5	5	9	9
	3%	2%	3%	4%	3%	3%	3%	*	3%	2%	4%	3%	2%	3%	2%	4%	2%	4%	3%	2%	4%
Mean	7.49	8.05c	7.50c	6.82	7.56	7.48	7.51	7.67	7.49	7.53	7.39	7.45	7.61	7.49	7.50	7.52	7.46	7.48	7.56	7.48	7.46
Standard Deviation	1.78	1.68	1.72	1.84	1.76	1.78	1.79	1.56	1.77	1.70	1.96	1.80	1.70	1.82	1.73	1.86	1.66	1.98	1.69	1.78	1.82

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 201

Q15B Rating on statement - It's news programmes are trustworthy
BBC2

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**618**	94	18	28	44	34	13	27	102	41	60	87	70
Weighted Base	**642**	50*	27**	44**	68*	53*	21**	44**	33	63*	96*	131*	13*
1 - LOWEST score	**6**	-	-	-	-	-	-	-	1	-	3	2	*
	1%	-	-	-	-	-	-	-	*2%*	-	*3%*	*1%*	*1%*
2	**5**	-	3	-	-	-	-	-	*	-	2	-	*
	1%	-	*10%*	-	-	-	-	-	*1%*	-	*2%*	-	**3%l**
3	**7**	-	-	-	-	-	-	-	*	-	3	3	*
	1%	-	-	-	-	-	-	-	*1%*	-	*3%*	*2%*	*3%*
4	**19**	1	-	2	-	-	2	2	1	2	7	5	*
	3%	*1%*	-	*4%*	-	-	*8%*	*4%*	*3%*	*2%*	*7%*	*3%*	*1%*
5	**43**	3	-	2	6	6	2	2	3	9	2	9	*
	7%	*6%*	-	*3%*	*9%*	*11%*	*7%*	*4%*	*9%*	*15%*	*2%*	*7%*	*2%*
6	**55**	1	3	1	5	8	5	6	2	3	8	12	1
	9%	*2%*	*12%*	*3%*	*7%*	*15%*	*23%*	*15%*	*5%*	*5%*	*8%*	*9%*	*4%*
7	**109**	10	9	5	18	6	5	3	6	9	14	20	3
	17%	*20%*	*33%*	*11%*	*27%*	*12%*	*23%*	*8%*	*17%*	*15%*	*15%*	*15%*	*22%*
8	**182**	12	1	16	17	15	3	16	9	18	32	38	3
	28%	*24%*	*5%*	*36%*	*25%*	*29%*	*16%*	*37%*	*28%*	*29%*	*33%*	*29%*	*26%*
9	**99**	10	6	8	9	8	3	5	6	8	16	18	3
	15%	*19%*	*22%*	*18%*	*14%*	*15%*	*15%*	*11%*	*19%*	*13%*	*17%*	*14%*	*19%*
10 - HIGHEST score	**64**	5	5	5	11	6	2	3	2	3	8	14	2
	10%	*11%*	*17%*	*11%*	*16%*	*12%*	*8%*	*7%*	*5%*	*5%*	*9%*	*10%*	*11%*
Don't know	**54**	9	-	6	2	3	-	6	3	11	2	12	1
	8%	**17%aek**	-	*14%*	*2%*	*6%*	-	*15%*	*10%*	**17%k**	*2%*	*9%*	*6%*
SUMMARY:													
NET: 9-10	**164**	15	11	12	20	14	5	8	8	11	24	31	4
	25%	*30%*	*39%*	*28%*	*30%*	*27%*	*23%*	*18%*	*24%*	*17%*	*25%*	*24%*	*31%*
NET: 7-10	**454**	37	21	33	56	36	13	28	23	38	70	89	11
	71%	*74%*	*78%*	*76%*	*82%*	*68%*	*62%*	*63%*	*70%*	*61%*	*73%*	*68%*	*78%*
NET: 4-6	**117**	5	3	5	11	14	8	10	5	14	16	25	1
	18%	*9%*	*12%*	*11%*	*16%*	*26%*	*38%*	*22%*	*17%*	*22%*	*17%*	*19%*	*8%*
NET: 1-3	**18**	-	3	-	-	-	-	-	1	-	8	4	1
	3%	-	*10%*	-	-	-	-	-	*4%*	-	*8%*	*3%*	**7%bef**
Mean	**7.49**	7.92	7.37	7.95	7.77	7.61	7.08	7.56	7.32	7.32	7.18	7.42	7.54
Standard Deviation	**1.78**	1.42	2.29	1.45	1.47	1.56	1.67	1.48	1.92	1.56	2.20	1.84	2.09

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 202

Q15B Rating on statement - It's news programmes are trustworthy
BBC2

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**618**	555	327	569	49	457	614	618	407	406	459	298	155	236	16	106	573	618	100	103	276
Weighted Base	**642**	587	506	593	16	472	637	642	422	425	474	286	239	239	5	95	594	642	106	113	269
1 - LOWEST score	**6**	5	5	5	*	2	6	6	4	2	4	2	2	2	*	2	5	6	*	-	2
	1%	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*7%*	*2%*	*1%*	*1%*	*	-	*1%*
2	**5**	4	3	4	*	5	5	5	2	3	3	2	1	2	*	2	5	5	*	3	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*7%*	*2%*	*1%*	*1%*	*	*3%*	*1%*
3	**7**	7	6	3	-	2	7	7	5	2	5	3	3	2	-	-	5	7	2	-	2
	1%	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	-	*1%*
4	**19**	19	18	17	1	15	17	19	13	10	14	7	6	7	*	2	17	19	2	2	7
	3%	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*6%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*
5	**43**	42	37	42	3	34	41	43	35	33	29	15	12	21	1	5	35	43	9	13	21
	7%	*7%*	*7%*	*7%*	*16%*	*7%*	*7%*	*7%*	*8%*	*8%*	*6%*	*5%*	*5%*	*9%*	*25%*	*6%*	*6%*	*7%*	*8%*	*12%*	*8%*
6	**55**	50	47	50	-	39	55	55	31	33	40	27	25	21	-	6	50	55	5	8	20
	9%	*8%*	*9%*	*8%*	-	*8%*	*9%*	*9%*	*7%*	*8%*	*9%*	*9%*	*10%*	*9%*	-	*6%*	*8%*	*9%*	*5%*	*7%*	*8%*
7	**109**	103	89	101	2	88	109	109	74	80	82	54	47	46	*	23	99	109	22	16	46
	17%	*18%*	*18%*	*17%*	*10%*	*19%*	*17%*	*17%*	*17%*	*19%*	*17%*	*19%*	*20%*	*19%*	*6%*	*24%*	*17%*	*17%*	*21%*	*14%*	*17%*
8	**182**	164	143	165	4	132	181	182	122	121	138	80	68	59	1	20	170	182	29	34	70
	28%	*28%*	*28%*	*28%*	*27%*	*28%*	*28%*	*28%*	*29%*	*28%*	*29%*	*28%*	*28%*	*25%*	*25%*	*21%*	*29%*	*28%*	*27%*	*30%*	*26%*
9	**99**	90	74	93	4	71	99	99	67	64	81	42	33	38	*	14	98	99	16	12	55
	15%	*15%*	*15%*	*16%*	*24%*	*15%*	*16%*	*15%*	*16%*	*15%*	*17%*	*15%*	*14%*	*16%*	*6%*	*15%*	*16%*	*15%*	*16%*	*11%*	*20%*
10 - HIGHEST score	**64**	56	48	60	2	52	63	64	41	42	45	29	23	20	*	10	61	64	13	12	29
	10%	*9%*	*10%*	*10%*	*10%*	*11%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*8%*	*7%*	*10%*	*10%*	*10%*	*13%*	*11%*	*11%*
Don't know	**54**	46	37	50	1	32	54	54	29	34	32	25	19	21	1	12	50	54	7	12	15
	8%	*8%*	*7%*	*9%*	*4%*	*7%*	*8%*	*8%*	*7%*	*8%*	*7%*	*9%*	*8%*	*9%*	*12%*	*12%*	*8%*	*8%*	*7%*	*11%*	*5%*
SUMMARY:																					
NET: 9-10	**164**	146	123	154	5	124	162	164	107	106	126	71	56	58	1	24	158	164	30	24	84
	25%	*25%*	*24%*	*26%*	*34%*	*26%*	*25%*	*25%*	*25%*	*25%*	*27%*	*25%*	*23%*	*24%*	*13%*	*25%*	*27%*	*25%*	*28%*	*21%*	*31%*
NET: 7-10	**454**	414	355	420	11	344	452	454	303	307	346	205	171	164	2	66	426	454	81	75	200
	71%	*71%*	*70%*	*71%*	*71%*	*73%*	*71%*	*71%*	*72%*	*72%*	*73%*	*72%*	*71%*	*68%*	*43%*	*70%*	*72%*	*71%*	*76%*	*66%*	*74%*
NET: 4-6	**117**	111	101	110	3	87	114	117	79	76	83	50	43	49	2	13	102	117	16	23	48
	18%	*19%*	*20%*	*19%*	*20%*	*18%*	*18%*	*18%*	*19%*	*18%*	*18%*	*17%*	*18%*	*21%*	*31%*	*14%*	*17%*	*18%*	*15%*	*20%*	*18%*
NET: 1-3	**18**	16	14	12	1	9	18	18	11	7	12	7	6	6	1	4	16	18	2	3	6
	3%	*3%*	*3%*	*2%*	*4%*	*2%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*14%*	*4%*	*3%*	*3%*	*2%*	*3%*	*2%*
Mean	**7.49**	7.45	7.42	7.52	7.37	7.54	7.50	7.49	7.47	7.53	7.53	7.53	7.49	7.38	6.01	7.39	7.54	7.49	7.64	7.37	7.59
Standard Deviation	**1.78**	1.78	1.78	1.75	2.21	1.72	1.77	1.78	1.77	1.67	1.74	1.70	1.69	1.77	2.94	1.96	1.77	1.78	1.69	1.84	1.77

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 203

Q15B Rating on statement - It's news programmes are trustworthy
BBC3

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**278**	127	151	75	34	71	34	24	40	63	127	88	62	216	35	243	168	43	41	26
Weighted Base	**306**	135*	170	88*	33**	75*	34**	28**	47*	76*	134*	96*	59*	247	55*	251	265	23*	14*	5**
1 - LOWEST score	**8**	2	6	3	2	*	2	2	-	2	4	3	3	5	3	5	8	-	*	-
	3%	*2%*	*4%*	*4%*	*5%*	*	*5%*	*6%*	-	*2%*	*3%*	*3%*	*6%*	*2%*	*6%*	*2%*	*3%*	-	*3%*	-
2	**3**	1	2	2	-	-	-	1	-	1	2	-	1	2	2	1	3	-	-	-
	1%	*1%*	*1%*	*2%*	-	-	-	*5%*	-	*2%*	*1%*	-	*2%*	*1%*	*3%*	*1%*	*1%*	-	-	-
3	**9**	6	3	5	2	-	3	-	-	3	3	3	-	9	6	3	9	-	-	*
	3%	*5%*	*2%*	*5%*	*5%*	-	*9%*	-	-	*4%*	*2%*	*3%*	-	*4%*	***11%o***	*1%*	*4%*	-	-	*4%*
4	**7**	2	5	5	1	-	-	-	2	2	4	2	*	7	2	6	6	1	-	*
	2%	*2%*	*3%*	*6%*	*2%*	-	-	-	*3%*	*2%*	*3%*	*2%*	*1%*	*3%*	*3%*	*2%*	*2%*	*2%*	-	*8%*
5	**23**	9	14	5	3	5	-	5	5	6	10	7	2	21	4	19	20	1	2	*
	8%	*7%*	*8%*	*5%*	*10%*	*6%*	-	*17%*	*11%*	*8%*	*8%*	*8%*	*4%*	*8%*	*7%*	*8%*	*8%*	*2%*	*13%*	*7%*
6	**40**	23	18	8	*	15	6	5	6	5	23	13	12	28	11	29	38	2	1	*
	13%	*17%*	*10%*	*10%*	*1%*	*20%*	*17%*	*17%*	*13%*	*6%*	*17%*	*13%*	*20%*	*11%*	*20%*	*12%*	*14%*	*7%*	*5%*	*4%*
7	**51**	20	30	15	9	16	3	2	6	16	18	16	13	38	10	41	44	4	2	1
	17%	*15%*	*18%*	*16%*	*27%*	*22%*	*9%*	*7%*	*12%*	*21%*	*14%*	*17%*	*22%*	*15%*	*17%*	*16%*	*17%*	*16%*	*15%*	*19%*
8	**63**	28	35	15	9	14	7	5	11	12	31	20	10	53	7	56	53	5	4	1
	21%	*21%*	*20%*	*18%*	*28%*	*19%*	*21%*	*19%*	*25%*	*15%*	*23%*	*21%*	*17%*	*21%*	*12%*	*22%*	*20%*	*23%*	*26%*	*30%*
9	**32**	22	10	13	4	6	2	*	7	12	7	13	3	30	5	28	27	3	2	1
	11%	*17%*	*6%*	*14%*	*13%*	*7%*	*7%*	*1%*	*16%*	*16%*	*5%*	*13%*	*5%*	*12%*	*9%*	*11%*	*10%*	*11%*	*14%*	*12%*
10 - HIGHEST score	**20**	7	13	8	*	5	2	1	4	8	7	5	4	17	5	15	19	1	*	-
	7%	*5%*	*8%*	*9%*	*1%*	*7%*	*5%*	*5%*	*8%*	*10%*	*5%*	*6%*	*6%*	*7%*	*9%*	*6%*	*7%*	*5%*	*2%*	-
Don't know	**48**	13	35	10	3	14	9	7	6	10	25	13	10	38	2	46	37	7	3	1
	16%	*10%*	*20%*	*11%*	*8%*	*18%*	*28%*	*23%*	*12%*	*13%*	*18%*	*14%*	*17%*	*15%*	*3%*	*18%*	*14%*	***33%p***	*22%*	*17%*
SUMMARY:																				
NET: 9-10	**53**	30	23	21	5	11	4	2	11	20	14	18	6	46	10	43	46	4	2	1
	17%	*22%*	*14%*	*24%*	*14%*	*14%*	*12%*	*6%*	*23%*	*26%*	*11%*	*19%*	*11%*	*19%*	*18%*	*17%*	*17%*	*16%*	*16%*	*12%*
NET: 7-10	**166**	78	88	51	23	41	14	9	28	48	64	54	30	137	26	140	143	13	8	3
	54%	*58%*	*52%*	*58%*	*69%*	*55%*	*42%*	*32%*	*60%*	*63%*	*48%*	*57%*	*50%*	*55%*	*47%*	*56%*	*54%*	*55%*	*58%*	*61%*
NET: 4-6	**71**	34	37	18	4	20	6	10	13	12	37	21	15	56	16	54	64	3	2	1
	23%	*25%*	*21%*	*21%*	*13%*	*26%*	*17%*	*34%*	*28%*	*16%*	*28%*	*23%*	*25%*	*23%*	*30%*	*22%*	*24%*	*12%*	*18%*	*19%*
NET: 1-3	**21**	10	11	10	3	*	5	3	-	6	8	6	5	16	11	10	20	-	*	*
	7%	*7%*	*6%*	*11%*	*10%*	*	*14%*	*11%*	-	*8%*	*6%*	*7%*	*8%*	*6%*	***20%o***	*4%*	*8%*	-	*3%*	*4%*
Mean	**6.91**	7.01	6.82	6.82	6.78	7.24	6.55	6.03	7.37	7.14	6.72	6.97	6.62	6.98	6.16	7.11	6.85	7.61	7.20	6.96
Standard Deviation	**2.07**	1.99	2.15	2.39	2.11	1.45	2.43	2.38	1.64	2.19	2.02	2.05	2.19	2.04	2.51	1.90	2.12	1.40	1.89	1.96

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 204

Q15B Rating on statement - It's news programmes are trustworthy
BBC3

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**278**	53	197	26	-	278	185	76	89	152	73	219	59	152	125	103	111	61	109	153	121
Weighted Base	**306**	67*	208	28**	-**	306	199	85*	102*	162	73*	241	65*	158	148	109*	122*	73*	113*	174	126*
1 - LOWEST score	**8**	-	7	2	-	8	5	3	3	3	*	8	-	4	5	4	3	2	3	5	3
	3%	-	*3%*	*6%*	-	*3%*	*3%*	*4%*	*3%*	*2%*	*	*3%*	-	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*
2	**3**	-	3	-	-	3	2	1	1	1	-	3	-	1	2	3	-	-	2	1	2
	1%	-	*1%*	-	-	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*3%*	-	-	*1%*	*1%*	*1%*
3	**9**	2	6	1	-	9	6	*	3	5	2	8	2	1	8	5	5	-	6	5	5
	3%	*3%*	*3%*	*5%*	-	*3%*	*3%*	*	*3%*	*3%*	*2%*	*3%*	*3%*	*1%*	*5%*	*4%*	*4%*	-	*5%*	*3%*	*4%*
4	**7**	*	5	2	-	7	3	2	4	2	-	7	*	3	4	4	4	1	2	2	5
	2%	*	*3%*	*6%*	-	*2%*	*2%*	*3%*	*4%*	*1%*	-	*3%*	*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*1%*	*4%*
5	**23**	3	13	7	-	23	17	5	6	11	7	18	5	13	10	9	12	10	7	12	11
	8%	*5%*	*6%*	*25%*	-	*8%*	*8%*	*6%*	*6%*	*7%*	*10%*	*8%*	*7%*	*8%*	*7%*	*8%*	*10%*	*13%*	*6%*	*7%*	*9%*
6	**40**	11	26	3	-	40	29	11	11	23	13	33	7	17	23	9	20	11	17	26	14
	13%	*17%*	*12%*	*11%*	-	*13%*	*15%*	*13%*	*11%*	*14%*	*18%*	*14%*	*11%*	*11%*	*16%*	*8%*	*17%*	*15%*	*15%*	*15%*	*11%*
7	**51**	13	34	3	-	51	32	17	19	25	12	36	15	27	24	14	24	9	20	27	22
	17%	*20%*	*17%*	*11%*	-	*17%*	*16%*	*20%*	*19%*	*15%*	*16%*	*15%*	*24%*	*17%*	*16%*	*13%*	*20%*	*12%*	*18%*	*16%*	*17%*
8	**63**	13	46	4	-	63	42	15	19	41	13	45	18	32	31	18	22	8	30	35	27
	21%	*20%*	*22%*	*13%*	-	*21%*	*21%*	*18%*	*18%*	*25%*	*18%*	*19%*	*28%*	*20%*	*21%*	*16%*	*18%*	*11%*	*26%*	*20%*	*21%*
9	**32**	3	26	2	-	32	17	13	13	19	10	24	8	15	18	9	14	12	4	13	18
	11%	*4%*	*13%*	*6%*	-	*11%*	*9%*	*15%*	*13%*	*12%*	*14%*	*10%*	*13%*	*9%*	*12%*	*8%*	*12%*	*16%*	*4%*	*8%*	*14%*
10 - HIGHEST score	**20**	10	9	-	-	20	19	-	1	12	6	19	2	12	8	12	3	10	9	18	2
	7%	*14%*	*4%*	-	-	*7%*	*9%*	-	*1%*	*7%*	*8%*	*8%*	*2%*	*8%*	*5%*	*11%*	*3%*	*14%*	*8%*	*11%*	*2%*
Don't know	**48**	12	32	4	-	48	27	17	20	20	10	40	8	33	15	23	15	11	13	30	18
	16%	*17%*	*15%*	*16%*	-	*16%*	*14%*	*21%*	*20%*	*12%*	*14%*	*17%*	*12%*	*21%*	*10%*	*21%*	*12%*	*14%*	*12%*	*17%*	*14%*
SUMMARY: NET: 9-10	**53**	12	36	2	-	53	36	13	15	31	16	43	10	27	26	20	18	22	13	32	20
	17%	*18%*	*17%*	*6%*	-	*17%*	*18%*	*15%*	*14%*	*19%*	*22%*	*18%*	*15%*	*17%*	*17%*	*19%*	*15%*	**30%r**	*11%*	*18%*	*15%*
NET: 7-10	**166**	39	116	8	-	166	110	45	52	97	41	123	43	85	80	53	64	38	63	94	68
	54%	*58%*	*56%*	*30%*	-	*54%*	*55%*	*53%*	*51%*	*59%*	*56%*	*51%*	*67%*	*54%*	*55%*	*48%*	*52%*	*53%*	*56%*	*54%*	*54%*
NET: 4-6	**71**	15	44	12	-	71	50	18	21	36	20	59	12	33	37	22	36	22	26	39	31
	23%	*22%*	*21%*	*42%*	-	*23%*	*25%*	*21%*	*21%*	*22%*	*28%*	*24%*	*18%*	*21%*	*25%*	*20%*	*29%*	*30%*	*23%*	*23%*	*24%*
NET: 1-3	**21**	2	16	3	-	21	13	5	8	9	2	19	2	7	14	11	8	2	11	11	9
	7%	*3%*	*8%*	*11%*	-	*7%*	*6%*	*6%*	*8%*	*6%*	*3%*	*8%*	*3%*	*4%*	*10%*	*10%*	*6%*	*3%*	*10%*	*7%*	*7%*
Mean	**6.91**	7.41	6.87	5.67	-	6.91	6.98	6.80	6.68	7.12	7.24	6.81	7.28	7.08	6.74	6.72	6.70	7.25	6.75	7.02	6.71
Standard Deviation	**2.07**	1.68	2.11	2.11	-	2.07	2.07	2.01	2.10	1.96	1.72	2.21	1.45	1.99	2.15	2.47	1.91	2.11	2.10	2.12	2.03

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 205

Q15B Rating on statement - It's news programmes are trustworthy
BBC3

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**278**	43	10	18	17	21	4	8	41	13	42	35	26
Weighted Base	**306**	23*	16**	28**	26**	33**	7**	13**	14*	20**	68*	54*	5**
1 - LOWEST score	**8**	-	2	-	-	2	-	2	*	-	3	-	-
	3%	-	*10%*	-	-	*5%*	-	*13%*	*3%*	-	*5%*	-	-
2	**3**	-	-	-	-	-	-	-	-	1	2	-	-
	1%	-	-	-	-	-	-	-	-	*7%*	*2%*	-	-
3	**9**	-	2	-	1	2	-	-	-	-	2	3	*
	3%	-	*10%*	-	*6%*	*5%*	-	-	-	-	*2%*	*6%*	*4%*
4	**7**	1	-	-	-	-	-	-	-	2	3	1	*
	2%	*2%*	-	-	-	-	-	-	-	*8%*	*5%*	*3%*	*8%*
5	**23**	1	2	-	3	3	-	-	2	1	8	3	*
	8%	*2%*	*10%*	-	*12%*	*9%*	-	-	*13%*	*7%*	*12%*	*6%*	*7%*
6	**40**	2	2	3	3	8	-	2	1	2	8	11	*
	13%	*7%*	*10%*	*11%*	*12%*	*24%*	-	*12%*	*5%*	*7%*	*12%*	*20%*	*4%*
7	**51**	4	2	9	3	3	3	2	2	-	11	11	1
	17%	*16%*	*10%*	*33%*	*12%*	*10%*	*50%*	*12%*	*15%*	-	*16%*	*20%*	*19%*
8	**63**	5	5	5	3	13	-	5	4	4	12	6	1
	21%	*23%*	*31%*	*17%*	*12%*	*38%*	-	*37%*	*26%*	*22%*	*17%*	*12%*	*30%*
9	**32**	3	-	3	3	-	3	2	2	5	8	3	1
	11%	*11%*	-	*11%*	*12%*	-	*50%*	*13%*	*14%*	*25%*	*12%*	*6%*	*12%*
10 - HIGHEST score	**20**	1	2	2	3	-	-	-	*	-	7	6	-
	7%	*5%*	*10%*	*6%*	*12%*	-	-	-	*2%*	-	*10%*	*11%*	-
Don't know	**48**	7	2	6	6	3	-	2	3	5	5	9	1
	16%	**33%ak**	*10%*	*21%*	*23%*	*9%*	-	*12%*	*22%*	*24%*	*7%*	*17%*	*17%*
SUMMARY:													
NET: 9-10	**53**	4	2	5	6	-	3	2	2	5	14	9	1
	17%	*16%*	*10%*	*17%*	*24%*	-	*50%*	*13%*	*16%*	*25%*	*21%*	*17%*	*12%*
NET: 7-10	**166**	13	8	19	13	16	7	8	8	9	37	26	3
	54%	*55%*	*50%*	*67%*	*48%*	*48%*	*100%*	*62%*	*58%*	*47%*	*55%*	*49%*	*61%*
NET: 4-6	**71**	3	3	3	6	11	-	2	2	5	20	15	1
	23%	*12%*	*20%*	*11%*	*23%*	*33%*	-	*12%*	*18%*	*22%*	*29%*	*29%*	*19%*
NET: 1-3	**21**	-	3	-	1	3	-	2	*	1	6	3	*
	7%	-	*20%*	-	*6%*	*10%*	-	*13%*	*3%*	*7%*	*9%*	*6%*	*4%*
Mean	**6.91**	7.61	6.21	7.59	7.19	6.43	8.00	6.69	7.20	6.88	6.66	6.93	6.96
Standard Deviation	**2.07**	1.40	2.76	1.15	2.07	1.90	1.08	2.65	1.89	2.39	2.36	1.90	1.96

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 206

Q15B Rating on statement - It's news programmes are trustworthy
BBC3

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**278**	264	165	255	17	227	272	248	278	192	207	152	91	96	5	73	193	100	278	64	96
Weighted Base	**306**	294	257	283	6	248	298	273	306	204	234	162	140	101	2	73	217	106	306	72	112
1 - LOWEST score	**8**	8	8	7	*	8	8	7	8	5	3	3	3	*	*	*	7	*	8	-	2
	3%	*3%*	*3%*	*2%*	*6%*	*3%*	*3%*	*3%*	*3%*	*3%*	*1%*	*2%*	*2%*	*	*21%*	*	*3%*	*	*3%*	-	*1%*
2	**3**	3	3	3	-	3	3	1	3	1	3	1	1	2	-	-	3	1	3	1	1
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	-	*1%*	*1%*	*1%*	*2%*	*1%*
3	**9**	9	9	6	-	3	9	9	9	5	5	5	5	3	-	2	8	5	9	-	5
	3%	*3%*	*4%*	*2%*	-	*1%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	-	*2%*	*4%*	*5%*	*3%*	-	*4%*
4	**7**	7	6	7	-	4	7	5	7	2	4	2	2	4	-	-	7	-	7	2	-
	2%	*3%*	*3%*	*3%*	-	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*4%*	-	-	*3%*	-	*2%*	*2%*	-
5	**23**	23	20	23	*	16	20	22	23	15	16	11	9	15	*	7	13	11	23	7	9
	8%	*8%*	*8%*	*8%*	*6%*	*6%*	*7%*	*8%*	*8%*	*8%*	*7%*	*7%*	*7%*	*15%*	*21%*	*10%*	*6%*	*10%*	*8%*	*9%*	*8%*
6	**40**	37	35	38	*	36	40	38	40	27	32	23	22	15	-	13	26	9	40	5	14
	13%	*13%*	*13%*	*13%*	*6%*	*15%*	*13%*	*14%*	*13%*	*13%*	*13%*	*14%*	*16%*	*15%*	-	*18%*	*12%*	*9%*	*13%*	*7%*	*13%*
7	**51**	48	43	42	*	40	51	43	51	32	38	25	21	17	-	12	40	20	51	10	18
	17%	*16%*	*17%*	*15%*	*6%*	*16%*	*17%*	*16%*	*17%*	*16%*	*16%*	*15%*	*15%*	*17%*	-	*16%*	*18%*	*19%*	*17%*	*14%*	*16%*
8	**63**	61	51	62	2	56	61	55	63	49	59	41	35	13	-	13	41	23	63	16	28
	21%	*21%*	*20%*	*22%*	*41%*	*22%*	*21%*	*20%*	*21%*	*24%*	*25%*	*25%*	*25%*	*12%*	-	*18%*	*19%*	*22%*	*21%*	*22%*	*25%*
9	**32**	32	27	31	1	29	32	29	32	22	28	19	16	10	*	10	22	10	32	6	12
	11%	*11%*	*11%*	*11%*	*17%*	*12%*	*11%*	*11%*	*11%*	*11%*	*12%*	*12%*	*12%*	*10%*	*18%*	*14%*	*10%*	*9%*	*11%*	*8%*	*11%*
10 - HIGHEST score	**20**	20	19	19	*	14	20	19	20	16	14	12	11	7	*	6	14	10	20	7	7
	7%	*7%*	*7%*	*7%*	*6%*	*6%*	*7%*	*7%*	*7%*	*8%*	*6%*	*7%*	*8%*	*7%*	*20%*	*8%*	*6%*	*10%*	*7%*	*10%*	*6%*
Don't know	**48**	45	35	45	1	39	45	43	48	31	32	20	15	15	*	10	36	16	48	19	16
	16%	*15%*	*14%*	*16%*	*12%*	*16%*	*15%*	*16%*	*16%*	*15%*	*14%*	*12%*	*11%*	*15%*	*20%*	*14%*	*17%*	*15%*	*16%*	*26%*	*14%*
SUMMARY:																					
NET: 9-10	**53**	52	46	50	1	43	53	48	53	37	42	31	27	17	1	16	36	20	53	12	19
	17%	*18%*	*18%*	*18%*	*23%*	*17%*	*18%*	*18%*	*17%*	*18%*	*18%*	*19%*	*19%*	*17%*	*38%*	*22%*	*16%*	*19%*	*17%*	*17%*	*17%*
NET: 7-10	**166**	162	140	154	4	139	165	146	166	118	139	97	83	47	1	41	117	63	166	38	65
	54%	*55%*	*55%*	*54%*	*69%*	*56%*	*55%*	*54%*	*54%*	*58%*	*59%*	*59%*	*59%*	*46%*	*38%*	*56%*	*54%*	*60%*	*54%*	*53%*	*58%*
NET: 4-6	**71**	67	61	68	1	56	67	66	71	44	52	36	32	34	*	20	46	20	71	14	23
	23%	*23%*	*24%*	*24%*	*13%*	*22%*	*23%*	*24%*	*23%*	*22%*	*22%*	*22%*	*23%*	*33%*	*21%*	*28%*	*21%*	*19%*	*23%*	*19%*	*21%*
NET: 1-3	**21**	21	20	16	*	15	21	18	21	11	11	9	9	5	*	2	18	7	21	1	8
	7%	*7%*	*8%*	*6%*	*6%*	*6%*	*7%*	*7%*	*7%*	*6%*	*5%*	*6%*	*7%*	*5%*	*21%*	*3%*	*8%*	*6%*	*7%*	*2%*	*7%*
Mean	**6.91**	6.91	6.85	6.97	7.40	6.99	6.93	6.93	6.91	7.10	7.14	7.12	7.09	6.71	6.12	7.24	6.82	7.15	6.91	7.31	7.05
Standard Deviation	**2.07**	2.10	2.14	2.02	2.41	2.03	2.08	2.04	2.07	1.98	1.86	1.96	1.99	1.94	-	1.72	2.15	1.93	2.07	1.85	1.96

* = Less than .5

Q15B Rating on statement - It's news programmes are trustworthy
BBC4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**150**	76	74	8	14	29	26	30	43	41	58	51	20	130	8	141	93	22	20	15
Weighted Base	**166**	79*	86*	9**	18**	32**	29**	36**	41*	51*	58*	56*	21**	144	10**	154	144*	12**	6**	3**
1 - LOWEST score	**3**	2	1	-	-	3	-	-	-	-	2	1	-	3	-	3	3	-	-	-
	2%	*2%*	*2%*	-	-	*9%*	-	-	-	-	*3%*	*3%*	-	*2%*	-	*2%*	*2%*	-	-	-
2	**4**	2	2	-	-	-	1	1	2	1	2	1	1	3	-	4	3	1	-	*
	3%	*3%*	*2%*	-	-	-	*4%*	*4%*	*4%*	*3%*	*3%*	*1%*	*7%*	*2%*	-	*3%*	*2%*	*9%*	-	*9%*
3	**3**	1	2	-	2	1	-	-	-	3	-	-	-	3	1	2	3	-	-	-
	2%	*2%*	*2%*	-	*9%*	*5%*	-	-	-	*6%*	-	-	-	*2%*	*14%*	*1%*	*2%*	-	-	-
4	**2**	2	*	-	-	-	-	2	*	-	*	2	-	2	-	2	2	-	*	-
	1%	*2%*	*	-	-	-	-	*4%*	*1%*	-	*1%*	*3%*	-	*1%*	-	*1%*	*1%*	-	*5%*	-
5	**14**	5	9	2	-	4	2	6	*	3	5	6	2	12	2	12	12	1	1	*
	9%	*6%*	*11%*	*19%*	-	*12%*	*7%*	*16%*	*1%*	*6%*	*9%*	*10%*	*11%*	*8%*	*18%*	*8%*	*8%*	*5%*	*15%*	*13%*
6	**9**	3	5	-	2	2	1	-	5	2	2	5	2	7	-	9	8	1	-	*
	5%	*4%*	*6%*	-	*8%*	*5%*	*2%*	-	*12%*	*4%*	*3%*	*8%*	*8%*	*5%*	-	*6%*	*5%*	*5%*	-	*12%*
7	**29**	16	13	2	3	4	7	5	9	7	10	13	2	28	2	26	24	4	2	*
	18%	*21%*	*15%*	*21%*	*17%*	*13%*	*23%*	*14%*	*21%*	*13%*	*16%*	*23%*	*8%*	*19%*	*15%*	*17%*	*16%*	*31%*	*25%*	*12%*
8	**39**	22	17	2	7	3	5	7	15	13	16	10	5	35	-	39	36	1	2	1
	24%	*28%*	*20%*	*23%*	*38%*	*10%*	*18%*	*20%*	*36%*	*26%*	*27%*	*18%*	*22%*	*24%*	-	*26%*	*25%*	*9%*	*25%*	*24%*
9	**20**	9	11	2	*	5	5	5	4	10	2	8	3	17	3	17	19	1	1	-
	12%	*11%*	*13%*	*19%*	*2%*	*14%*	*17%*	*13%*	*10%*	*19%*	*4%*	*15%*	*15%*	*12%*	*31%*	*11%*	*13%*	*4%*	*10%*	-
10 - HIGHEST score	**11**	3	7	-	2	3	2	3	1	5	4	2	2	9	1	10	9	1	-	*
	6%	*4%*	*9%*	-	*9%*	*10%*	*6%*	*9%*	*3%*	*9%*	*7%*	*4%*	*7%*	*6%*	*5%*	*6%*	*6%*	*9%*	-	*7%*
Don't know	**31**	14	18	2	3	7	7	7	5	7	16	9	5	26	2	30	26	3	1	1
	19%	*17%*	*21%*	*17%*	*18%*	*22%*	*24%*	*21%*	*13%*	*14%*	*27%*	*15%*	*23%*	*18%*	*15%*	*19%*	*18%*	*27%*	*21%*	*23%*
SUMMARY:																				
NET: 9-10	**31**	12	19	2	2	8	6	8	5	14	6	10	5	26	4	27	28	2	1	*
	19%	*15%*	*22%*	*19%*	*11%*	*24%*	*23%*	*22%*	*12%*	*28%*	*11%*	*18%*	*22%*	*18%*	*37%*	*18%*	*20%*	*14%*	*10%*	*7%*
NET: 7-10	**100**	51	49	6	12	15	18	20	29	34	32	34	11	89	5	93	88	6	4	1
	60%	*64%*	*57%*	*63%*	*65%*	*47%*	*63%*	*55%*	*70%*	*67%*	*54%*	*60%*	*51%*	*61%*	*52%*	*60%*	*61%*	*54%*	*60%*	*44%*
NET: 4-6	**24**	10	15	2	2	6	3	7	6	5	7	12	4	20	2	23	21	1	1	1
	15%	*12%*	*17%*	*19%*	*8%*	*18%*	*9%*	*21%*	*13%*	*11%*	*13%*	*21%*	*19%*	*14%*	*18%*	*15%*	*15%*	*9%*	*20%*	*25%*
NET: 1-3	**10**	5	5	-	2	4	1	1	2	4	3	2	1	9	1	9	9	1	-	*
	6%	*7%*	*6%*	-	*9%*	*14%*	*4%*	*4%*	*4%*	*9%*	*6%*	*4%*	*7%*	*6%*	*14%*	*6%*	*6%*	*9%*	-	*9%*
Mean	**7.14**	7.09	7.18	7.27	7.30	6.54	7.44	7.08	7.32	7.41	7.00	7.00	7.11	7.14	6.82	7.16	7.18	6.80	7.02	6.54
Standard Deviation	**2.04**	1.99	2.10	1.55	1.84	2.83	1.85	2.14	1.58	2.08	2.14	1.93	2.25	2.02	2.52	2.03	2.04	2.37	1.61	2.97

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

J20427 PSB Tracker 2013

Table 208

Q15B Rating on statement - It's news programmes are trustworthy
BBC4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**150**	21	97	26	-	150	80	54	65	69	44	120	30	82	68	56	62	35	38	84	62
Weighted Base	**166**	26**	103*	28**	-**	166	87*	60*	74*	73*	45*	136*	30**	93*	73*	70*	62*	47*	34**	91*	70*
1 - LOWEST score	**3**	-	2	-	-	3	3	-	-	3	1	3	-	3	-	-	3	3	-	3	-
	2%	-	*1%*	-	-	*2%*	*3%*	-	-	*4%*	*3%*	*2%*	-	*3%*	-	-	*5%*	*6%*	-	*3%*	-
2	**4**	1	2	1	-	4	2	2	2	4	*	4	*	4	*	1	1	-	2	3	2
	3%	*2%*	*2%*	*5%*	-	*3%*	*3%*	*3%*	*3%*	*5%*	*1%*	*3%*	*1%*	*4%*	*	*2%*	*1%*	-	*6%*	*3%*	*2%*
3	**3**	-	3	-	-	3	3	-	-	-	-	3	-	1	2	3	-	3	-	3	-
	2%	-	*3%*	-	-	*2%*	*3%*	-	-	-	-	*2%*	-	*2%*	*2%*	*4%*	-	*6%*	-	*3%*	-
4	**2**	-	2	-	-	2	2	*	*	*	2	2	-	2	*	*	2	2	-	-	2
	1%	-	*2%*	-	-	*1%*	*2%*	*	*	*	*3%*	*1%*	-	*2%*	*	*	*2%*	*3%*	-	-	*3%*
5	**14**	2	6	6	-	14	9	2	3	5	4	10	4	7	7	8	6	5	4	7	6
	9%	*6%*	*6%*	*23%*	-	*9%*	*11%*	*3%*	*5%*	*6%*	*9%*	*7%*	*14%*	*8%*	*10%*	*12%*	*10%*	*11%*	*11%*	*8%*	*9%*
6	**9**	2	3	4	-	9	5	4	4	6	5	5	4	*	8	2	1	2	3	2	6
	5%	*6%*	*3%*	*13%*	-	*5%*	*5%*	*6%*	*5%*	*9%*	*12%*	*3%*	*13%*	*	**12%m**	*2%*	*1%*	*3%*	*9%*	*2%*	*9%*
7	**29**	8	14	5	-	29	13	12	15	12	7	25	5	15	15	11	13	6	5	17	12
	18%	*31%*	*13%*	*16%*	-	*18%*	*15%*	*20%*	*20%*	*16%*	*15%*	*18%*	*15%*	*16%*	*20%*	*16%*	*21%*	*13%*	*15%*	*18%*	*17%*
8	**39**	3	31	4	-	39	21	11	18	18	12	30	10	24	16	12	15	8	13	13	25
	24%	*13%*	*30%*	*13%*	-	*24%*	*25%*	*19%*	*24%*	*25%*	*27%*	*22%*	*33%*	*25%*	*22%*	*17%*	*25%*	*17%*	*37%*	*14%*	**36%s**
9	**20**	5	12	2	-	20	10	10	10	8	4	17	4	8	12	8	7	7	2	10	8
	12%	*19%*	*12%*	*6%*	-	*12%*	*11%*	*17%*	*14%*	*12%*	*8%*	*12%*	*12%*	*9%*	*16%*	*11%*	*12%*	*15%*	*5%*	*11%*	*12%*
10 - HIGHEST score	**11**	1	9	1	-	11	6	3	5	4	5	10	1	4	7	8	2	5	1	10	1
	6%	*5%*	*8%*	*2%*	-	*6%*	*7%*	*5%*	*6%*	*5%*	*12%*	*7%*	*2%*	*4%*	*10%*	*11%*	*3%*	*10%*	*3%*	*11%*	*1%*
Don't know	**31**	5	20	6	-	31	13	15	16	13	4	28	3	25	6	17	12	7	5	23	8
	19%	*18%*	*20%*	*22%*	-	*19%*	*15%*	*25%*	*22%*	*18%*	*9%*	*21%*	*11%*	**27%n**	*8%*	*24%*	*20%*	*14%*	*13%*	*26%*	*11%*
SUMMARY: NET: 9-10	**31**	6	21	2	-	31	16	14	15	12	9	27	4	12	19	15	9	12	3	20	9
	19%	*25%*	*20%*	*8%*	-	*19%*	*18%*	*23%*	*20%*	*17%*	*21%*	*20%*	*14%*	*13%*	*26%*	*22%*	*15%*	*25%*	*8%*	*22%*	*13%*
NET: 7-10	**100**	18	65	10	-	100	50	37	48	42	28	81	18	50	49	39	37	26	21	50	46
	60%	*68%*	*63%*	*37%*	-	*60%*	*58%*	*62%*	*65%*	*58%*	*63%*	*60%*	*62%*	*54%*	*68%*	*55%*	*61%*	*55%*	*60%*	*54%*	*66%*
NET: 4-6	**24**	3	11	10	-	24	15	6	8	11	11	17	8	9	16	10	8	8	7	10	14
	15%	*12%*	*11%*	*36%*	-	*15%*	*18%*	*10%*	*10%*	*15%*	*24%*	*12%*	*26%*	*10%*	*21%*	*14%*	*13%*	*18%*	*21%*	*11%*	*20%*
NET: 1-3	**10**	1	7	1	-	10	8	2	2	7	2	10	*	8	2	4	4	6	2	9	2
	6%	*2%*	*7%*	*5%*	-	*6%*	*9%*	*3%*	*3%*	*9%*	*4%*	*7%*	*1%*	*9%*	*2%*	*6%*	*6%*	*13%*	*6%*	*9%*	*2%*
Mean	**7.14**	7.48	7.32	6.31	-	7.14	6.86	7.51	7.54	6.90	7.20	7.12	7.20	6.83	7.45	7.23	6.93	6.74	6.95	7.05	7.18
Standard Deviation	**2.04**	1.61	2.07	1.83	-	2.04	2.28	1.75	1.66	2.30	2.06	2.17	1.45	2.33	1.66	2.11	2.16	2.60	1.84	2.43	1.57

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 209

Q15B Rating on statement - It's news programmes are trustworthy
BBC4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**150**	22	7	6	9	11	3	6	20	12	22	17	15
Weighted Base	**166**	12**	11**	9**	14**	17**	5**	10**	6**	18**	35**	26**	3**
1 - LOWEST score	**3**	-	-	-	-	-	-	-	-	-	-	3	-
	2%	-	-	-	-	-	-	-	-	-	-	*12%*	-
2	**4**	1	1	-	-	-	-	-	-	1	-	-	*
	3%	*9%*	*13%*	-	-	-	-	-	-	*8%*	-	-	*9%*
3	**3**	-	-	-	-	-	-	-	-	-	2	1	-
	2%	-	-	-	-	-	-	-	-	-	*4%*	*6%*	-
4	**2**	-	-	-	-	-	-	-	*	-	2	-	-
	1%	-	-	-	-	-	-	-	*5%*	-	*4%*	-	-
5	**14**	1	1	-	3	2	2	-	1	1	3	-	*
	9%	*5%*	*13%*	-	*22%*	*9%*	*31%*	-	*15%*	*8%*	*9%*	-	*13%*
6	**9**	1	-	2	2	3	-	-	-	2	-	-	*
	5%	*5%*	-	*17%*	*11%*	*18%*	-	-	-	*8%*	-	-	*12%*
7	**29**	4	-	2	3	-	2	3	2	2	6	6	*
	18%	*31%*	-	*18%*	*22%*	-	*36%*	*32%*	*25%*	*8%*	*18%*	*24%*	*12%*
8	**39**	1	6	-	2	9	-	2	2	3	10	4	1
	24%	*9%*	*59%*	-	*12%*	*54%*	-	*17%*	*25%*	*17%*	*28%*	*17%*	*24%*
9	**20**	1	2	2	2	-	2	3	1	-	6	3	-
	12%	*4%*	*15%*	*17%*	*11%*	-	*33%*	*33%*	*10%*	-	*18%*	*12%*	-
10 - HIGHEST score	**11**	1	-	2	2	-	-	-	-	-	5	1	*
	6%	*9%*	-	*16%*	*12%*	-	-	-	-	-	*13%*	*6%*	*7%*
Don't know	**31**	3	-	3	1	3	-	2	1	9	2	6	1
	19%	*27%*	-	*32%*	*10%*	*18%*	-	*17%*	*21%*	*51%*	*4%*	*23%*	*23%*
SUMMARY:													
NET: 9-10	**31**	2	2	3	3	-	2	3	1	-	11	5	*
	19%	*14%*	*15%*	*33%*	*22%*	-	*33%*	*33%*	*10%*	-	*32%*	*18%*	*7%*
NET: 7-10	**100**	6	8	5	8	9	3	8	4	5	27	15	1
	60%	*54%*	*73%*	*51%*	*57%*	*54%*	*69%*	*83%*	*60%*	*25%*	*77%*	*59%*	*44%*
NET: 4-6	**24**	1	1	2	5	5	2	-	1	3	5	-	1
	15%	*9%*	*13%*	*17%*	*33%*	*28%*	*31%*	-	*20%*	*16%*	*14%*	-	*25%*
NET: 1-3	**10**	1	1	-	-	-	-	-	-	1	2	4	*
	6%	*9%*	*13%*	-	-	-	-	-	-	*8%*	*4%*	*17%*	*9%*
Mean	**7.14**	6.80	6.95	7.97	7.15	7.21	7.03	8.01	7.02	6.04	7.58	6.56	6.54
Standard Deviation	**2.04**	2.37	2.35	1.71	1.76	1.18	1.81	0.95	1.61	2.20	1.90	2.89	2.97

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 210

Q15B Rating on statement - It's news programmes are trustworthy
BBC4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**150**	130	82	142	10	118	150	145	116	150	122	69	40	70	6	44	121	103	64	150	72
Weighted Base	**166**	145	127	155	3	129	166	161	127	166	140	73	62	76	2	45	130	113	72	166	77
1 - LOWEST score	**3**	3	3	3	-	3	3	2	1	3	3	3	3	3	-	1	3	-	-	3	2
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*4%*	*5%*	*4%*	-	*3%*	*2%*	-	-	*2%*	*2%*
2	**4**	4	3	4	-	4	4	4	3	4	4	4	3	*	-	*	4	3	1	4	3
	3%	*3%*	*2%*	*3%*	-	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*5%*	*5%*	*	-	*1%*	*3%*	*3%*	*2%*	*3%*	*4%*
3	**3**	2	2	3	-	1	3	3	2	3	3	-	-	-	-	-	2	2	-	3	-
	2%	*1%*	*1%*	*2%*	-	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	-	-	-	-	-	*1%*	*1%*	-	*2%*	-
4	**2**	2	2	2	*	2	2	2	2	2	2	*	-	2	*	2	*	*	-	2	2
	1%	*1%*	*1%*	*1%*	*9%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	-	*2%*	*15%*	*3%*	*	*	-	*1%*	*2%*
5	**14**	13	11	13	1	13	14	14	13	14	14	5	3	10	1	4	13	12	7	14	8
	9%	*9%*	*9%*	*8%*	*21%*	*10%*	*9%*	*9%*	*10%*	*9%*	*10%*	*6%*	*5%*	*14%*	*35%*	*9%*	*10%*	*10%*	*10%*	*9%*	*11%*
6	**9**	9	8	9	-	8	9	8	8	9	8	6	6	5	-	5	7	5	5	9	5
	5%	*6%*	*6%*	*6%*	-	*6%*	*5%*	*5%*	*6%*	*5%*	*6%*	*9%*	*10%*	*7%*	-	*12%*	*5%*	*5%*	*6%*	*5%*	*7%*
7	**29**	23	19	27	*	27	29	29	21	29	24	12	10	15	-	7	24	21	10	29	12
	18%	*16%*	*15%*	*17%*	*9%*	*21%*	*18%*	*18%*	*16%*	*18%*	*17%*	*16%*	*15%*	*20%*	-	*15%*	*18%*	*18%*	*14%*	*18%*	*15%*
8	**39**	33	30	36	1	26	39	38	33	39	35	18	16	13	*	12	28	28	16	39	16
	24%	*23%*	*23%*	*23%*	*30%*	*20%*	*24%*	*23%*	*26%*	*24%*	*25%*	*25%*	*25%*	*17%*	*15%*	*27%*	*22%*	*25%*	*22%*	*24%*	*21%*
9	**20**	17	16	20	*	12	20	20	15	20	17	8	8	11	-	4	17	15	10	20	11
	12%	*12%*	*12%*	*13%*	*9%*	*9%*	*12%*	*13%*	*12%*	*12%*	*12%*	*12%*	*13%*	*15%*	-	*8%*	*13%*	*13%*	*14%*	*12%*	*15%*
10 - HIGHEST score	**11**	10	9	11	-	11	11	11	7	11	8	4	3	5	-	5	7	6	5	11	6
	6%	*7%*	*7%*	*7%*	-	*8%*	*6%*	*7%*	*5%*	*6%*	*5%*	*5%*	*5%*	*7%*	-	*12%*	*6%*	*5%*	*7%*	*6%*	*8%*
Don't know	**31**	30	26	28	1	22	31	31	22	31	23	13	11	11	1	4	24	22	17	31	13
	19%	*21%*	*20%*	*18%*	*21%*	*17%*	*19%*	*19%*	*18%*	*19%*	*17%*	*18%*	*17%*	*14%*	*34%*	*9%*	*18%*	*19%*	*23%*	*19%*	*16%*
SUMMARY:																					
NET: 9-10	**31**	27	25	31	*	23	31	31	22	31	24	12	11	17	-	9	24	21	16	31	17
	19%	*19%*	*20%*	*20%*	*9%*	*18%*	*19%*	*19%*	*17%*	*19%*	*17%*	*17%*	*18%*	*22%*	-	*21%*	*19%*	*18%*	*22%*	*19%*	*22%*
NET: 7-10	**100**	83	74	94	2	76	100	98	76	100	83	42	36	45	*	28	77	70	42	100	45
	60%	*57%*	*58%*	*60%*	*49%*	*58%*	*60%*	*61%*	*60%*	*60%*	*60%*	*58%*	*59%*	*59%*	*15%*	*63%*	*59%*	*61%*	*58%*	*60%*	*58%*
NET: 4-6	**24**	23	20	23	1	22	24	24	22	24	24	11	9	18	1	11	21	17	12	24	15
	15%	*16%*	*16%*	*15%*	*30%*	*17%*	*15%*	*15%*	*18%*	*15%*	*17%*	*15%*	*15%*	*23%*	*50%*	*24%*	*16%*	*15%*	*17%*	*15%*	*19%*
NET: 1-3	**10**	9	7	10	-	9	10	9	6	10	10	7	6	3	-	2	9	5	1	10	5
	6%	*6%*	*6%*	*7%*	-	*7%*	*6%*	*5%*	*5%*	*6%*	*7%*	*9%*	*9%*	*4%*	-	*4%*	*7%*	*4%*	*2%*	*6%*	*6%*
Mean	**7.14**	7.11	7.17	7.14	6.75	6.99	7.14	7.20	7.13	7.14	7.02	6.90	6.94	7.01	5.46	7.20	7.05	7.27	7.47	7.14	7.08
Standard Deviation	**2.04**	2.10	2.10	2.08	2.17	2.13	2.04	1.96	1.95	2.04	2.06	2.30	2.33	2.09	-	2.06	2.10	1.80	1.73	2.04	2.16

* = Less than .5

J20427 PSB Tracker 2013

Table 211

Q15B Rating on statement - It's news programmes are trustworthy
BBC News

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**805**	397	408	79	87	145	140	136	218	202	363	240	135	670	59	742	419	141	125	120
Weighted Base	**790**	396	393	87*	83*	147	150	117*	206	214	369	206	130*	659	87*	696	652	75	40	23
1 - LOWEST score	**8**	4	3	2	-	2	1	2	*	2	5	1	*	7	2	6	6	1	1	*
	1%	*1%*	*1%*	*2%*	*-*	*1%*	*1%*	*2%*	***	*1%*	*1%*	***	***	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*
2	**8**	5	3	-	2	*	2	2	3	-	5	3	2	7	3	5	8	-	*	*
	1%	*1%*	*1%*	*-*	*2%*	***	*1%*	*1%*	*2%*	*-*	*1%*	*2%*	*1%*	*1%*	*4%*	*1%*	*1%*	*-*	*1%*	*1%*
3	**16**	11	4	5	3	1	1	1	5	3	7	6	1	14	3	13	14	2	-	*
	2%	*3%*	*1%*	*6%*	*4%*	*1%*	***	*1%*	*2%*	*1%*	*2%*	*3%*	*1%*	*2%*	*4%*	*2%*	*2%*	*2%*	*-*	*1%*
4	**13**	6	6	-	-	3	3	3	5	4	5	4	3	10	-	13	10	2	1	*
	2%	*2%*	*2%*	*-*	*-*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*-*	*2%*	*1%*	*2%*	*2%*	*2%*
5	**46**	19	27	2	2	9	6	8	19	13	14	19	11	35	2	44	42	2	2	1
	6%	*5%*	*7%*	*2%*	*2%*	*6%*	*4%*	*7%*	*9%*	*6%*	*4%*	*9%*	*8%*	*5%*	*2%*	*6%*	*6%*	*2%*	*5%*	*5%*
6	**49**	28	21	7	7	8	8	7	12	12	30	6	8	41	10	39	42	5	1	1
	6%	*7%*	*5%*	*8%*	*9%*	*5%*	*6%*	*6%*	*6%*	*6%*	*8%*	*3%*	*7%*	*6%*	*11%*	*6%*	*6%*	*7%*	*2%*	*5%*
7	**96**	39	56	12	6	14	17	17	30	23	45	29	13	83	13	82	75	10	8	3
	12%	*10%*	*14%*	*14%*	*7%*	*10%*	*11%*	*14%*	*14%*	*11%*	*12%*	*14%*	*10%*	*13%*	*14%*	*12%*	*12%*	*13%*	*19%*	*13%*
8	**256**	130	127	24	25	51	49	52	55	75	121	60	47	209	20	234	214	26	10	7
	32%	*33%*	*32%*	*28%*	*30%*	*35%*	*33%*	**44%h**	*27%*	*35%*	*33%*	*29%*	*36%*	*32%*	*22%*	*34%*	*33%*	*35%*	*24%*	*29%*
9	**183**	99	84	20	27	36	42	18	41	50	90	44	24	159	21	161	150	17	11	5
	23%	*25%*	*21%*	*23%*	*33%*	*24%*	*28%*	*15%*	*20%*	*23%*	*24%*	*21%*	*18%*	*24%*	*24%*	*23%*	*23%*	*23%*	*28%*	*23%*
10 - HIGHEST score	**105**	52	53	15	11	24	17	7	32	32	42	31	19	86	15	90	83	11	7	4
	13%	*13%*	*13%*	*17%*	*13%*	*16%*	*11%*	*6%*	*15%*	*15%*	*11%*	*15%*	*15%*	*13%*	*17%*	*13%*	*13%*	*14%*	*18%*	*20%*
Don't know	**10**	2	8	-	-	-	4	2	5	1	6	3	2	8	-	10	9	1	-	*
	1%	***	*2%*	*-*	*-*	*-*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*-*	*1%*	*1%*	*1%*	*-*	*1%*
SUMMARY:																				
NET: 9-10	**288**	151	137	34	38	59	59	24	73	82	131	75	43	245	36	251	233	28	18	10
	36%	*38%*	*35%*	*40%*	**46%g**	**40%g**	**39%g**	*21%*	*35%*	*38%*	*36%*	*36%*	*33%*	*37%*	*41%*	*36%*	*36%*	*37%*	*46%*	*42%*
NET: 7-10	**640**	320	320	71	69	125	125	93	158	180	297	163	103	537	68	566	522	64	36	19
	81%	*81%*	*81%*	*82%*	*83%*	*85%*	*83%*	*79%*	*77%*	*84%*	*80%*	*79%*	*79%*	*81%*	*78%*	*81%*	*80%*	*84%*	*89%*	*85%*
NET: 4-6	**108**	54	54	9	9	19	17	17	35	29	49	30	22	86	12	96	93	9	4	3
	14%	*14%*	*14%*	*11%*	*11%*	*13%*	*12%*	*15%*	*17%*	*13%*	*13%*	*14%*	*17%*	*13%*	*13%*	*14%*	*14%*	*11%*	*9%*	*12%*
NET: 1-3	**32**	21	11	6	5	4	4	5	8	5	17	10	3	28	8	24	28	2	1	1
	4%	*5%*	*3%*	*7%*	*6%*	*2%*	*3%*	*4%*	*4%*	*2%*	*5%*	*5%*	*2%*	*4%*	*9%*	*3%*	*4%*	*3%*	*2%*	*3%*
Mean	**7.78**	7.76	7.80	7.77	7.97	7.97	7.93	7.43	7.66	7.95	7.74	7.69	7.78	7.78	7.62	7.80	7.74	7.93	8.01	8.01
Standard Deviation	**1.80**	1.88	1.73	1.98	1.77	1.71	1.67	1.80	1.89	1.64	1.83	1.92	1.73	1.82	2.16	1.76	1.83	1.64	1.79	1.79

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 212

Q15B Rating on statement - It's news programmes are trustworthy
BBC News

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**805**	106	546	140	-	805	527	217	269	399	116	589	216	423	379	227	413	173	301	488	304
Weighted Base	**790**	117*	517	146	-**	790	521	208	261	367	108*	603	187	413	374	238	398	180	289	488	291
1 - LOWEST score	**8**	2	5	1	-	8	7	-	-	4	1	6	1	4	3	1	3	2	4	4	3
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**8**	2	2	4	-	8	7	-	2	3	1	8	*	6	2	3	2	2	5	5	3
	1%	*1%*	*	*3%*	-	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*2%*	*	*1%*	*	*1%*	*2%*	*1%*	*1%*
3	**16**	-	12	4	-	16	8	6	8	2	-	10	6	5	11	7	6	1	8	9	7
	2%	-	*2%*	*3%*	-	*2%*	*2%*	*3%*	*3%*	*	-	*2%*	*3%*	*1%*	*3%*	*3%*	*1%*	*	*3%*	*2%*	*2%*
4	**13**	-	11	1	-	13	6	4	5	5	*	7	6	4	9	4	6	2	3	6	7
	2%	-	*2%*	*1%*	-	*2%*	*1%*	*2%*	*2%*	*1%*	*	*1%*	*3%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*
5	**46**	3	21	22	-	46	28	10	15	17	7	32	15	21	25	11	25	13	14	25	20
	6%	*3%*	*4%*	**15%ab**	-	*6%*	*5%*	*5%*	*6%*	*5%*	*7%*	*5%*	*8%*	*5%*	*7%*	*4%*	*6%*	*7%*	*5%*	*5%*	*7%*
6	**49**	3	30	16	-	49	27	10	22	25	8	39	10	22	27	14	28	13	10	24	24
	6%	*2%*	*6%*	*11%*	-	*6%*	*5%*	*5%*	*8%*	*7%*	*7%*	*6%*	*5%*	*5%*	*7%*	*6%*	*7%*	*7%*	*4%*	*5%*	*8%*
7	**96**	8	58	29	-	96	66	26	29	41	12	78	17	50	46	40	43	20	39	60	33
	12%	*7%*	*11%*	*20%*	-	*12%*	*13%*	*13%*	*11%*	*11%*	*11%*	*13%*	*9%*	*12%*	*12%*	*17%*	*11%*	*11%*	*13%*	*12%*	*11%*
8	**256**	39	169	48	-	256	181	66	75	123	30	193	63	136	119	75	131	57	105	167	87
	32%	*33%*	*33%*	*33%*	-	*32%*	*35%*	*32%*	*29%*	*34%*	*27%*	*32%*	*34%*	*33%*	*32%*	*32%*	*33%*	*32%*	*36%*	*34%*	*30%*
9	**183**	31	138	10	-	183	112	53	70	83	33	148	35	110	71	52	99	42	58	111	70
	23%	**27%c**	**27%c**	*7%*	-	*23%*	*21%*	*26%*	*27%*	*23%*	*30%*	*25%*	*19%*	*27%*	*19%*	*22%*	*25%*	*23%*	*20%*	*23%*	*24%*
10 - HIGHEST score	**105**	29	66	6	-	105	73	32	32	56	17	74	30	47	58	29	52	27	42	71	32
	13%	**25%bc**	*13%*	*4%*	-	*13%*	*14%*	*15%*	*12%*	*15%*	*16%*	*12%*	*16%*	*11%*	*16%*	*12%*	*13%*	*15%*	*15%*	*15%*	*11%*
Don't know	**10**	*	5	4	-	10	7	2	3	7	*	7	3	7	3	3	3	2	1	6	4
	1%	*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
SUMMARY:																					
NET: 9-10	**288**	60	204	16	-	288	184	85	102	139	49	223	65	157	129	81	152	69	100	182	102
	36%	**52%c**	**39%c**	*11%*	-	*36%*	*35%*	*41%*	*39%*	*38%*	*46%*	*37%*	*35%*	*38%*	*35%*	*34%*	*38%*	*38%*	*35%*	*37%*	*35%*
NET: 7-10	**640**	107	431	93	-	640	431	177	207	303	91	494	146	343	294	196	326	146	244	409	222
	81%	**92%c**	**83%c**	*64%*	-	*81%*	*83%*	*85%*	*79%*	*83%*	*85%*	*82%*	*78%*	*83%*	*79%*	*82%*	*82%*	*81%*	*84%*	*84%*	*76%*
NET: 4-6	**108**	6	62	39	-	108	61	24	42	48	15	78	30	47	61	29	59	28	27	55	51
	14%	*5%*	*12%*	**27%ab**	-	*14%*	*12%*	*11%*	*16%*	*13%*	*14%*	*13%*	*16%*	*11%*	*16%*	*12%*	*15%*	*16%*	*9%*	*11%*	*17%*
NET: 1-3	**32**	3	19	10	-	32	22	6	9	9	1	24	8	16	16	11	11	4	16	18	13
	4%	*3%*	*4%*	*7%*	-	*4%*	*4%*	*3%*	*4%*	*2%*	*1%*	*4%*	*4%*	*4%*	*4%*	*5%*	*3%*	*2%*	*6%*	*4%*	*5%*
Mean	**7.78**	8.38c	7.88c	6.85	-	7.78	7.80	7.98	7.80	7.93	8.08	7.80	7.73	7.84	7.71	7.72	7.85	7.89	7.78	7.88	7.61
Standard Deviation	**1.80**	1.65	1.75	1.82	-	1.80	1.82	1.63	1.73	1.70	1.57	1.78	1.89	1.76	1.86	1.77	1.71	1.70	1.88	1.75	1.90

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 213

Q15B Rating on statement - It's news programmes are trustworthy
BBC News

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**805**	141	24	48	52	48	20	24	125	40	68	95	120
Weighted Base	**790**	75	37**	75*	81*	75*	32**	39**	40	62*	109*	144*	23
1 - LOWEST score	**8**	1	-	-	-	2	-	-	1	-	-	5	*
	1%	*1%*	-	-	-	*2%*	-	-	*2%*	-	-	*3%*	*1%*
2	**8**	-	1	3	-	-	-	-	*	-	2	2	*
	1%	-	*4%*	*4%*	-	-	-	-	*1%*	-	*1%*	*1%*	*1%*
3	**16**	2	-	2	-	3	-	-	-	2	3	4	*
	2%	*2%*	-	*2%*	-	*4%*	-	-	-	*2%*	*3%*	*3%*	*1%*
4	**13**	2	-	6	-	-	-	2	1	2	-	-	*
	2%	*2%*	-	**8%al**	-	-	-	*4%*	*2%*	*3%*	-	-	*2%*
5	**46**	2	1	6	6	8	5	-	2	3	2	11	1
	6%	*2%*	*4%*	*8%*	*8%*	*10%*	*15%*	-	*5%*	*5%*	*1%*	*7%*	*5%*
6	**49**	5	-	3	5	2	3	3	1	9	3	13	1
	6%	*7%*	-	*4%*	*6%*	*2%*	*10%*	*8%*	*2%*	*15%*	*3%*	*9%*	*5%*
7	**96**	10	6	6	6	3	3	10	8	6	14	20	3
	12%	*13%*	*17%*	*8%*	*8%*	*4%*	*10%*	*26%*	**19%f**	*10%*	*13%*	*14%*	*13%*
8	**256**	26	7	22	21	31	11	8	10	17	43	53	7
	32%	*35%*	*20%*	*29%*	*27%*	*41%*	*35%*	*21%*	*24%*	*28%*	*40%*	*37%*	*29%*
9	**183**	17	11	17	26	14	7	6	11	20	22	26	5
	23%	*23%*	*30%*	*23%*	*33%*	*19%*	*20%*	*17%*	*28%*	*33%*	*20%*	*18%*	*23%*
10 - HIGHEST score	**105**	11	9	9	12	12	3	9	7	2	18	8	4
	13%	*14%*	*25%*	*12%*	*15%*	*17%*	*10%*	*24%*	**18%jl**	*2%*	*16%*	*5%*	**20%jl**
Don't know	**10**	1	-	-	3	-	-	-	-	1	2	3	*
	1%	*1%*	-	-	*4%*	-	-	-	-	*2%*	*1%*	*2%*	*1%*
SUMMARY:													
NET: 9-10	**288**	28	20	26	39	27	10	16	18	22	40	33	10
	36%	*37%*	*55%*	*35%*	**48%l**	*36%*	*30%*	*41%*	**46%l**	*35%*	*36%*	*23%*	**42%l**
NET: 7-10	**640**	64	34	54	67	61	24	34	36	45	97	106	19
	81%	*84%*	*92%*	*73%*	*83%*	*81%*	*75%*	*88%*	**89%l**	*73%*	*90%*	*74%*	*85%*
NET: 4-6	**108**	9	1	16	11	9	8	5	4	14	5	24	3
	14%	*11%*	*4%*	**21%k**	*14%*	*12%*	*25%*	*12%*	*9%*	**23%k**	*5%*	*17%*	*12%*
NET: 1-3	**32**	2	1	5	-	5	-	-	1	2	5	11	1
	4%	*3%*	*4%*	*6%*	-	*6%*	-	-	*2%*	*2%*	*4%*	*7%*	*3%*
Mean	**7.78**	**7.93l**	8.28	7.37	**8.22l**	7.77	7.65	8.06	**8.01l**	7.59	**8.06l**	7.28	**8.01l**
Standard Deviation	**1.80**	1.64	1.80	2.19	1.41	2.00	1.55	1.57	1.79	1.60	1.59	1.98	1.79

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 214

Q15B Rating on statement - It's news programmes are trustworthy
BBC News

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**805**	735	391	721	56	590	793	716	518	474	805	399	195	211	16	116	586	276	96	72	805
Weighted Base	**790**	728	606	713	18	587	780	700	519	476	790	367	299	205	5	108	576	269	112	77	790
1 - LOWEST score	**8**	8	6	7	*	4	8	6	3	1	8	4	3	2	-	1	4	2	-	1	8
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	*1%*	*1%*
2	**8**	8	8	7	*	5	7	7	3	2	8	3	3	2	*	1	7	4	*	2	8
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*7%*	*1%*	*1%*	*1%*	*	*3%*	*1%*
3	**16**	9	8	13	-	12	15	11	14	13	16	2	2	3	-	-	8	-	2	-	16
	2%	*1%*	*1%*	*2%*	-	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*	*1%*	*2%*	-	-	*1%*	-	*1%*	-	*2%*
4	**13**	13	10	13	1	11	13	10	9	8	13	5	3	1	*	*	7	3	2	2	13
	2%	*2%*	*2%*	*2%*	*5%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*6%*	*	*1%*	*1%*	*1%*	*2%*	*2%*
5	**46**	43	41	44	1	34	45	41	35	30	46	17	16	18	*	7	37	18	8	10	46
	6%	*6%*	*7%*	*6%*	*7%*	*6%*	*6%*	*6%*	*7%*	*6%*	*6%*	*5%*	*5%*	*9%*	*7%*	*7%*	*6%*	*7%*	*7%*	*13%*	*6%*
6	**49**	44	37	45	1	35	49	47	30	24	49	25	23	16	-	8	41	23	5	5	49
	6%	*6%*	*6%*	*6%*	*4%*	*6%*	*6%*	*7%*	*6%*	*5%*	*6%*	*7%*	*8%*	*8%*	-	*7%*	*7%*	*9%*	*4%*	*7%*	*6%*
7	**96**	88	71	84	2	70	96	90	66	62	96	41	31	33	1	12	70	36	16	7	96
	12%	*12%*	*12%*	*12%*	*11%*	*12%*	*12%*	*13%*	*13%*	*13%*	*12%*	*11%*	*10%*	*16%*	*13%*	*11%*	*12%*	*13%*	*14%*	*9%*	*12%*
8	**256**	238	200	228	4	187	254	225	161	154	256	123	105	37	1	30	183	72	28	17	256
	32%	*33%*	*33%*	*32%*	*23%*	*32%*	*33%*	*32%*	*31%*	*32%*	*32%*	*34%*	*35%*	*18%*	*12%*	*27%*	*32%*	*27%*	*25%*	*22%*	*32%*
9	**183**	173	142	172	4	139	182	165	121	113	183	83	65	57	1	33	137	74	30	23	183
	23%	*24%*	*23%*	*24%*	*23%*	*24%*	*23%*	*24%*	*23%*	*24%*	*23%*	*23%*	*22%*	*28%*	*25%*	*30%*	*24%*	*28%*	*27%*	*30%*	*23%*
10 - HIGHEST score	**105**	94	75	93	4	83	103	93	72	68	105	56	42	34	2	17	76	36	21	10	105
	13%	*13%*	*12%*	*13%*	*23%*	*14%*	*13%*	*13%*	*14%*	*14%*	*13%*	*15%*	*14%*	*16%*	*31%*	*16%*	*13%*	*13%*	*19%*	*13%*	*13%*
Don't know	**10**	10	9	8	-	7	9	6	5	2	10	7	6	2	-	*	6	2	1	1	10
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*2%*	*1%*	-	*	*1%*	*1%*	*	*1%*	*1%*
SUMMARY:																					
NET: 9-10	**288**	267	217	265	8	222	286	258	193	180	288	139	108	90	3	49	213	110	51	33	288
	36%	*37%*	*36%*	*37%*	*46%*	*38%*	*37%*	*37%*	*37%*	*38%*	*36%*	*38%*	*36%*	*44%*	*56%*	*46%*	*37%*	*41%*	*46%*	*43%*	*36%*
NET: 7-10	**640**	593	488	577	14	479	636	573	420	396	640	303	243	161	4	91	466	218	95	58	640
	81%	*81%*	*80%*	*81%*	*80%*	*82%*	*82%*	*82%*	*81%*	*83%*	*81%*	*83%*	*81%*	*79%*	*80%*	*85%*	*81%*	*81%*	*85%*	*75%*	*81%*
NET: 4-6	**108**	100	88	102	3	80	106	99	74	62	108	48	42	35	1	15	85	44	14	16	108
	14%	*14%*	*14%*	*14%*	*16%*	*14%*	*14%*	*14%*	*14%*	*13%*	*14%*	*13%*	*14%*	*17%*	*13%*	*14%*	*15%*	*16%*	*13%*	*21%*	*14%*
NET: 1-3	**32**	25	22	27	1	22	29	23	19	16	32	9	8	7	*	1	19	6	2	3	32
	4%	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*3%*	*4%*	*2%*	*3%*	*4%*	*7%*	*1%*	*3%*	*2%*	*2%*	*3%*	*4%*
Mean	**7.78**	7.80	7.76	7.78	7.84	7.83	7.80	7.81	7.79	7.86	7.78	7.93	7.88	7.79	7.87	8.08	7.80	7.86	8.05	7.67	7.78
Standard Deviation	**1.80**	1.78	1.80	1.80	2.17	1.78	1.78	1.75	1.78	1.70	1.80	1.70	1.70	1.89	2.65	1.57	1.75	1.71	1.65	1.97	1.80

* = Less than .5

J20427 PSB Tracker 2013

Table 215

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1235**	533	702	144	178	239	236	195	243	267	602	366	245	990	48	1181	633	200	173	229
Weighted Base	**1186**	523	662	128*	156	235	241	183	243	264	571	351	226	960	68*	1111	980	107	56	43
1 - LOWEST score	**35**	10	24	6	2	5	8	10	4	11	14	10	11	23	5	30	33	1	*	1
	3%	*2%*	*4%*	*5%*	*1%*	*2%*	*3%*	*5%*	*1%*	*4%*	*3%*	*3%*	*5%*	*2%*	*7%*	*3%*	*3%*	*1%*	*1%*	*1%*
2	**34**	13	21	4	5	7	10	2	5	7	17	10	7	26	3	30	29	2	2	1
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*1%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*5%*	*3%*	*3%*	*2%*	*3%*	*2%*
3	**53**	29	23	4	4	16	15	8	5	13	25	15	8	44	3	50	45	4	2	1
	4%	*6%*	*4%*	*3%*	*3%*	*7%*	*6%*	*5%*	*2%*	*5%*	*4%*	*4%*	*4%*	*5%*	*5%*	*4%*	*5%*	*4%*	*4%*	*3%*
4	**103**	50	53	18	14	18	27	8	18	35	47	21	23	80	3	99	82	11	6	4
	9%	*10%*	*8%*	**14%g**	*9%*	*8%*	*11%*	*4%*	*7%*	**13%k**	*8%*	*6%*	*10%*	*8%*	*5%*	*9%*	*8%*	*10%*	*10%*	*10%*
5	**211**	100	111	17	25	41	44	40	44	50	97	65	44	167	14	197	182	15	9	6
	18%	*19%*	*17%*	*13%*	*16%*	*18%*	*18%*	*22%*	*18%*	*19%*	*17%*	*18%*	*19%*	*17%*	*20%*	*18%*	*19%*	*14%*	*15%*	*14%*
6	**190**	80	110	19	24	36	47	36	29	40	102	48	33	157	6	182	153	20	10	7
	16%	*15%*	*17%*	*15%*	*15%*	*15%*	*19%*	*20%*	*12%*	*15%*	*18%*	*14%*	*14%*	*16%*	*10%*	*16%*	*16%*	*19%*	*18%*	*15%*
7	**214**	114	100	20	36	43	25	33	56	37	105	71	31	183	16	196	175	22	9	8
	18%	*22%*	*15%*	*16%*	**23%f**	*18%*	*10%*	*18%*	**23%f**	*14%*	*18%*	*20%*	*14%*	*19%*	*24%*	*18%*	*18%*	*20%*	*17%*	*18%*
8	**130**	57	73	15	14	27	19	22	33	34	55	41	26	104	2	128	103	14	7	6
	11%	*11%*	*11%*	*12%*	*9%*	*11%*	*8%*	*12%*	*14%*	*13%*	*10%*	*12%*	*12%*	*11%*	*2%*	*12%*	*10%*	*13%*	*12%*	*15%*
9	**32**	15	17	8	7	7	1	5	5	8	19	6	6	26	5	27	25	3	3	1
	3%	*3%*	*3%*	**6%f**	*4%*	*3%*	*1%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*8%*	*2%*	*3%*	*3%*	*5%*	*3%*
10 - HIGHEST score	**23**	5	18	3	1	-	6	3	10	3	11	10	1	22	2	19	19	2	1	1
	2%	*1%*	*3%*	*3%*	*	-	*3%*	*2%*	**4%e**	*1%*	*2%*	*3%*	*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*
Don't know	**162**	50	112	14	25	34	39	16	34	27	79	55	36	126	8	152	135	13	8	7
	14%	*9%*	**17%a**	*11%*	*16%*	*15%*	*16%*	*9%*	*14%*	*10%*	*14%*	*16%*	*16%*	*13%*	*12%*	*14%*	*14%*	*12%*	*13%*	*16%*
SUMMARY:																				
NET: 9-10	**55**	20	35	11	7	7	8	8	15	10	30	15	7	48	7	46	44	5	4	2
	5%	*4%*	*5%*	*9%*	*5%*	*3%*	*3%*	*4%*	*6%*	*4%*	*5%*	*4%*	*3%*	*5%*	*10%*	*4%*	*4%*	*5%*	*7%*	*6%*
NET: 7-10	**399**	191	209	47	57	77	52	63	104	82	190	128	64	335	25	371	322	42	20	16
	34%	*36%*	*32%*	**36%f**	**37%f**	*33%*	*21%*	**35%f**	**43%f**	*31%*	*33%*	*36%*	*28%*	*35%*	*37%*	*33%*	*33%*	*39%*	*35%*	*38%*
NET: 4-6	**504**	230	273	54	63	95	117	84	91	125	246	133	99	405	24	478	417	45	25	17
	42%	*44%*	*41%*	*42%*	*40%*	*40%*	*48%*	*46%*	*37%*	*47%*	*43%*	*38%*	*44%*	*42%*	*35%*	*43%*	*43%*	*43%*	*43%*	*40%*
NET: 1-3	**121**	53	68	14	11	29	33	20	14	31	56	35	27	94	11	110	107	7	5	3
	10%	*10%*	*10%*	*11%*	*7%*	*12%*	**14%h**	*11%*	*6%*	*12%*	*10%*	*10%*	*12%*	*10%*	*16%*	*10%*	*11%*	*6%*	*8%*	*7%*
Mean	**5.79**	5.79	5.78	5.79	5.93	5.67	5.35	5.81	**6.21f**	5.58	5.82	5.90	5.50	5.85	5.61	5.79	5.73	6.08	5.98	6.09
Standard Deviation	**1.94**	1.82	2.04	2.19	1.76	1.87	1.97	1.94	1.85	1.98	1.91	1.95	2.01	1.92	2.31	1.91	1.96	1.78	1.89	1.89

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 216

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1235**	145	918	160	72	1163	827	274	325	1235	256	912	323	719	511	323	661	253	503	747	470
Weighted Base	**1186**	157	849	166	80*	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
1 - LOWEST score	**35**	11	10	13	2	33	23	7	11	35	5	28	6	22	11	11	16	4	17	15	18
	3%	***7%b***	*1%*	***8%b***	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*4%*	*2%*	*1%*	*4%*	*2%*	*4%*
2	**34**	6	20	7	2	32	22	5	8	34	7	26	8	20	14	8	20	11	10	21	13
	3%	*4%*	*2%*	*4%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*2%*	*3%*	*3%*
3	**53**	2	38	12	1	52	37	13	15	53	10	42	11	34	18	14	27	13	19	38	15
	4%	*2%*	*5%*	*7%*	*1%*	*5%*	*5%*	*5%*	*5%*	*4%*	*4%*	*5%*	*4%*	*5%*	*4%*	*5%*	*4%*	*5%*	*4%*	*5%*	*4%*
4	**103**	10	81	12	6	96	67	22	25	103	20	77	25	57	45	33	46	28	36	70	31
	9%	*7%*	*9%*	*7%*	*8%*	*9%*	*9%*	*8%*	*8%*	*9%*	*8%*	*9%*	*9%*	*8%*	*9%*	*11%*	*7%*	*11%*	*8%*	*9%*	*7%*
5	**211**	27	150	31	15	196	145	41	47	211	42	166	46	119	91	55	120	50	82	142	64
	18%	*17%*	*18%*	*19%*	*19%*	*18%*	*19%*	*15%*	*15%*	*18%*	*17%*	*19%*	*16%*	*17%*	*19%*	*18%*	*19%*	*19%*	*19%*	*19%*	*15%*
6	**190**	24	135	26	10	180	129	41	50	190	27	148	42	110	80	52	107	47	71	112	76
	16%	*15%*	*16%*	*16%*	*13%*	*16%*	*17%*	*15%*	*16%*	*16%*	*11%*	*17%*	*14%*	*16%*	*16%*	*17%*	*17%*	*18%*	*16%*	*15%*	*18%*
7	**214**	20	158	35	19	195	125	56	70	214	39	153	61	122	92	58	107	32	82	118	92
	18%	*13%*	*19%*	*21%*	*23%*	*18%*	*16%*	*21%*	*22%*	*18%*	*16%*	*17%*	*21%*	*18%*	*19%*	*18%*	*17%*	*12%*	*19%*	*16%*	*22%*
8	**130**	20	98	12	10	120	84	27	34	130	30	93	37	77	51	28	78	26	46	87	39
	11%	*13%*	*12%*	*7%*	*13%*	*11%*	*11%*	*10%*	*11%*	*11%*	*13%*	*10%*	*13%*	*11%*	*10%*	*9%*	*12%*	*10%*	*10%*	*12%*	*9%*
9	**32**	9	20	1	1	31	24	7	8	32	14	23	9	20	13	6	19	8	15	21	11
	3%	*6%*	*2%*	*1%*	*1%*	*3%*	*3%*	*3%*	*2%*	*3%*	*6%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*
10 - HIGHEST score	**23**	7	14	2	2	21	12	9	9	23	8	14	9	7	16	5	6	5	7	15	6
	2%	*4%*	*2%*	*1%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*1%*	*3%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*
Don't know	**162**	20	124	13	13	149	107	40	42	162	41	121	40	105	57	41	87	41	56	110	52
	14%	*13%*	*15%*	*8%*	*16%*	*13%*	*14%*	*15%*	*13%*	*14%*	*17%*	*14%*	*14%*	*15%*	*12%*	*13%*	*14%*	*15%*	*13%*	*15%*	*12%*
SUMMARY: NET: 9-10	**55**	16	34	3	3	53	36	16	17	55	21	37	18	27	29	11	25	13	22	36	17
	5%	***10%bc***	*4%*	*2%*	*3%*	*5%*	*5%*	*6%*	*5%*	*5%*	*9%*	*4%*	*6%*	*4%*	*6%*	*3%*	*4%*	*5%*	*5%*	*5%*	*4%*
NET: 7-10	**399**	55	291	51	32	368	245	100	121	399	91	283	116	226	172	96	210	71	150	242	148
	34%	*35%*	*34%*	*31%*	*39%*	*33%*	*32%*	*37%*	*38%*	*34%*	*37%*	*32%*	*39%*	*33%*	*35%*	*31%*	*33%*	*27%*	*34%*	*32%*	*36%*
NET: 4-6	**504**	61	365	70	32	472	341	104	123	504	89	391	113	286	216	141	273	125	189	324	171
	42%	*39%*	*43%*	*42%*	*40%*	*43%*	*44%*	*39%*	*38%*	*42%*	*37%*	*44%*	*38%*	*41%*	*44%*	*45%*	*43%*	*47%*	*43%*	*43%*	*41%*
NET: 1-3	**121**	20	69	32	4	117	82	25	34	121	22	96	25	76	44	34	62	27	46	74	46
	10%	*13%*	*8%*	***19%b***	*5%*	*11%*	*11%*	*9%*	*11%*	*10%*	*9%*	*11%*	*9%*	*11%*	*9%*	*11%*	*10%*	*10%*	*10%*	*10%*	*11%*
Mean	**5.79**	5.84	5.88c	5.27	6.07	5.77	5.73	5.96	5.88	5.79	6.04	5.71	6.02	5.73	5.88	5.61	5.81	5.66	5.77	5.78	5.77
Standard Deviation	**1.94**	2.35	1.80	2.11	1.76	1.95	1.93	1.96	1.99	1.94	2.06	1.93	1.96	1.93	1.93	1.91	1.88	1.91	1.96	1.92	1.96

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 217

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	1235	200	41	65	102	77	29	36	173	65	77	141	229
Weighted Base	1186	107	63*	100*	157	119*	47**	58*	56	101*	122*	213	43
1 - LOWEST score	35	1	6	2	6	-	3	2	*	3	5	6	1
	3%	1%	10%f	2%	4%	-	7%	3%	1%	3%	4%	3%	1%
2	34	2	3	2	5	3	2	-	2	2	2	12	1
	3%	2%	5%	2%	3%	3%	3%	-	3%	1%	1%	6%	2%
3	53	4	5	2	5	3	3	5	2	5	6	12	1
	4%	4%	7%	2%	3%	3%	7%	9%	4%	5%	5%	6%	3%
4	103	11	3	12	16	9	3	5	6	12	3	18	4
	9%	10%	5%	12%	10%	8%	7%	8%	10%k	12%	3%	9%	10%k
5	211	15	12	17	25	25	5	16	9	9	21	53	6
	18%	14%	19%	17%	16%	21%	10%	28%	15%	9%	17%	25%j	14%
6	190	20	6	19	26	17	5	9	10	16	22	33	7
	16%	19%	10%	19%	16%	14%	10%	16%	18%	16%	18%	16%	15%
7	214	22	6	17	25	18	18	6	9	20	32	33	8
	18%	20%	9%	17%	16%	16%	38%	11%	17%	20%	26%	16%	18%
8	130	14	11	8	20	20	3	3	7	14	8	15	6
	11%	13%	17%	8%	13%	17%	7%	6%	12%	14%	7%	7%	15%
9	32	3	2	-	3	5	-	-	3	2	8	6	1
	3%	3%	3%	-	2%	4%	-	-	5%	2%	7%	3%	3%
10 - HIGHEST score	23	2	-	5	6	3	-	-	1	-	2	3	1
	2%	2%	-	5%	4%	3%	-	-	2%	-	1%	1%	3%
Don't know	162	13	9	18	22	16	5	11	8	19	14	21	7
	14%	12%	15%	18%	14%	13%	10%	19%	13%	18%	12%	10%	16%
SUMMARY:													
NET: 9-10	55	5	2	5	9	8	-	-	4	2	10	9	2
	5%	5%	3%	5%	6%	6%	-	-	7%	2%	8%	4%	6%
NET: 7-10	399	42	18	29	54	46	21	10	20	36	50	57	16
	34%	39%h	29%	29%	35%	39%	45%	17%	35%	35%	41%	27%	38%h
NET: 4-6	504	45	22	48	66	51	13	30	25	37	46	104	17
	42%	43%	34%	48%	42%	43%	27%	53%	43%	37%	38%	49%	40%
NET: 1-3	121	7	14	5	15	6	8	7	5	9	12	31	3
	10%	6%	22%bdf	5%	10%	5%	17%	11%	8%	9%	10%	14%	7%
Mean	5.79	6.08l	5.19	5.89	5.86	6.21l	5.54	5.23	5.98	5.80	6.03	5.42	6.09l
Standard Deviation	1.94	1.78	2.39	1.82	2.08	1.77	2.08	1.56	1.89	1.89	1.92	1.93	1.89

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 218

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1235**	1235	633	1137	67	1000	1200	1057	779	618	864	1235	633	394	21	256	820	298	152	69	399
Weighted Base	**1186**	1186	980	1104	22	970	1155	1016	743	585	809	1186	980	379	7	242	813	286	162	73	367
1 - LOWEST score	**35**	35	33	33	-	22	30	25	18	15	20	35	33	11	-	5	21	4	8	2	13
	3%	*3%*	*3%*	*3%*	-	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	-	*2%*	*3%*	*1%*	*5%*	*2%*	*4%*
2	**34**	34	29	32	1	28	32	23	18	12	19	34	29	13	*	7	21	10	1	3	11
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*5%*	*3%*	*3%*	*3%*	*	*4%*	*3%*
3	**53**	53	45	49	1	43	53	51	37	31	43	53	45	21	-	10	26	14	2	2	19
	4%	*4%*	*5%*	*4%*	*4%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	*4%*	*5%*	*5%*	-	*4%*	*3%*	*5%*	*2%*	*3%*	*5%*
4	**103**	103	82	96	2	88	98	87	65	49	68	103	82	28	1	20	58	17	12	7	31
	9%	*9%*	*8%*	*9%*	*10%*	*9%*	*9%*	*9%*	*9%*	*8%*	*8%*	*9%*	*8%*	*7%*	*9%*	*8%*	*7%*	*6%*	*7%*	*9%*	*8%*
5	**211**	211	182	201	3	166	210	190	129	109	140	211	182	80	1	42	162	62	36	19	56
	18%	*18%*	*19%*	*18%*	*12%*	*17%*	*18%*	*19%*	*17%*	*19%*	*17%*	*18%*	*19%*	*21%*	*20%*	*17%*	*20%*	*22%*	*22%*	*26%*	*15%*
6	**190**	190	153	176	4	160	185	170	127	100	139	190	153	65	1	27	140	55	27	16	52
	16%	*16%*	*16%*	*16%*	*16%*	*16%*	*16%*	*17%*	*17%*	*17%*	*17%*	*16%*	*16%*	*17%*	*9%*	*11%*	*17%*	*19%*	*16%*	*22%*	*14%*
7	**214**	214	175	197	4	184	210	181	147	112	163	214	175	53	1	39	153	50	27	7	89
	18%	*18%*	*18%*	*18%*	*18%*	*19%*	*18%*	*18%*	*20%*	*19%*	*20%*	*18%*	*18%*	*14%*	*14%*	*16%*	*19%*	*17%*	*17%*	*10%*	*24%*
8	**130**	130	103	125	4	109	128	119	88	80	98	130	103	44	1	30	86	28	19	7	44
	11%	*11%*	*10%*	*11%*	*16%*	*11%*	*11%*	*12%*	*12%*	*14%*	*12%*	*11%*	*10%*	*12%*	*19%*	*13%*	*11%*	*10%*	*12%*	*10%*	*12%*
9	**32**	32	25	30	1	28	31	31	23	17	24	32	25	9	1	14	21	9	8	2	12
	3%	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*9%*	*6%*	*3%*	*3%*	*5%*	*3%*	*3%*
10 - HIGHEST score	**23**	23	19	21	1	19	20	14	13	13	19	23	19	11	-	8	18	9	5	2	8
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	-	*3%*	*2%*	*3%*	*3%*	*3%*	*2%*
Don't know	**162**	162	135	145	3	124	158	125	78	47	76	162	135	44	1	41	106	29	18	6	32
	14%	*14%*	*14%*	*13%*	*12%*	*13%*	*14%*	*12%*	*10%*	*8%*	*9%*	*14%*	*14%*	*12%*	*15%*	*17%*	*13%*	*10%*	*11%*	*8%*	*9%*
SUMMARY:																					
NET: 9-10	**55**	55	44	51	2	47	51	45	37	31	42	55	44	20	1	21	39	18	14	4	20
	5%	*5%*	*4%*	*5%*	*7%*	*5%*	*4%*	*4%*	*5%*	*5%*	*5%*	*5%*	*4%*	*5%*	*9%*	*9%*	*5%*	*6%*	*8%*	*6%*	*6%*
NET: 7-10	**399**	399	322	373	9	340	389	345	272	222	303	399	322	117	3	91	278	96	60	19	153
	34%	*34%*	*33%*	*34%*	*42%*	*35%*	*34%*	*34%*	*37%*	*38%*	*38%*	*34%*	*33%*	*31%*	*42%*	*37%*	*34%*	*33%*	*37%*	*26%*	*42%*
NET: 4-6	**504**	504	417	473	8	414	493	447	321	258	347	504	417	173	3	89	360	134	74	42	139
	42%	*42%*	*43%*	*43%*	*39%*	*43%*	*43%*	*44%*	*43%*	*44%*	*43%*	*42%*	*43%*	*46%*	*38%*	*37%*	*44%*	*47%*	*45%*	*57%*	*38%*
NET: 1-3	**121**	121	107	114	2	92	114	99	72	58	82	121	107	44	*	22	68	27	11	7	44
	10%	*10%*	*11%*	*10%*	*7%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*11%*	*12%*	*5%*	*9%*	*8%*	*10%*	*7%*	*9%*	*12%*
Mean	**5.79**	5.79	5.73	5.78	6.21	5.85	5.80	5.81	5.88	5.91	5.90	5.79	5.73	5.73	6.24	6.04	5.88	5.89	6.03	5.66	5.88
Standard Deviation	**1.94**	1.94	1.96	1.94	1.92	1.90	1.90	1.87	1.89	1.90	1.91	1.94	1.96	1.99	2.06	2.06	1.87	1.86	2.00	1.89	2.02

* = Less than .5

J20427 PSB Tracker 2013

Table 219

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
Channel 4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**591**	257	334	78	97	132	105	84	95	148	290	153	139	452	30	558	316	101	72	102
Weighted Base	**586**	252	335	81*	95*	123*	109*	83*	95*	161	284	142	135	451	45**	537	489	54	24*	19
1 - LOWEST score	**9**	2	7	5	*	4	-	-	1	3	2	3	2	7	3	6	8	1	*	*
	2%	*1%*	*2%*	*6%*	*	*3%*	-	-	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*7%*	*1%*	*2%*	*1%*	*1%*	*2%*
2	**19**	7	12	-	2	3	3	5	6	5	8	6	3	16	2	17	15	2	1	*
	3%	*3%*	*4%*	-	*2%*	*3%*	*3%*	*6%*	*6%*	*3%*	*3%*	*4%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*6%*	*2%*
3	**13**	7	6	3	2	2	6	1	-	5	7	2	5	9	2	12	11	2	*	1
	2%	*3%*	*2%*	*3%*	*2%*	*1%*	*6%*	*1%*	-	*3%*	*2%*	*1%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*1%*	*4%*
4	**34**	13	20	7	4	7	8	3	5	6	18	10	2	31	2	32	28	3	1	2
	6%	*5%*	*6%*	*9%*	*4%*	*5%*	*7%*	*3%*	*6%*	*4%*	*6%*	*7%*	*2%*	*7%*	*3%*	*6%*	*6%*	*6%*	*6%*	*9%*
5	**75**	32	43	11	9	13	14	15	13	14	42	19	8	66	10	65	63	6	3	2
	13%	*13%*	*13%*	*14%*	*10%*	*10%*	*12%*	*18%*	*14%*	*9%*	*15%*	*14%*	*6%*	*15%*	*22%*	*12%*	*13%*	*12%*	*14%*	*12%*
6	**90**	45	45	13	19	18	20	10	9	32	40	17	35	55	5	84	80	5	2	2
	15%	*18%*	*14%*	*17%*	*21%*	*14%*	*18%*	*12%*	*10%*	*20%*	*14%*	*12%*	**26%m**	*12%*	*11%*	*16%*	*16%*	*9%*	*10%*	*13%*
7	**118**	47	71	16	20	21	23	21	17	27	69	22	27	90	3	111	92	16	6	5
	20%	*19%*	*21%*	*19%*	*21%*	*17%*	*21%*	*25%*	*18%*	*17%*	*24%*	*16%*	*20%*	*20%*	*7%*	*21%*	*19%*	*29%*	*24%*	*23%*
8	**89**	45	44	6	17	26	16	7	17	26	38	25	24	65	5	85	74	9	3	3
	15%	*18%*	*13%*	*8%*	*18%*	*21%*	*15%*	*9%*	*17%*	*16%*	*13%*	*18%*	*18%*	*15%*	*10%*	*16%*	*15%*	*17%*	*14%*	*13%*
9	**42**	18	24	2	7	16	1	11	5	17	17	7	13	29	2	40	36	2	3	1
	7%	*7%*	*7%*	*3%*	*7%*	**13%f**	*1%*	**13%f**	*6%*	*11%*	*6%*	*5%*	*10%*	*6%*	*5%*	*7%*	*7%*	*3%*	*12%*	*6%*
10 - HIGHEST score	**34**	14	20	9	5	4	5	6	6	8	15	11	6	29	10	25	28	5	*	*
	6%	*6%*	*6%*	*11%*	*5%*	*4%*	*5%*	*7%*	*6%*	*5%*	*5%*	*8%*	*4%*	*6%*	*21%*	*5%*	*6%*	*10%*	*1%*	*2%*
Don't know	**63**	22	41	9	9	10	13	6	16	17	28	18	10	54	3	60	54	4	3	3
	11%	*9%*	*12%*	*11%*	*10%*	*8%*	*12%*	*7%*	*17%*	*11%*	*10%*	*13%*	*7%*	*12%*	*7%*	*11%*	*11%*	*8%*	*11%*	*14%*
SUMMARY:																				
NET: 9-10	**76**	32	44	11	11	20	7	16	11	26	33	18	19	57	12	65	65	7	3	2
	13%	*13%*	*13%*	*13%*	*12%*	*16%*	*6%*	*20%*	*12%*	*16%*	*11%*	*13%*	*14%*	*13%*	*26%*	*12%*	*13%*	*13%*	*14%*	*8%*
NET: 7-10	**284**	125	159	33	48	67	45	44	45	79	139	65	70	213	20	261	231	32	12	9
	48%	*49%*	*47%*	*41%*	*51%*	*55%*	*42%*	*53%*	*47%*	*49%*	*49%*	*46%*	*52%*	*47%*	*43%*	*49%*	*47%*	*59%*	*51%*	*44%*
NET: 4-6	**198**	89	109	32	33	37	41	28	28	52	100	47	45	153	16	181	170	14	7	6
	34%	*36%*	*33%*	*39%*	*34%*	*30%*	*38%*	*33%*	*29%*	*32%*	*35%*	*33%*	*34%*	*34%*	*36%*	*34%*	*35%*	*27%*	*29%*	*34%*
NET: 1-3	**41**	16	26	7	4	8	9	5	6	13	17	12	10	32	6	35	34	4	2	2
	7%	*6%*	*8%*	*9%*	*4%*	*7%*	*9%*	*7%*	*7%*	*8%*	*6%*	*8%*	*7%*	*7%*	*14%*	*7%*	*7%*	*7%*	*9%*	*8%*
Mean	**6.49**	6.58	6.42	6.16	6.71	6.67	6.20	6.62	6.52	6.63	6.46	6.40	6.72	6.42	6.43	6.49	6.49	6.68	6.39	6.19
Standard Deviation	**2.02**	1.93	2.10	2.31	1.75	2.07	1.86	2.04	2.10	2.05	1.91	2.21	1.85	2.07	2.78	1.95	2.02	2.04	2.10	2.01

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 220

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
Channel 4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**591**	92	400	94	34	557	382	136	168	394	197	463	128	342	246	217	287	142	208	376	201
Weighted Base	**586**	92*	386	100*	42**	545	374	127*	163	379	180	470	116*	339	244	230	272	155	188	376	196
1 - LOWEST score	**9**	3	4	2	2	8	6	*	2	6	5	9	*	7	2	5	3	5	1	5	4
	2%	*3%*	*1%*	*2%*	*4%*	*1%*	*2%*	*	*1%*	*2%*	*3%*	*2%*	*	*2%*	*1%*	*2%*	*1%*	*3%*	*	*1%*	*2%*
2	**19**	-	10	8	3	16	9	4	5	10	6	11	7	6	11	5	5	4	4	12	5
	3%	-	*3%*	*8%*	*8%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*6%*	*2%*	*4%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*
3	**13**	-	6	8	-	13	8	5	5	10	4	11	2	8	6	6	4	5	3	12	2
	2%	-	*2%*	***8%b***	-	*2%*	*2%*	*4%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*3%*	*1%*
4	**34**	6	17	10	1	33	21	7	11	21	12	30	4	21	12	10	17	5	16	19	14
	6%	*7%*	*4%*	*10%*	*1%*	*6%*	*6%*	*6%*	*6%*	*6%*	*7%*	*6%*	*4%*	*6%*	*5%*	*4%*	*6%*	*4%*	*8%*	*5%*	*7%*
5	**75**	15	51	9	5	70	43	20	27	56	28	48	27	32	43	20	45	17	23	49	25
	13%	*16%*	*13%*	*9%*	*11%*	*13%*	*11%*	*16%*	*16%*	*15%*	*16%*	*10%*	***23%k***	*9%*	*18%*	*9%*	*16%*	*11%*	*12%*	*13%*	*13%*
6	**90**	13	65	12	6	84	53	24	29	58	24	78	12	48	41	32	53	22	26	43	43
	15%	*14%*	*17%*	*12%*	*14%*	*15%*	*14%*	*19%*	*18%*	*15%*	*13%*	*17%*	*10%*	*14%*	*17%*	*14%*	*19%*	*14%*	*14%*	*11%*	***22%s***
7	**118**	16	74	25	6	112	90	17	22	84	32	106	11	81	36	55	50	36	44	82	31
	20%	*17%*	*19%*	*25%*	*13%*	*21%*	*24%*	*14%*	*14%*	*22%*	*18%*	***23%l***	*10%*	*24%*	*15%*	*24%*	*18%*	*23%*	*23%*	*22%*	*16%*
8	**89**	13	63	12	9	80	61	12	20	52	23	69	21	56	34	39	40	20	37	63	25
	15%	*14%*	*16%*	*12%*	*22%*	*15%*	*16%*	*9%*	*12%*	*14%*	*13%*	*15%*	*18%*	*16%*	*14%*	*17%*	*15%*	*13%*	*20%*	*17%*	*13%*
9	**42**	7	30	5	3	39	28	8	11	21	15	33	9	27	14	21	16	10	17	26	16
	7%	*8%*	*8%*	*5%*	*7%*	*7%*	*8%*	*6%*	*7%*	*5%*	*9%*	*7%*	*8%*	*8%*	*6%*	*9%*	*6%*	*6%*	*9%*	*7%*	*8%*
10 - HIGHEST score	**34**	9	20	3	3	31	21	10	10	19	12	24	11	14	20	12	12	14	6	20	15
	6%	*10%*	*5%*	*3%*	*8%*	*6%*	*6%*	*8%*	*6%*	*5%*	*7%*	*5%*	*9%*	*4%*	*8%*	*5%*	*5%*	*9%*	*3%*	*5%*	*7%*
Don't know	**63**	10	46	6	5	59	35	21	22	42	18	51	12	38	26	25	28	19	12	44	17
	11%	*11%*	*12%*	*6%*	*11%*	*11%*	*9%*	*16%*	*14%*	*11%*	*10%*	*11%*	*10%*	*11%*	*11%*	*11%*	*10%*	*12%*	*6%*	*12%*	*9%*
SUMMARY: NET: 9-10	**76**	16	51	8	6	70	50	17	20	40	27	57	20	41	34	33	28	23	23	45	31
	13%	*18%*	*13%*	*8%*	*15%*	*13%*	*13%*	*13%*	*12%*	*10%*	*15%*	*12%*	*17%*	*12%*	*14%*	*15%*	*10%*	*15%*	*12%*	*12%*	*16%*
NET: 7-10	**284**	44	188	45	21	262	200	46	62	176	82	232	52	177	104	127	117	79	104	191	86
	48%	*48%*	*49%*	*45%*	*51%*	*48%*	***53%gh***	*36%*	*38%*	*46%*	*46%*	*49%*	*44%*	*52%*	*43%*	*55%*	*43%*	*51%*	*55%*	*51%*	*44%*
NET: 4-6	**198**	34	133	31	11	187	117	51	67	135	64	155	43	102	96	62	114	44	65	111	82
	34%	*37%*	*34%*	*31%*	*27%*	*34%*	*31%*	*40%*	*41%*	*36%*	*36%*	*33%*	*37%*	*30%*	*39%*	*27%*	***42%o***	*28%*	*34%*	*30%*	*42%*
NET: 1-3	**41**	3	20	18	5	37	22	9	12	26	15	32	10	22	18	15	12	13	8	29	10
	7%	*3%*	*5%*	***18%ab***	*11%*	*7%*	*6%*	*7%*	*8%*	*7%*	*8%*	*7%*	*8%*	*6%*	*7%*	*7%*	*5%*	*8%*	*4%*	*8%*	*5%*
Mean	**6.49**	6.67	6.61c	5.78	6.55	6.49	6.62	6.34	6.27	6.38	6.37	6.49	6.48	6.56	6.41	6.70	6.40	6.58	6.63	6.50	6.50
Standard Deviation	**2.02**	2.11	1.91	2.23	2.41	1.99	1.94	2.02	2.05	1.95	2.17	1.97	2.22	1.96	2.07	1.98	1.83	2.16	1.80	2.03	2.04

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 221

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
Channel 4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**591**	101	12	26	41	38	14	17	72	27	65	76	102
Weighted Base	**586**	54	18**	40**	63*	59*	22**	27**	24*	41**	103*	114*	19
1 - LOWEST score	**9**	1	-	-	-	1	2	-	*	-	3	2	*
	2%	*1%*	-	-	-	*3%*	*8%*	-	*1%*	-	*3%*	*1%*	*2%*
2	**19**	2	-	3	3	-	2	-	1	-	6	2	*
	3%	*3%*	-	*7%*	*5%*	-	*7%*	-	*6%*	-	*6%*	*1%*	*2%*
3	**13**	2	2	-	2	-	-	2	*	2	2	3	1
	2%	*3%*	*8%*	-	*2%*	-	-	*6%*	*1%*	*4%*	*2%*	*3%*	*4%*
4	**34**	3	2	3	5	3	2	-	1	1	3	9	2
	6%	*6%*	*9%*	*8%*	*7%*	*5%*	*7%*	-	*6%*	*4%*	*3%*	*8%*	*9%*
5	**75**	6	2	2	5	11	3	5	3	5	18	14	2
	13%	*12%*	*8%*	*4%*	*7%*	*19%*	*14%*	*18%*	*14%*	*11%*	*17%*	*12%*	*12%*
6	**90**	5	3	3	6	9	3	6	2	11	17	21	2
	15%	*9%*	*17%*	*8%*	*10%*	*16%*	*14%*	*24%*	*10%*	*26%*	*17%*	*18%*	*13%*
7	**118**	16	2	9	11	14	6	8	6	8	16	18	5
	20%	*29%*	*8%*	*23%*	*17%*	*23%*	*29%*	*30%*	*24%*	*18%*	*15%*	*16%*	*23%*
8	**89**	9	3	8	9	11	3	3	3	5	10	23	3
	15%	*17%*	*16%*	*19%*	*15%*	*18%*	*14%*	*11%*	*14%*	*12%*	*9%*	*20%*	*13%*
9	**42**	2	-	-	9	3	2	2	3	3	6	12	1
	7%	*3%*	-	-	*15%*	*5%*	*7%*	*6%*	*12%*	*7%*	*6%*	*10%*	*6%*
10 - HIGHEST score	**34**	5	2	2	8	2	-	-	*	1	13	2	*
	6%	**10%l**	*9%*	*4%*	*12%*	*3%*	-	-	*1%*	*3%*	**12%l**	*1%*	*2%*
Don't know	**63**	4	5	11	6	5	-	1	3	6	10	10	3
	11%	*8%*	*25%*	*27%*	*10%*	*8%*	-	*5%*	*11%*	*15%*	*9%*	*9%*	*14%*
SUMMARY:													
NET: 9-10	**76**	7	2	2	17	5	2	2	3	4	19	13	2
	13%	*13%*	*9%*	*4%*	*27%*	*8%*	*7%*	*6%*	*14%*	*11%*	*18%*	*12%*	*8%*
NET: 7-10	**284**	32	6	19	37	30	11	13	12	17	45	54	9
	48%	*59%*	*33%*	*46%*	*59%*	*50%*	*50%*	*47%*	*51%*	*41%*	*43%*	*48%*	*44%*
NET: 4-6	**198**	14	6	8	15	23	8	11	7	17	38	44	6
	34%	*27%*	*34%*	*19%*	*24%*	*40%*	*36%*	*41%*	*29%*	*41%*	*37%*	*38%*	*34%*
NET: 1-3	**41**	4	2	3	5	1	3	2	2	2	11	6	2
	7%	*7%*	*8%*	*7%*	*7%*	*3%*	*14%*	*6%*	*9%*	*4%*	*11%*	*5%*	*8%*
Mean	**6.49**	6.68	6.33	6.40	7.01	6.50	5.85	6.34	6.39	6.56	6.38	6.49	6.19
Standard Deviation	**2.02**	2.04	2.15	2.08	2.24	1.73	2.25	1.45	2.10	1.62	2.38	1.85	2.01

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 222

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
Channel 4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**591**	548	300	591	37	492	577	520	394	318	400	394	205	591	18	197	442	236	96	70	211
Weighted Base	**586**	551	465	586	12	492	574	524	397	325	394	379	316	586	6	180	448	239	101	76	205
1 - LOWEST score	**9**	9	8	9	-	7	9	9	2	3	4	6	5	9	-	5	5	3	-	3	2
	2%	*2%*	*2%*	*2%*	*-*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*-*	*3%*	*1%*	*1%*	*-*	*4%*	*1%*
2	**19**	17	14	19	1	15	18	18	8	7	9	10	8	19	*	6	12	7	1	2	7
	3%	*3%*	*3%*	*3%*	*5%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*6%*	*3%*	*3%*	*3%*	*1%*	*3%*	*3%*
3	**13**	12	9	13	-	11	13	9	10	11	12	10	8	13	-	4	6	4	*	1	5
	2%	*2%*	*2%*	*2%*	*-*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*-*	*2%*	*1%*	*2%*	*	*1%*	*3%*
4	**34**	32	28	34	*	29	34	27	26	21	24	21	18	34	-	12	25	13	6	3	13
	6%	*6%*	*6%*	*6%*	*3%*	*6%*	*6%*	*5%*	*7%*	*7%*	*6%*	*6%*	*6%*	*6%*	*-*	*7%*	*6%*	*5%*	*6%*	*4%*	*6%*
5	**75**	73	63	75	2	63	75	66	51	41	49	56	47	75	1	28	61	36	12	7	22
	13%	*13%*	*13%*	*13%*	*16%*	*13%*	*13%*	*13%*	*13%*	*13%*	*12%*	*15%*	*15%*	*13%*	*12%*	*16%*	*14%*	*15%*	*12%*	*9%*	*11%*
6	**90**	85	77	90	1	79	86	83	68	45	58	58	52	90	1	24	72	35	10	15	26
	15%	*15%*	*17%*	*15%*	*10%*	*16%*	*15%*	*16%*	*17%*	*14%*	*15%*	*15%*	*16%*	*15%*	*16%*	*13%*	*16%*	*15%*	*10%*	*20%*	*13%*
7	**118**	115	92	118	3	102	117	107	82	72	86	84	68	118	1	32	96	51	21	14	48
	20%	*21%*	*20%*	*20%*	*25%*	*21%*	*20%*	*21%*	*21%*	*22%*	*22%*	*22%*	*21%*	*20%*	*22%*	*18%*	*21%*	*21%*	*21%*	*19%*	*23%*
8	**89**	80	67	89	2	73	89	85	64	50	60	52	44	89	1	23	73	40	17	13	33
	15%	*15%*	*14%*	*15%*	*16%*	*15%*	*15%*	*16%*	*16%*	*16%*	*15%*	*14%*	*14%*	*15%*	*17%*	*13%*	*16%*	*17%*	*16%*	*17%*	*16%*
9	**42**	35	31	42	2	36	42	39	26	24	32	21	17	42	1	15	33	21	12	6	18
	7%	*6%*	*7%*	*7%*	*16%*	*7%*	*7%*	*8%*	*7%*	*7%*	*8%*	*5%*	*5%*	*7%*	*10%*	*9%*	*7%*	*9%*	*11%*	*8%*	*9%*
10 - HIGHEST score	**34**	32	27	34	*	27	31	26	20	16	26	19	16	34	*	12	23	11	13	5	17
	6%	*6%*	*6%*	*6%*	*3%*	*6%*	*5%*	*5%*	*5%*	*5%*	*7%*	*5%*	*5%*	*6%*	*6%*	*7%*	*5%*	*5%*	*13%*	*7%*	*8%*
Don't know	**63**	60	50	63	1	51	60	54	39	33	33	42	35	63	1	18	42	18	10	7	14
	11%	*11%*	*11%*	*11%*	*6%*	*10%*	*10%*	*10%*	*10%*	*10%*	*8%*	*11%*	*11%*	*11%*	*12%*	*10%*	*9%*	*7%*	*10%*	*9%*	*7%*
SUMMARY:																					
NET: 9-10	**76**	68	57	76	2	63	73	65	46	40	58	40	32	76	1	27	56	32	25	12	34
	13%	*12%*	*12%*	*13%*	*19%*	*13%*	*13%*	*12%*	*12%*	*12%*	*15%*	*10%*	*10%*	*13%*	*16%*	*15%*	*12%*	*14%*	*24%*	*15%*	*17%*
NET: 7-10	**284**	263	216	284	7	237	278	258	193	163	204	176	144	284	3	82	225	123	62	39	115
	48%	*48%*	*46%*	*48%*	*60%*	*48%*	*49%*	*49%*	*49%*	*50%*	*52%*	*46%*	*45%*	*48%*	*55%*	*46%*	*50%*	*51%*	*62%*	*51%*	*56%*
NET: 4-6	**198**	190	167	198	4	171	194	175	145	107	132	135	117	198	2	64	158	85	28	25	61
	34%	*35%*	*36%*	*34%*	*29%*	*35%*	*34%*	*33%*	*37%*	*33%*	*34%*	*36%*	*37%*	*34%*	*28%*	*36%*	*35%*	*35%*	*28%*	*32%*	*30%*
NET: 1-3	**41**	38	31	41	1	33	41	36	20	22	25	26	20	41	*	15	23	14	1	6	14
	7%	*7%*	*7%*	*7%*	*5%*	*7%*	*7%*	*7%*	*5%*	*7%*	*6%*	*7%*	*6%*	*7%*	*6%*	*8%*	*5%*	*6%*	*1%*	*8%*	*7%*
Mean	**6.49**	6.46	6.44	6.49	6.78	6.49	6.47	6.50	6.54	6.51	6.59	6.38	6.38	6.49	6.85	6.37	6.56	6.55	7.25	6.60	6.69
Standard Deviation	**2.02**	2.00	2.00	2.02	1.97	1.99	2.01	2.00	1.85	1.95	1.98	1.95	1.92	2.02	2.09	2.17	1.89	1.93	1.83	2.17	2.04

* = Less than .5

J20427 PSB Tracker 2013

Table 223

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
S4C

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**34**	12	22	3	2	10	4	3	12	5	21	8	7	27	1	33	-	-	34	-
Weighted Base	**11***	4**	7**	1**	1**	3**	1**	1**	4**	2**	7**	2**	2**	9**	***	11*	-**	-**	11*	-**
1 - LOWEST score	*	*	-	-	-	*	-	-	-	-	*	-	-	*	-	*	-	-	*	-
	3%	*9%*	-	-	-	*10%*	-	-	-	-	*5%*	-	-	*4%*	-	*3%*	-	-	*3%*	-
2	**1**	*	*	-	-	*	-	-	*	-	*	*	-	1	-	1	-	-	1	-
	6%	*8%*	*5%*	-	-	*10%*	-	-	*8%*	-	*5%*	*12%*	-	*7%*	-	*6%*	-	-	*6%*	-
3	*	*	-	-	-	-	-	-	*	*	-	-	-	*	-	*	-	-	*	-
	3%	*8%*	-	-	-	-	-	-	*9%*	*19%*	-	-	-	*4%*	-	*3%*	-	-	*3%*	-
4	*	-	*	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	*	-
	3%	-	*5%*	-	-	-	*26%*	-	-	*19%*	-	-	-	*4%*	-	*3%*	-	-	*3%*	-
5	**1**	-	1	-	-	*	-	-	*	*	*	-	*	*	*	*	-	-	1	-
	6%	-	*9%*	-	-	*10%*	-	-	*8%*	*21%*	*4%*	-	*15%*	*3%*	*100%*	*3%*	-	-	*6%*	-
6	**2**	1	1	*	*	*	1	-	*	-	2	*	*	2	-	2	-	-	2	-
	18%	*17%*	*18%*	*33%*	*50%*	*10%*	*49%*	-	*8%*	-	*23%*	*14%*	*14%*	*18%*	-	*18%*	-	-	*18%*	-
7	**2**	1	1	*	*	*	-	-	1	-	1	*	*	1	-	2	-	-	2	-
	15%	*17%*	*13%*	*33%*	*50%*	*10%*	-	-	*17%*	-	*19%*	*14%*	*14%*	*15%*	-	*15%*	-	-	*15%*	-
8	**2**	1	1	*	-	-	-	*	1	*	1	1	-	2	-	2	-	-	2	-
	14%	*16%*	*13%*	*35%*	-	-	-	*34%*	*25%*	*20%*	*9%*	*24%*	-	*18%*	-	*15%*	-	-	*14%*	-
9	**1**	*	*	-	-	*	-	*	-	-	*	*	*	*	-	1	-	-	1	-
	6%	*9%*	*4%*	-	-	*10%*	-	*32%*	-	-	*5%*	*13%*	*15%*	*4%*	-	*6%*	-	-	*6%*	-
10 - HIGHEST score	*	-	*	-	-	-	-	-	*	-	-	*	-	*	-	*	-	-	*	-
	3%	-	*4%*	-	-	-	-	-	*8%*	-	-	*12%*	-	*3%*	-	*3%*	-	-	*3%*	-
Don't know	**3**	1	2	-	-	1	*	*	1	*	2	*	1	2	-	3	-	-	3	-
	24%	*16%*	*28%*	-	-	*40%*	*25%*	*33%*	*17%*	*21%*	*29%*	*12%*	*42%*	*19%*	-	*25%*	-	-	*24%*	-
SUMMARY:																				
NET: 9-10	**1**	*	1	-	-	*	-	*	*	-	*	1	*	1	-	1	-	-	1	-
	9%	*9%*	*9%*	-	-	*10%*	-	*32%*	*8%*	-	*5%*	*24%*	*15%*	*7%*	-	*9%*	-	-	*9%*	-
NET: 7-10	**4**	2	2	1	*	1	-	1	2	*	2	2	1	3	-	4	-	-	4	-
	38%	*43%*	*35%*	*67%*	*50%*	*20%*	-	*67%*	*50%*	*20%*	*33%*	*62%*	*29%*	*40%*	-	*39%*	-	-	*38%*	-
NET: 4-6	**3**	1	2	*	*	1	1	-	1	1	2	*	1	2	*	3	-	-	3	-
	26%	*17%*	*32%*	*33%*	*50%*	*20%*	*75%*	-	*16%*	*40%*	*28%*	*14%*	*29%*	*26%*	*100%*	*24%*	-	-	*26%*	-
NET: 1-3	**1**	1	*	-	-	1	-	-	1	*	1	*	-	1	-	1	-	-	1	-
	12%	*25%*	*5%*	-	-	*20%*	-	-	*17%*	*19%*	*10%*	*12%*	-	*15%*	-	*12%*	-	-	*12%*	-
Mean	**6.17**	5.73	6.46	7.02	6.50	5.03	5.32	8.49	6.36	5.04	6.05	7.11	6.76	6.05	5.00	6.22	-	-	6.17	-
Standard Deviation	**2.39**	3.12	2.14	-	-	3.87	-	-	2.88	-	2.36	3.23	-	2.53	-	2.44	-	-	2.39	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 224

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
S4C

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**34**	4	27	3	-	34	22	9	11	21	10	26	8	22	12	11	17	8	13	19	14
Weighted Base	**11***	1**	9**	1**	-**	11*	7**	3**	4**	7**	3**	8**	2**	7**	4**	4**	6**	3**	4**	6**	4**
1 - LOWEST score	*	-	*	-	-	*	*	-	-	-	*	*	-	*	-	*	-	-	*	*	-
	3%	-	*4%*	-	-	*3%*	*5%*	-	-	-	*10%*	*4%*	-	*5%*	-	*10%*	-	-	*8%*	*6%*	-
2	**1**	-	*	*	-	1	1	-	-	1	-	*	*	*	*	-	1	-	*	1	-
	6%	-	*4%*	*33%*	-	*6%*	*9%*	-	-	*9%*	-	*4%*	*13%*	*4%*	*9%*	-	*11%*	-	*7%*	*10%*	-
3	*	-	*	-	-	*	*	-	-	-	-	*	-	*	-	-	*	-	*	-	*
	3%	-	*4%*	-	-	*3%*	*5%*	-	-	-	-	*4%*	-	*5%*	-	-	*6%*	-	*8%*	-	*7%*
4	*	-	-	*	-	*	-	*	*	*	-	*	-	*	-	-	*	-	-	*	-
	3%	-	-	*32%*	-	*3%*	-	*11%*	*9%*	*5%*	-	*4%*	-	*5%*	-	-	*6%*	-	-	*5%*	-
5	**1**	-	*	*	-	1	1	-	-	1	*	*	*	*	*	-	1	*	*	*	*
	6%	-	*3%*	*35%*	-	*6%*	*9%*	-	-	*10%*	*11%*	*4%*	*12%*	*5%*	*8%*	-	*12%*	*13%*	*7%*	*6%*	*7%*
6	**2**	*	2	-	-	2	1	1	1	1	*	2	*	1	1	2	*	*	1	*	2
	18%	*25%*	*18%*	-	-	*18%*	*18%*	*21%*	*17%*	*14%*	*10%*	*19%*	*13%*	*18%*	*16%*	*45%*	*6%*	*13%*	*24%*	*5%*	*36%*
7	**2**	-	2	-	-	2	1	-	*	1	1	1	*	1	1	*	1	1	1	1	-
	15%	-	*19%*	-	-	*15%*	*18%*	-	*9%*	*9%*	*19%*	*15%*	*12%*	*14%*	*16%*	*8%*	*24%*	*26%*	*15%*	*21%*	-
8	**2**	1	1	-	-	2	1	1	1	1	*	1	1	1	1	-	1	*	1	1	1
	14%	*50%*	*11%*	-	-	*14%*	*13%*	*22%*	*18%*	*19%*	*10%*	*12%*	*24%*	*9%*	*25%*	-	*12%*	*12%*	*15%*	*11%*	*20%*
9	**1**	-	1	-	-	1	*	-	*	1	1	*	*	*	*	*	-	*	-	1	-
	6%	-	*8%*	-	-	*6%*	*5%*	-	*9%*	*10%*	*20%*	*4%*	*13%*	*5%*	*8%*	*10%*	-	*13%*	-	*11%*	-
10 - HIGHEST score	*	-	*	-	-	*	*	-	-	-	-	*	-	*	-	*	-	*	-	*	-
	3%	-	*3%*	-	-	*3%*	*4%*	-	-	-	-	*3%*	-	*4%*	-	*8%*	-	*11%*	-	*5%*	-
Don't know	**3**	*	2	-	-	3	1	1	1	2	1	2	*	2	1	1	1	*	1	1	1
	24%	*25%*	*26%*	-	-	*24%*	*14%*	*46%*	*38%*	*25%*	*20%*	*27%*	*13%*	*27%*	*18%*	*18%*	*24%*	*12%*	*16%*	*20%*	*30%*
SUMMARY: NET: 9-10	**1**	-	1	-	-	1	1	-	*	1	1	1	*	1	*	1	-	1	-	1	-
	9%	-	*11%*	-	-	*9%*	*9%*	-	*9%*	*10%*	*20%*	*8%*	*13%*	*9%*	*8%*	*18%*	-	*24%*	-	*15%*	-
NET: 7-10	**4**	1	4	-	-	4	3	1	1	3	2	3	1	2	2	1	2	2	1	3	1
	38%	*50%*	*41%*	-	-	*38%*	*40%*	*22%*	*36%*	*38%*	*49%*	*35%*	*49%*	*32%*	*49%*	*27%*	*36%*	*62%*	*30%*	*48%*	*20%*
NET: 4-6	**3**	*	2	1	-	3	2	1	1	2	1	2	1	2	1	2	1	1	1	1	2
	26%	*25%*	*22%*	*67%*	-	*26%*	*28%*	*32%*	*26%*	*28%*	*21%*	*27%*	*25%*	*28%*	*24%*	*45%*	*23%*	*26%*	*31%*	*16%*	*42%*
NET: 1-3	**1**	-	1	*	-	1	1	-	-	1	*	1	*	1	*	*	1	-	1	1	*
	12%	-	*11%*	*33%*	-	*12%*	*18%*	-	-	*9%*	*10%*	*12%*	*13%*	*14%*	*9%*	*10%*	*17%*	-	*24%*	*16%*	*7%*
Mean	**6.17**	7.32	6.38	3.70	-	6.17	5.92	6.40	6.86	6.26	6.46	6.09	6.38	5.92	6.58	6.28	5.49	7.37	5.31	6.11	6.17
Standard Deviation	**2.39**	-	2.44	-	-	2.39	2.61	-	2.14	2.38	3.14	2.45	3.05	2.63	2.36	2.97	2.35	2.07	2.71	2.99	1.79

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

Prepared by BDRC Continental

* = Less than .5

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
S4C

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**34**	-	-	-	-	-	-	-	34	-	-	-	-
Weighted Base	**11***	-**	-**	-**	-**	-**	-**	-**	11*	-**	-**	-**	-**
1 - LOWEST score	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
2	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
3	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
4	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
5	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
6	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	18%	-	-	-	-	-	-	-	*18%*	-	-	-	-
7	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	15%	-	-	-	-	-	-	-	*15%*	-	-	-	-
8	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	14%	-	-	-	-	-	-	-	*14%*	-	-	-	-
9	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
10 - HIGHEST score	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
Don't know	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	24%	-	-	-	-	-	-	-	*24%*	-	-	-	-
SUMMARY:													
NET: 9-10	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
NET: 7-10	**4**	-	-	-	-	-	-	-	4	-	-	-	-
	38%	-	-	-	-	-	-	-	*38%*	-	-	-	-
NET: 4-6	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	26%	-	-	-	-	-	-	-	*26%*	-	-	-	-
NET: 1-3	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	12%	-	-	-	-	-	-	-	*12%*	-	-	-	-
Mean	**6.17**	-	-	-	-	-	-	-	6.17	-	-	-	-
Standard Deviation	**2.39**	-	-	-	-	-	-	-	2.39	-	-	-	-

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

J20427 PSB Tracker 2013

Table 226

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
S4C

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**34**	31	-	30	34	25	34	32	25	21	27	21	-	18	34	10	29	16	5	6	16
Weighted Base	**11**	10	-	10	11	8	11	10	8	7	9	7	-	6	11	3	9	5	2	2	5
1 - LOWEST score	*	*	-	*	*	*	*	*	*	*	*	-	-	*	*	*	*	*	*	*	*
	3%	*3%*	-	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*5%*	*4%*	-	-	*6%*	*3%*	*10%*	*4%*	*7%*	*20%*	*18%*	*7%*
2	**1**	1	-	1	1	1	1	1	*	*	1	1	-	1	1	-	1	*	-	-	1
	6%	*6%*	-	*6%*	*6%*	*8%*	*6%*	*6%*	*4%*	*4%*	*7%*	*9%*	-	*11%*	*6%*	-	*7%*	*6%*	-	-	*12%*
3	*	*	-	*	*	-	*	*	-	*	*	-	-	-	*	-	*	-	-	-	*
	3%	*3%*	-	*3%*	*3%*	-	*3%*	*3%*	-	*5%*	*4%*	-	-	-	*3%*	-	*3%*	-	-	-	*6%*
4	*	*	-	*	*	*	*	*	*	-	*	*	-	-	*	-	*	-	-	-	*
	3%	*3%*	-	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	-	*4%*	*5%*	-	-	*3%*	-	*4%*	-	-	-	*6%*
5	**1**	1	-	*	1	1	1	1	1	1	1	1	-	*	1	*	*	*	*	*	*
	6%	*6%*	-	*4%*	*6%*	*8%*	*6%*	*6%*	*8%*	*10%*	*7%*	*10%*	-	*6%*	*6%*	*11%*	*4%*	*7%*	*21%*	*18%*	*7%*
6	**2**	2	-	2	2	1	2	2	2	1	2	1	-	1	2	*	2	1	*	*	*
	18%	*16%*	-	*17%*	*18%*	*16%*	*18%*	*19%*	*20%*	*19%*	*19%*	*14%*	-	*22%*	*18%*	*10%*	*17%*	*25%*	*20%*	*15%*	*7%*
7	**2**	2	-	1	2	1	2	2	2	1	1	1	-	1	2	1	1	1	-	-	*
	15%	*16%*	-	*13%*	*15%*	*16%*	*15%*	*16%*	*20%*	*19%*	*15%*	*9%*	-	*17%*	*15%*	*19%*	*14%*	*13%*	-	-	*6%*
8	**2**	2	-	2	2	1	2	2	1	1	1	1	-	1	2	*	2	*	-	*	1
	14%	*16%*	-	*16%*	*14%*	*16%*	*14%*	*15%*	*16%*	*14%*	*15%*	*19%*	-	*16%*	*14%*	*10%*	*17%*	*6%*	-	*15%*	*18%*
9	**1**	1	-	1	1	1	1	1	1	*	*	1	-	1	1	1	1	1	1	-	*
	6%	*7%*	-	*7%*	*6%*	*8%*	*6%*	*6%*	*8%*	*5%*	*4%*	*10%*	-	*11%*	*6%*	*20%*	*7%*	*13%*	*39%*	-	*6%*
10 - HIGHEST score	*	-	-	-	*	-	*	*	-	-	*	-	-	-	*	-	*	*	-	-	*
	3%	-	-	-	*3%*	-	*3%*	*3%*	-	-	*3%*	-	-	-	*3%*	-	*3%*	*6%*	-	-	*6%*
Don't know	**3**	2	-	3	3	2	3	2	1	1	2	2	-	1	3	1	2	1	-	1	1
	24%	*23%*	-	*27%*	*24%*	*20%*	*24%*	*19%*	*16%*	*19%*	*19%*	*25%*	-	*12%*	*24%*	*20%*	*21%*	*18%*	-	*34%*	*19%*
SUMMARY:																					
NET: 9-10	**1**	1	-	1	1	1	1	1	1	*	1	1	-	1	1	1	1	1	1	-	1
	9%	*7%*	-	*7%*	*9%*	*8%*	*9%*	*9%*	*8%*	*5%*	*7%*	*10%*	-	*11%*	*9%*	*20%*	*10%*	*19%*	*39%*	-	*12%*
NET: 7-10	**4**	4	-	4	4	3	4	4	4	3	3	3	-	3	4	2	4	2	1	*	2
	38%	*38%*	-	*36%*	*38%*	*40%*	*38%*	*40%*	*44%*	*39%*	*36%*	*38%*	-	*44%*	*38%*	*49%*	*41%*	*37%*	*39%*	*15%*	*36%*
NET: 4-6	**3**	3	-	2	3	2	3	3	3	2	3	2	-	2	3	1	2	2	1	1	1
	26%	*26%*	-	*24%*	*26%*	*28%*	*26%*	*28%*	*32%*	*29%*	*30%*	*28%*	-	*28%*	*26%*	*21%*	*24%*	*32%*	*41%*	*33%*	*20%*
NET: 1-3	**1**	1	-	1	1	1	1	1	1	1	1	1	-	1	1	*	1	1	*	*	1
	12%	*13%*	-	*13%*	*12%*	*12%*	*12%*	*13%*	*8%*	*14%*	*15%*	*9%*	-	*17%*	*12%*	*10%*	*14%*	*13%*	*20%*	*18%*	*25%*
Mean	**6.17**	6.03	-	6.03	6.17	6.05	6.17	6.17	6.28	5.94	5.92	6.26	-	6.04	6.17	6.46	6.19	6.24	5.95	4.84	5.52
Standard Deviation	**2.39**	2.36	-	2.45	2.39	2.45	2.39	2.39	2.19	2.37	2.49	2.38	-	2.67	2.39	3.14	2.54	2.88	-	-	3.28

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 227

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
Channel 5

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**360**	156	204	40	56	82	61	47	74	71	172	117	85	275	22	336	176	55	77	52
Weighted Base	**337**	141	196	45*	48*	73*	60*	40*	72*	66*	158	113*	81*	256	31**	302	273	30*	25*	10*
1 - LOWEST score	**9**	5	4	2	4	1	3	-	*	2	7	*	7	3	2	8	8	1	1	-
	3%	*4%*	*2%*	*3%*	*8%*	*1%*	*5%*	*-*	***	*3%*	*5%*	***	***8%m***	*1%*	*5%*	*3%*	*3%*	*4%*	*3%*	*-*
2	**11**	5	6	2	*	3	2	1	3	*	5	6	2	9	3	8	8	2	1	1
	3%	*3%*	*3%*	*3%*	***	*4%*	*4%*	*2%*	*4%*	***	*3%*	*5%*	*2%*	*4%*	*10%*	*3%*	*3%*	*6%*	*4%*	*5%*
3	**17**	4	14	2	5	4	3	3	1	7	10	1	5	13	-	17	14	3	1	*
	5%	*3%*	*7%*	*3%*	*11%*	*6%*	*5%*	*8%*	*1%*	*10%*	*6%*	*1%*	*6%*	*5%*	*-*	*6%*	*5%*	*9%*	*3%*	*2%*
4	**29**	8	21	4	3	6	6	1	9	6	15	8	3	26	2	27	21	4	2	1
	9%	*6%*	*11%*	*9%*	*7%*	*8%*	*10%*	*2%*	*13%*	*9%*	*9%*	*7%*	*4%*	*10%*	*5%*	*9%*	*8%*	*14%*	*8%*	*11%*
5	**47**	20	27	2	8	14	6	7	9	11	21	16	14	33	4	43	37	5	4	1
	14%	*14%*	*14%*	*5%*	*17%*	*20%*	*10%*	*18%*	*13%*	*16%*	*13%*	*14%*	*17%*	*13%*	*12%*	*14%*	*13%*	*17%*	*16%*	*14%*
6	**55**	35	20	6	10	15	11	4	9	15	18	22	16	39	9	46	45	3	5	2
	16%	***25%b***	*10%*	*12%*	*21%*	*21%*	*19%*	*9%*	*13%*	*23%*	*11%*	*19%*	*20%*	*15%*	*27%*	*15%*	*17%*	*11%*	*20%*	*17%*
7	**56**	26	30	14	5	11	5	11	10	9	29	18	10	47	5	52	47	5	3	1
	17%	*19%*	*15%*	*31%*	*11%*	*15%*	*8%*	*27%*	*14%*	*13%*	*19%*	*16%*	*12%*	*18%*	*15%*	*17%*	*17%*	*18%*	*12%*	*12%*
8	**31**	9	22	3	9	5	6	2	5	5	16	9	12	18	2	29	25	2	3	1
	9%	*6%*	*11%*	*8%*	*20%*	*7%*	*10%*	*5%*	*7%*	*8%*	*10%*	*8%*	*15%*	*7%*	*5%*	*10%*	*9%*	*6%*	*12%*	*12%*
9	**7**	5	2	-	-	-	1	2	3	1	4	2	-	7	-	7	6	-	1	-
	2%	*3%*	*1%*	*-*	*-*	*-*	*2%*	*6%*	*5%*	*2%*	*2%*	*2%*	*-*	*3%*	*-*	*2%*	*2%*	*-*	*4%*	*-*
10 - HIGHEST score	**9**	3	6	3	-	-	-	2	4	2	5	3	*	9	2	7	8	1	-	*
	3%	*2%*	*3%*	*7%*	*-*	*-*	*-*	*4%*	*5%*	*3%*	*3%*	*2%*	***	*3%*	*5%*	*2%*	*3%*	*2%*	*-*	*5%*
Don't know	**65**	21	44	8	2	13	16	8	18	9	29	28	13	52	5	58	54	4	5	2
	19%	*15%*	*22%*	*18%*	*5%*	*18%*	*26%*	*20%*	*25%*	*13%*	*18%*	*25%*	*16%*	*21%*	*15%*	*19%*	*20%*	*15%*	*21%*	*22%*
SUMMARY:																				
NET: 9-10	**16**	8	8	3	-	-	1	4	7	3	8	4	*	16	2	14	14	1	1	*
	5%	*6%*	*4%*	*7%*	*-*	*-*	*2%*	*10%*	*10%*	*5%*	*5%*	*4%*	***	*6%*	*5%*	*5%*	*5%*	*2%*	*4%*	*5%*
NET: 7-10	**103**	43	60	21	15	16	12	17	22	17	54	32	22	81	8	95	86	7	7	3
	31%	*31%*	*31%*	*46%*	*31%*	*22%*	*21%*	*42%*	*31%*	*26%*	*34%*	*28%*	*27%*	*32%*	*25%*	*31%*	*31%*	*25%*	*27%*	*29%*
NET: 4-6	**131**	63	68	12	22	35	23	12	28	32	53	46	33	98	14	117	103	12	11	4
	39%	*45%*	*35%*	*26%*	*45%*	*48%*	*39%*	*29%*	*39%*	*48%*	*34%*	*41%*	*41%*	*38%*	*44%*	*39%*	*38%*	*42%*	*43%*	*43%*
NET: 1-3	**38**	14	24	5	9	8	9	4	4	9	22	7	13	25	5	33	29	5	2	1
	11%	*10%*	*12%*	*10%*	*19%*	*11%*	*14%*	*9%*	*5%*	*13%*	*14%*	*6%*	*16%*	*10%*	*15%*	*11%*	*11%*	*18%*	*9%*	*7%*
Mean	**5.73**	5.82	5.66	6.16	5.47	5.43	5.30	6.25	6.04	5.63	5.66	5.91	5.42	5.83	5.52	5.75	5.80	5.11	5.73	5.90
Standard Deviation	**2.01**	1.95	2.07	2.19	2.06	1.66	2.12	1.91	2.08	1.91	2.19	1.80	2.11	1.97	2.26	1.99	2.02	2.03	1.94	2.07

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 228

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
Channel 5

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**360**	47	248	60	28	332	225	93	106	256	360	273	87	203	156	103	178	81	124	220	136
Weighted Base	**337**	52*	226	52*	28**	308	207	91*	102*	242	337	259	78*	187	150	93*	175	83*	104*	207	125*
1 - LOWEST score	**9**	4	2	4	2	8	6	2	2	6	9	9	1	7	3	4	6	1	6	6	3
	3%	*7%*	*1%*	*7%*	*5%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*1%*	*4%*	*2%*	*4%*	*3%*	*1%*	*6%*	*3%*	*3%*
2	**11**	-	9	2	3	8	7	1	1	8	11	7	4	5	6	1	7	4	2	6	5
	3%	-	*4%*	*3%*	*12%*	*2%*	*3%*	*1%*	*	*3%*	*3%*	*3%*	*5%*	*3%*	*4%*	*1%*	*4%*	*5%*	*2%*	*3%*	*4%*
3	**17**	1	11	4	2	16	11	4	4	12	17	17	1	11	6	7	7	4	7	10	7
	5%	*1%*	*5%*	*8%*	*6%*	*5%*	*6%*	*4%*	*4%*	*5%*	*5%*	*7%*	*1%*	*6%*	*4%*	*8%*	*4%*	*5%*	*7%*	*5%*	*6%*
4	**29**	5	16	7	1	28	20	8	9	22	29	24	5	19	10	11	7	12	7	17	12
	9%	*10%*	*7%*	*14%*	*2%*	*9%*	*10%*	*9%*	*8%*	*9%*	*9%*	*9%*	*6%*	*10%*	*7%*	*11%*	*4%*	*14%*	*6%*	*8%*	*9%*
5	**47**	10	30	7	3	44	29	13	15	33	47	32	15	21	26	12	30	14	12	30	16
	14%	*19%*	*13%*	*13%*	*11%*	*14%*	*14%*	*14%*	*15%*	*14%*	*14%*	*12%*	*19%*	*11%*	*17%*	*13%*	*17%*	*16%*	*11%*	*15%*	*13%*
6	**55**	6	41	8	5	50	31	14	18	37	55	45	11	29	26	18	27	11	18	35	20
	16%	*11%*	*18%*	*16%*	*19%*	*16%*	*15%*	*16%*	*18%*	*15%*	*16%*	*17%*	*14%*	*16%*	*17%*	*19%*	*16%*	*14%*	*17%*	*17%*	*16%*
7	**56**	10	38	9	4	53	32	21	21	41	56	44	12	32	25	20	25	12	15	34	19
	17%	*19%*	*17%*	*17%*	*13%*	*17%*	*16%*	*23%*	*20%*	*17%*	*17%*	*17%*	*16%*	*17%*	*17%*	*21%*	*14%*	*15%*	*15%*	*17%*	*15%*
8	**31**	6	21	3	*	30	21	9	9	24	31	21	9	16	14	9	17	5	17	15	15
	9%	*12%*	*9%*	*6%*	*1%*	*10%*	*10%*	*10%*	*9%*	*10%*	*9%*	*8%*	*12%*	*9%*	*10%*	*10%*	*10%*	*6%*	*16%*	*7%*	*12%*
9	**7**	1	5	-	-	7	3	3	4	4	7	6	1	6	1	2	3	1	2	7	*
	2%	*3%*	*2%*	-	-	*2%*	*2%*	*4%*	*4%*	*1%*	*2%*	*2%*	*1%*	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*3%*	*
10 - HIGHEST score	**9**	*	5	2	2	7	2	5	5	7	9	6	3	4	5	*	5	2	1	4	5
	3%	*	*2%*	*3%*	*7%*	*2%*	*1%*	*5%*	*5%*	*3%*	*3%*	*2%*	*4%*	*2%*	*3%*	*	*3%*	*2%*	*1%*	*2%*	*4%*
Don't know	**65**	9	47	6	7	58	43	12	16	47	65	48	17	37	28	9	41	18	19	41	22
	19%	*18%*	*21%*	*12%*	*25%*	*19%*	*21%*	*13%*	*15%*	*19%*	*19%*	*19%*	*22%*	*20%*	*19%*	*10%*	*24%*	*22%*	*19%*	*20%*	*18%*
SUMMARY: NET: 9-10	**16**	2	11	2	2	14	6	8	8	11	16	12	4	10	6	2	8	3	2	11	5
	5%	*3%*	*5%*	*3%*	*7%*	*5%*	*3%*	*9%*	*8%*	*5%*	*5%*	*5%*	*5%*	*5%*	*4%*	*2%*	*4%*	*4%*	*2%*	*5%*	*4%*
NET: 7-10	**103**	18	70	14	6	97	59	37	38	76	103	78	25	58	45	31	50	20	34	60	40
	31%	*34%*	*31%*	*27%*	*20%*	*31%*	*29%*	*41%*	*37%*	*31%*	*31%*	*30%*	*32%*	*31%*	*30%*	*33%*	*29%*	*24%*	*33%*	*29%*	*32%*
NET: 4-6	**131**	21	87	23	9	122	80	35	42	93	131	100	30	69	62	41	64	36	36	82	48
	39%	*40%*	*39%*	*43%*	*31%*	*39%*	*39%*	*39%*	*41%*	*38%*	*39%*	*39%*	*39%*	*37%*	*41%*	*44%*	*37%*	*44%*	*35%*	*40%*	*38%*
NET: 1-3	**38**	4	23	9	7	31	25	6	7	27	38	33	5	23	14	12	20	8	14	23	15
	11%	*8%*	*10%*	*18%*	*23%*	*10%*	*12%*	*7%*	*6%*	*11%*	*11%*	*13%*	*7%*	*12%*	*10%*	*13%*	*11%*	*10%*	*14%*	*11%*	*12%*
Mean	**5.73**	5.70	5.86	5.20	5.14	5.78	5.59	6.21	6.15	5.75	5.73	5.65	6.00	5.67	5.81	5.59	5.75	5.49	5.70	5.70	5.75
Standard Deviation	**2.01**	2.03	1.92	2.15	2.53	1.96	1.98	1.93	1.88	2.02	2.01	2.03	1.93	2.08	1.92	1.88	2.06	1.87	2.11	1.99	2.09

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 229

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
Channel 5

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**360**	55	8	10	25	24	9	10	77	14	30	46	52
Weighted Base	**337**	30*	13**	15**	38**	37**	15**	16**	25*	22**	48**	69*	10*
1 - LOWEST score	**9**	1	-	-	-	-	-	-	1	2	-	6	-
	3%	*4%*	-	-	-	-	-	-	*3%*	*8%*	-	*9%*	-
2	**11**	2	-	-	3	-	-	-	1	-	3	2	1
	3%	*6%*	-	-	*8%*	-	-	-	*4%*	-	*7%*	*2%*	*5%*
3	**17**	3	-	-	3	2	-	-	1	3	5	1	*
	5%	*9%*	-	-	*8%*	*4%*	-	-	*3%*	*14%*	*10%*	*2%*	*2%*
4	**29**	4	-	-	2	6	-	2	2	2	3	8	1
	9%	*14%*	-	-	*4%*	*16%*	-	*10%*	*8%*	*7%*	*7%*	*11%*	*11%*
5	**47**	5	-	3	2	5	5	6	4	6	3	7	1
	14%	*17%*	-	*20%*	*4%*	*13%*	*32%*	*39%*	*16%*	*28%*	*6%*	*11%*	*14%*
6	**55**	3	5	6	3	3	2	2	5	5	10	11	2
	16%	*11%*	*37%*	*40%*	*8%*	*8%*	*12%*	*10%*	*20%*	*22%*	*20%*	*15%*	*17%*
7	**56**	5	6	3	3	6	5	3	3	2	10	9	1
	17%	*18%*	*50%*	*20%*	*8%*	*16%*	*34%*	*20%*	*12%*	*7%*	*20%*	*13%*	*12%*
8	**31**	2	-	-	6	6	-	-	3	2	6	5	1
	9%	*6%*	-	-	*16%*	*17%*	-	-	*12%*	*8%*	*13%*	*7%*	*12%*
9	**7**	-	-	-	2	-	-	-	1	-	-	4	-
	2%	-	-	-	*4%*	-	-	-	*4%*	-	-	*6%*	-
10 - HIGHEST score	**9**	1	-	-	3	-	-	-	-	-	3	2	*
	3%	*2%*	-	-	*8%*	-	-	-	-	-	*7%*	*2%*	*5%*
Don't know	**65**	4	2	3	12	9	3	3	5	2	5	15	2
	19%	*15%*	*13%*	*20%*	*32%*	*25%*	*22%*	*20%*	*21%*	*7%*	*10%*	*22%*	*22%*
SUMMARY:													
NET: 9-10	**16**	1	-	-	5	-	-	-	1	-	3	6	*
	5%	*2%*	-	-	*12%*	-	-	-	*4%*	-	*7%*	*9%*	*5%*
NET: 7-10	**103**	7	6	3	14	12	5	3	7	3	19	20	3
	31%	*25%*	*50%*	*20%*	*37%*	*33%*	*34%*	*20%*	*27%*	*15%*	*40%*	*28%*	*29%*
NET: 4-6	**131**	12	5	9	6	14	6	9	11	12	16	25	4
	39%	*42%*	*37%*	*60%*	*16%*	*37%*	*44%*	*60%*	*43%*	*57%*	*33%*	*37%*	*43%*
NET: 1-3	**38**	5	-	-	6	2	-	-	2	5	8	9	1
	11%	*18%*	-	-	*16%*	*4%*	-	-	*9%*	*22%*	*16%*	*13%*	*7%*
Mean	**5.73**	5.11	6.57	6.00	6.26	5.90	6.02	5.50	5.73	4.93	5.98	5.52	5.90
Standard Deviation	**2.01**	2.03	0.52	0.74	2.63	1.66	0.96	1.05	1.94	1.86	2.16	2.40	2.07

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 230

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
Channel 5

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**360**	332	166	337	33	360	356	315	230	182	237	256	129	197	10	360	245	106	73	44	116
Weighted Base	**337**	313	256	316	11	337	334	295	209	167	215	242	198	180	3	337	237	95	73	45	108
1 - LOWEST score	**9**	8	6	9	-	9	9	9	3	1	6	6	6	5	-	9	7	3	1	*	4
	3%	*2%*	*2%*	*3%*	*-*	*3%*	*3%*	*3%*	*1%*	*1%*	*3%*	*3%*	*3%*	*3%*	*-*	*3%*	*3%*	*3%*	*1%*	*1%*	*4%*
2	**11**	10	8	7	1	11	11	10	5	5	2	8	6	6	-	11	6	5	-	-	2
	3%	*3%*	*3%*	*2%*	*6%*	*3%*	*3%*	*4%*	*2%*	*3%*	*1%*	*3%*	*3%*	*4%*	*-*	*3%*	*2%*	*5%*	*-*	*-*	*2%*
3	**17**	16	12	17	*	17	17	14	9	8	6	12	9	8	-	17	10	5	2	2	4
	5%	*5%*	*5%*	*5%*	*3%*	*5%*	*5%*	*5%*	*4%*	*5%*	*3%*	*5%*	*5%*	*5%*	*-*	*5%*	*4%*	*6%*	*3%*	*5%*	*3%*
4	**29**	27	21	28	1	29	29	26	19	15	16	22	18	21	*	29	23	8	8	4	8
	9%	*9%*	*8%*	*9%*	*6%*	*9%*	*9%*	*9%*	*9%*	*9%*	*8%*	*9%*	*9%*	*12%*	*11%*	*9%*	*10%*	*8%*	*11%*	*8%*	*7%*
5	**47**	43	34	44	2	47	47	45	30	23	33	33	26	23	1	47	35	13	10	9	18
	14%	*14%*	*13%*	*14%*	*16%*	*14%*	*14%*	*15%*	*14%*	*14%*	*15%*	*14%*	*13%*	*13%*	*21%*	*14%*	*15%*	*14%*	*14%*	*20%*	*17%*
6	**55**	49	41	55	2	55	55	48	44	35	40	37	31	32	*	55	36	11	15	6	14
	16%	*16%*	*16%*	*17%*	*21%*	*16%*	*17%*	*16%*	*21%*	*21%*	*19%*	*15%*	*16%*	*18%*	*10%*	*16%*	*15%*	*12%*	*21%*	*14%*	*13%*
7	**56**	53	44	53	1	56	56	46	37	31	46	41	33	29	*	56	39	16	15	12	30
	17%	*17%*	*17%*	*17%*	*9%*	*17%*	*17%*	*16%*	*18%*	*19%*	*22%*	*17%*	*17%*	*16%*	*10%*	*17%*	*16%*	*17%*	*20%*	*28%*	*28%*
8	**31**	31	25	29	2	31	31	27	23	19	25	24	19	19	1	31	21	10	5	2	7
	9%	*10%*	*10%*	*9%*	*18%*	*9%*	*9%*	*9%*	*11%*	*11%*	*12%*	*10%*	*9%*	*11%*	*29%*	*9%*	*9%*	*10%*	*7%*	*5%*	*6%*
9	**7**	5	4	7	1	7	7	7	5	5	4	4	3	5	*	7	5	4	4	1	2
	2%	*2%*	*2%*	*2%*	*6%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*1%*	*1%*	*3%*	*9%*	*2%*	*2%*	*4%*	*5%*	*3%*	*2%*
10 - HIGHEST score	**9**	9	8	9	-	9	9	9	7	6	4	7	6	7	-	9	9	6	4	4	4
	3%	*3%*	*3%*	*3%*	*-*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	*-*	*3%*	*4%*	*6%*	*5%*	*9%*	*4%*
Don't know	**65**	64	52	58	2	65	63	54	26	19	32	47	40	24	*	65	45	15	9	4	15
	19%	*20%*	*20%*	*18%*	*16%*	*19%*	*19%*	*18%*	*13%*	*12%*	*15%*	*19%*	*20%*	*13%*	*10%*	*19%*	*19%*	*15%*	*13%*	*8%*	*14%*
SUMMARY:																					
NET: 9-10	**16**	14	12	16	1	16	16	16	13	11	8	11	9	13	*	16	14	10	7	5	6
	5%	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	*6%*	*6%*	*4%*	*5%*	*5%*	*7%*	*9%*	*5%*	*6%*	*10%*	*10%*	*12%*	*6%*
NET: 7-10	**103**	97	81	98	4	103	103	89	73	61	80	76	61	61	2	103	75	36	28	20	43
	31%	*31%*	*32%*	*31%*	*33%*	*31%*	*31%*	*30%*	*35%*	*36%*	*37%*	*31%*	*31%*	*34%*	*48%*	*31%*	*32%*	*37%*	*38%*	*44%*	*40%*
NET: 4-6	**131**	119	96	126	5	131	130	118	93	72	89	93	76	76	1	131	94	32	33	19	40
	39%	*38%*	*38%*	*40%*	*43%*	*39%*	*39%*	*40%*	*44%*	*43%*	*41%*	*38%*	*38%*	*42%*	*42%*	*39%*	*40%*	*33%*	*46%*	*42%*	*37%*
NET: 1-3	**38**	33	26	34	1	38	38	34	16	15	15	27	22	19	-	38	23	13	3	2	10
	11%	*11%*	*10%*	*11%*	*9%*	*11%*	*11%*	*11%*	*8%*	*9%*	*7%*	*11%*	*11%*	*11%*	*-*	*11%*	*10%*	*14%*	*4%*	*6%*	*9%*
Mean	**5.73**	5.77	5.82	5.77	6.02	5.73	5.73	5.71	6.01	6.01	6.00	5.75	5.73	5.83	6.59	5.73	5.82	5.91	6.25	6.30	5.93
Standard Deviation	**2.01**	2.00	2.01	1.99	1.98	2.01	2.01	2.06	1.85	1.87	1.81	2.02	2.05	2.07	2.01	2.01	2.04	2.31	1.79	1.89	1.97

* = Less than .5

J20427 PSB Tracker 2013

Table 231

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC1

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1552**	735	817	162	204	291	279	246	370	385	722	445	290	1262	84	1460	875	238	235	204
Weighted Base	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123*	1467	1359	127	76	38
1 - LOWEST score	**28**	12	16	6	5	1	4	6	7	3	15	10	7	21	5	23	26	2	1	*
	2%	*2%*	*2%*	*4%*	*2%*	*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*4%*	*2%*	*2%*	*1%*	*1%*	*
2	**18**	6	12	4	3	3	7	*	2	7	7	4	5	13	3	15	16	-	1	1
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*	*	*2%*	*1%*	*1%*	*2%*	*1%*	*3%*	*1%*	*1%*	-	*2%*	***3%g***
3	**34**	14	20	4	3	7	9	7	5	13	14	8	2	32	3	31	31	2	*	1
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*1%*	*3%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*1%*	*	*2%*
4	**72**	37	35	13	10	9	22	6	11	12	48	12	11	61	11	61	63	3	4	2
	5%	*5%*	*4%*	*8%*	*5%*	*3%*	*8%*	*2%*	*3%*	*3%*	*6%*	*3%*	*4%*	*5%*	*9%*	*4%*	*5%*	*3%*	*5%*	*4%*
5	**155**	71	83	19	22	32	26	27	30	47	63	44	36	119	16	137	133	13	5	3
	10%	*9%*	*10%*	*11%*	*10%*	*10%*	*9%*	*11%*	*8%*	*11%*	*9%*	*10%*	*13%*	*9%*	*13%*	*9%*	*10%*	*10%*	*7%*	*9%*
6	**230**	111	119	25	15	57	38	37	58	53	111	66	38	192	11	216	197	20	9	5
	14%	*15%*	*14%*	*15%*	*7%*	***19%d***	*13%*	*15%*	*15%*	*12%*	*15%*	*15%*	*13%*	*15%*	*9%*	*15%*	*14%*	*15%*	*12%*	*13%*
7	**316**	162	155	38	45	66	52	43	72	75	159	83	64	252	27	288	265	28	15	8
	20%	*21%*	*18%*	*22%*	*22%*	*22%*	*18%*	*18%*	*19%*	*18%*	*21%*	*19%*	*22%*	*19%*	*22%*	*20%*	*19%*	*22%*	*20%*	*22%*
8	**388**	189	199	35	58	71	67	56	102	112	166	110	62	326	26	359	332	26	21	9
	24%	*25%*	*24%*	*20%*	*28%*	*23%*	*23%*	*23%*	*27%*	*26%*	*22%*	*25%*	*22%*	*25%*	*21%*	*24%*	*24%*	*20%*	*28%*	*22%*
9	**148**	74	74	7	22	20	33	26	40	49	64	35	25	123	7	140	121	16	9	3
	9%	*10%*	*9%*	*4%*	*11%*	*7%*	*11%*	*11%*	*10%*	*12%*	*9%*	*8%*	*9%*	*9%*	*5%*	*10%*	*9%*	*13%*	*12%*	*7%*
10 - HIGHEST score	**77**	33	44	12	4	17	15	12	17	21	37	19	9	68	7	70	65	9	2	2
	5%	*4%*	*5%*	*7%*	*2%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*4%*	*3%*	*5%*	*6%*	*5%*	*5%*	*7%*	*3%*	*5%*
Don't know	**134**	44	90	9	21	24	22	20	39	34	55	45	28	106	6	127	111	10	8	5
	8%	*6%*	***11%a***	*5%*	*10%*	*8%*	*7%*	*8%*	*10%*	*8%*	*7%*	*10%*	*10%*	*8%*	*5%*	*9%*	*8%*	*8%*	*10%*	*12%*
SUMMARY:																				
NET: 9-10	**226**	107	119	19	27	37	48	38	57	70	101	54	34	192	14	210	185	25	11	5
	14%	*14%*	*14%*	*11%*	*13%*	*12%*	*16%*	*16%*	*15%*	*16%*	*14%*	*12%*	*12%*	*15%*	*11%*	*14%*	*14%*	*19%*	*14%*	*12%*
NET: 7-10	**930**	458	472	91	129	174	168	137	231	257	426	247	160	770	67	857	782	78	48	22
	58%	*61%*	*56%*	*53%*	*62%*	*57%*	*57%*	*57%*	*61%*	*60%*	*58%*	*57%*	*56%*	*59%*	*54%*	*58%*	*58%*	*62%*	*63%*	*56%*
NET: 4-6	**457**	220	237	57	47	98	86	69	99	113	222	122	86	371	38	414	393	36	18	10
	29%	*29%*	*28%*	*33%*	*23%*	*32%*	*29%*	*29%*	*26%*	*26%*	*30%*	*28%*	*30%*	*28%*	*31%*	*28%*	*29%*	*28%*	*24%*	*26%*
NET: 1-3	**80**	33	47	14	11	11	19	13	13	22	36	22	15	65	11	69	72	3	3	2
	5%	*4%*	*6%*	*8%*	*5%*	*4%*	*6%*	*5%*	*3%*	*5%*	*5%*	*5%*	*5%*	*5%*	*9%*	*5%*	*5%*	*3%*	*3%*	*6%*
Mean	**6.84**	6.87	6.81	6.44	6.84	6.87	6.75	6.88	**7.05c**	6.96	6.77	6.84	6.67	6.88	6.37	6.88	6.81	7.11	7.02	6.80
Standard Deviation	**1.87**	1.81	1.93	2.12	1.90	1.68	2.00	1.90	1.74	1.84	1.90	1.86	1.89	1.87	2.19	1.84	1.89	1.73	1.78	1.90

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 232

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC1

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1552**	182	1109	237	105	1447	968	388	457	820	245	1161	391	871	675	467	788	315	567	942	590
Weighted Base	**1601**	205	1101	268	120*	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
1 - LOWEST score	**28**	5	14	8	5	24	19	5	5	11	4	21	7	17	11	8	15	2	16	20	9
	2%	*2%*	*1%*	*3%*	*4%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*1%*
2	**18**	3	11	4	*	18	9	7	7	7	2	14	4	8	10	6	11	3	6	10	8
	1%	*2%*	*1%*	*1%*	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**34**	1	20	13	3	31	21	7	8	13	*	27	7	23	11	14	13	2	15	24	9
	2%	*	*2%*	*5%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*1%*	*3%*	*2%*	*2%*
4	**72**	2	52	14	1	71	45	21	24	28	9	50	22	40	32	17	36	15	25	39	33
	5%	*1%*	*5%*	*5%*	*1%*	*5%*	*5%*	*5%*	*5%*	*3%*	*4%*	*4%*	*6%*	*4%*	*5%*	*3%*	*4%*	*4%*	*4%*	*4%*	*6%*
5	**155**	20	106	29	14	141	82	44	56	82	32	115	40	77	78	50	77	30	47	88	64
	10%	*10%*	*10%*	*11%*	*11%*	*10%*	*8%*	*11%*	*12%*	*10%*	*14%*	*9%*	*10%*	*8%*	*11%*	*10%*	*10%*	*9%*	*8%*	*9%*	*11%*
6	**230**	23	163	44	19	211	140	58	67	120	36	175	55	131	97	74	110	56	75	140	85
	14%	*11%*	*15%*	*16%*	*16%*	*14%*	*14%*	*14%*	*14%*	*15%*	*15%*	*14%*	*14%*	*15%*	*14%*	*15%*	*14%*	*16%*	*13%*	*14%*	*14%*
7	**316**	42	223	47	22	295	208	68	79	177	35	251	65	195	119	98	175	71	119	190	125
	20%	*20%*	*20%*	*18%*	*18%*	*20%*	*21%*	*17%*	*17%*	*22%*	*15%*	*21%*	*17%*	*22%*	*17%*	*20%*	*22%*	*21%*	*21%*	*19%*	*21%*
8	**388**	50	274	59	30	358	245	85	109	196	47	294	94	219	168	126	178	83	141	237	144
	24%	*24%*	*25%*	*22%*	*25%*	*24%*	*25%*	*21%*	*23%*	*24%*	*20%*	*24%*	*24%*	*24%*	*24%*	*25%*	*22%*	*25%*	*25%*	*24%*	*24%*
9	**148**	26	99	18	7	142	86	50	56	61	26	109	39	78	70	45	84	32	48	93	53
	9%	*13%*	*9%*	*7%*	*6%*	*10%*	*9%*	*12%*	*12%*	*8%*	*11%*	*9%*	*10%*	*9%*	*10%*	*9%*	*10%*	*9%*	*9%*	*9%*	*9%*
10 - HIGHEST score	**77**	21	45	8	10	67	38	26	29	37	19	59	18	35	43	31	28	17	20	52	24
	5%	***10%bc***	*4%*	*3%*	*8%*	*5%*	*4%*	*6%*	*6%*	*5%*	*8%*	*5%*	*5%*	*4%*	*6%*	*6%*	*3%*	*5%*	*3%*	*5%*	*4%*
Don't know	**134**	12	93	24	9	124	87	32	37	80	25	100	34	80	53	26	81	27	50	95	39
	8%	*6%*	*8%*	*9%*	*8%*	*8%*	*9%*	*8%*	*8%*	*10%*	*11%*	*8%*	*9%*	*9%*	*8%*	*5%*	*10%*	*8%*	*9%*	*10%*	*7%*
SUMMARY: NET: 9-10	**226**	48	144	26	17	209	124	76	85	98	46	168	57	113	113	77	112	48	67	145	76
	14%	***23%bc***	*13%*	*10%*	*14%*	*14%*	*13%*	*19%*	*18%*	*12%*	*19%*	*14%*	*15%*	*13%*	*16%*	*15%*	*14%*	*14%*	*12%*	*15%*	*13%*
NET: 7-10	**930**	140	641	132	69	861	578	229	273	471	128	714	216	526	399	301	465	202	327	572	345
	58%	***68%c***	*58%*	*49%*	*57%*	*58%*	*59%*	*57%*	*57%*	*58%*	*54%*	*59%*	*56%*	*58%*	*58%*	*61%*	*57%*	*60%*	*58%*	*58%*	*58%*
NET: 4-6	**457**	45	322	87	34	423	268	124	147	230	77	341	116	247	208	141	223	101	147	266	182
	29%	*22%*	*29%*	*32%*	*28%*	*29%*	*27%*	*31%*	*31%*	*28%*	*33%*	*28%*	*30%*	*27%*	*30%*	*28%*	*28%*	*30%*	*26%*	*27%*	*31%*
NET: 1-3	**80**	9	45	25	8	72	49	18	20	31	7	62	18	49	31	28	39	7	38	54	26
	5%	*4%*	*4%*	***9%b***	*7%*	*5%*	*5%*	*5%*	*4%*	*4%*	*3%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	*2%*	*7%*	*5%*	*4%*
Mean	**6.84**	7.26c	6.86c	6.41	6.84	6.84	6.83	6.90	6.91	6.87	6.97	6.85	6.82	6.80	6.89	6.90	6.80	6.99	6.73	6.87	6.78
Standard Deviation	**1.87**	1.94	1.79	2.02	2.03	1.86	1.84	1.94	1.89	1.75	1.93	1.86	1.91	1.85	1.91	1.88	1.86	1.67	1.95	1.91	1.83

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 233

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC1

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1552**	238	45	84	111	103	43	54	235	98	135	202	204
Weighted Base	**1601**	127	69*	129*	172	160	69*	87*	76	152*	215	305	38
1 - LOWEST score	**28**	2	3	2	3	3	3	-	1	2	5	5	*
	2%	*1%*	*5%*	*1%*	*2%*	*2%*	*5%*	-	*1%*	*1%*	*2%*	*2%*	*
2	**18**	-	2	3	1	-	2	-	1	2	3	3	1
	1%	-	*2%*	*2%*	*1%*	-	*2%*	-	*2%*	*1%*	*2%*	*1%*	**3%bf**
3	**34**	2	4	5	5	-	3	-	*	5	3	6	1
	2%	*1%*	*6%*	*4%*	*3%*	-	*4%*	-	*	*3%*	*1%*	*2%*	**2%f**
4	**72**	3	8	6	3	10	7	5	4	3	8	14	2
	5%	*3%*	*11%*	*5%*	*2%*	*6%*	*10%*	*6%*	*5%*	*2%*	*4%*	*5%*	*4%*
5	**155**	13	2	17	22	16	5	8	5	16	17	32	3
	10%	*10%*	*2%*	*13%*	*13%*	*10%*	*7%*	*9%*	*7%*	*10%*	*8%*	*11%*	*9%*
6	**230**	20	9	19	26	18	5	13	9	20	32	54	5
	14%	*15%*	*13%*	*14%*	*15%*	*12%*	*7%*	*15%*	*12%*	*13%*	*15%*	*18%*	*13%*
7	**316**	28	14	15	37	40	13	18	15	23	51	53	8
	20%	*22%*	*20%*	*12%*	*22%*	*25%*	*19%*	*21%*	*20%*	*15%*	*24%*	*17%*	*22%*
8	**388**	26	11	31	50	42	19	18	21	45	50	68	9
	24%	*20%*	*16%*	*24%*	*29%*	*26%*	*28%*	*20%*	*28%*	*30%*	*23%*	*22%*	*22%*
9	**148**	16	8	11	11	12	6	8	9	19	17	28	3
	9%	*13%*	*11%*	*8%*	*6%*	*8%*	*9%*	*9%*	*12%*	*12%*	*8%*	*9%*	*7%*
10 - HIGHEST score	**77**	9	2	9	6	8	-	5	2	-	13	22	2
	5%	**7%j**	*2%*	**7%j**	*4%*	*5%*	-	*5%*	*3%*	-	*6%*	**7%j**	**5%j**
Don't know	**134**	10	8	12	8	11	6	13	8	18	16	20	5
	8%	*8%*	*11%*	*9%*	*4%*	*7%*	*9%*	*14%*	*10%*	*12%*	*7%*	*6%*	**12%e**
SUMMARY:													
NET: 9-10	**226**	25	9	20	17	20	6	13	11	19	30	51	5
	14%	*19%*	*13%*	*16%*	*10%*	*13%*	*9%*	*15%*	*14%*	*12%*	*14%*	*17%*	*12%*
NET: 7-10	**930**	78	34	67	104	102	38	48	48	87	130	172	22
	58%	*62%*	*49%*	*51%*	*60%*	*64%*	*56%*	*56%*	*63%*	*57%*	*61%*	*56%*	*56%*
NET: 4-6	**457**	36	19	41	51	44	16	26	18	39	58	100	10
	29%	*28%*	*27%*	*32%*	*30%*	*27%*	*23%*	*30%*	*24%*	*26%*	*27%*	*33%*	*26%*
NET: 1-3	**80**	3	9	9	9	3	8	-	3	8	11	14	2
	5%	*3%*	**13%bfh**	*7%*	*6%*	*2%*	*12%*	-	*3%*	*5%*	*5%*	*5%*	**6%h**
Mean	**6.84**	**7.11c**	6.19	6.72	6.79	6.95	6.31	7.05	7.02	6.88	6.87	6.88	6.80
Standard Deviation	**1.87**	1.73	2.32	2.07	1.77	1.73	2.24	1.58	1.78	1.75	1.89	1.90	1.90

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 234

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC1

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1552**	1412	814	1402	97	1163	1552	1405	968	825	1102	820	446	442	29	245	1552	573	193	121	586
Weighted Base	**1601**	1467	1260	1449	31	1200	1601	1445	1005	838	1125	813	687	448	9	237	1601	594	217	130	576
1 - LOWEST score	**28**	25	22	26	*	20	28	19	12	6	15	11	11	8	*	4	28	4	6	2	8
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*4%*	*2%*	*2%*	*1%*	*3%*	*1%*	*1%*
2	**18**	18	16	18	-	14	18	13	8	4	9	7	6	4	-	2	18	4	4	-	5
	1%	*1%*	*1%*	*1%*	*-*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*-*	*1%*	*1%*	*1%*	*2%*	*-*	*1%*
3	**34**	26	23	24	*	21	34	26	17	15	23	13	11	9	-	*	34	15	-	5	10
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*-*	*	*2%*	*3%*	*-*	*4%*	*2%*
4	**72**	67	59	59	2	44	72	60	48	24	50	28	22	20	*	9	72	20	15	3	23
	5%	*5%*	*5%*	*4%*	*5%*	*4%*	*5%*	*4%*	*5%*	*3%*	*4%*	*3%*	*3%*	*5%*	*4%*	*4%*	*5%*	*3%*	*7%*	*2%*	*4%*
5	**155**	142	126	142	3	120	155	135	100	75	102	82	72	50	1	32	155	54	25	14	53
	10%	*10%*	*10%*	*10%*	*8%*	*10%*	*10%*	*9%*	*10%*	*9%*	*9%*	*10%*	*10%*	*11%*	*11%*	*14%*	*10%*	*9%*	*11%*	*11%*	*9%*
6	**230**	216	187	206	3	180	230	206	149	127	166	120	106	65	1	36	230	86	34	31	77
	14%	*15%*	*15%*	*14%*	*10%*	*15%*	*14%*	*14%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*10%*	*15%*	*14%*	*14%*	*16%*	*24%*	*13%*
7	**316**	290	245	293	5	247	316	298	211	183	218	177	148	87	*	35	316	136	37	26	115
	20%	*20%*	*19%*	*20%*	*16%*	*21%*	*20%*	*21%*	*21%*	*22%*	*19%*	*22%*	*22%*	*19%*	*3%*	*15%*	*20%*	*23%*	*17%*	*20%*	*20%*
8	**388**	359	313	362	10	284	388	368	258	220	288	196	168	113	3	47	388	150	43	23	144
	24%	*24%*	*25%*	*25%*	*32%*	*24%*	*24%*	*25%*	*26%*	*26%*	*26%*	*24%*	*24%*	*25%*	*31%*	*20%*	*24%*	*25%*	*20%*	*18%*	*25%*
9	**148**	132	108	140	5	112	148	144	90	93	114	61	46	36	2	26	148	68	17	12	66
	9%	*9%*	*9%*	*10%*	*15%*	*9%*	*9%*	*10%*	*9%*	*11%*	*10%*	*8%*	*7%*	*8%*	*23%*	*11%*	*9%*	*11%*	*8%*	*9%*	*11%*
10 - HIGHEST score	**77**	68	57	67	*	62	77	66	43	44	57	37	30	26	-	19	77	32	16	9	31
	5%	*5%*	*5%*	*5%*	*1%*	*5%*	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	*4%*	*6%*	*-*	*8%*	*5%*	*5%*	*8%*	*7%*	*5%*
Don't know	**134**	124	105	113	3	95	134	111	70	48	83	80	68	28	1	25	134	26	18	5	42
	8%	*8%*	*8%*	*8%*	*10%*	*8%*	*8%*	*8%*	*7%*	*6%*	*7%*	*10%*	*10%*	*6%*	*14%*	*11%*	*8%*	*4%*	*8%*	*4%*	*7%*
SUMMARY:																					
NET: 9-10	**226**	200	165	207	5	175	226	210	133	137	172	98	76	63	2	46	226	100	34	21	97
	14%	*14%*	*13%*	*14%*	*16%*	*15%*	*14%*	*15%*	*13%*	*16%*	*15%*	*12%*	*11%*	*14%*	*23%*	*19%*	*14%*	*17%*	*16%*	*16%*	*17%*
NET: 7-10	**930**	850	723	861	20	705	930	875	603	540	678	471	392	263	5	128	930	387	114	70	356
	58%	*58%*	*57%*	*59%*	*64%*	*59%*	*58%*	*61%*	*60%*	*64%*	*60%*	*58%*	*57%*	*59%*	*58%*	*54%*	*58%*	*65%*	*53%*	*54%*	*62%*
NET: 4-6	**457**	425	371	407	7	345	457	401	296	226	318	230	199	136	2	77	457	160	74	48	154
	29%	*29%*	*29%*	*28%*	*24%*	*29%*	*29%*	*28%*	*29%*	*27%*	*28%*	*28%*	*29%*	*30%*	*25%*	*33%*	*29%*	*27%*	*34%*	*37%*	*27%*
NET: 1-3	**80**	68	61	68	1	55	80	58	37	25	47	31	28	22	*	7	80	22	10	7	24
	5%	*5%*	*5%*	*5%*	*2%*	*5%*	*5%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*5%*	*4%*	*3%*	*5%*	*4%*	*5%*	*5%*	*4%*
Mean	**6.84**	6.84	6.81	6.87	7.13	6.88	6.84	6.94	6.89	7.09	6.94	6.87	6.83	6.83	7.15	6.97	6.84	7.05	6.70	6.80	7.00
Standard Deviation	**1.87**	1.85	1.86	1.85	1.68	1.84	1.87	1.78	1.75	1.66	1.81	1.75	1.76	1.88	2.12	1.93	1.87	1.70	2.06	1.82	1.83

* = Less than .5

J20427 PSB Tracker 2013

Table 235

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC2

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**618**	335	283	41	74	95	109	120	179	171	274	173	87	531	31	586	352	94	102	70
Weighted Base	**642**	339	303	41**	80*	99*	123*	110*	189	192	282	169	91*	551	44**	597	546	50*	33	13*
1 - LOWEST score	**3**	3	-	2	-	*	-	-	2	2	*	2	2	2	-	3	3	-	-	*
	*	1%	-	4%	-	*	-	-	1%	1%	*	1%	2%	*	-	1%	1%	-	-	1%
2	**4**	2	2	2	*	-	2	-	-	-	3	*	-	4	2	2	3	-	-	*
	1%	1%	1%	4%	*	-	1%	-	-	-	1%	*	-	1%	4%	*	1%	-	-	3%
3	**8**	3	5	-	*	3	1	2	2	5	3	1	3	5	2	7	8	1	-	*
	1%	1%	2%	-	*	3%	1%	1%	1%	2%	1%	*	3%	1%	4%	1%	1%	1%	-	1%
4	**18**	6	12	*	4	2	5	5	2	6	9	4	2	17	-	18	16	-	1	1
	3%	2%	4%	*	5%	2%	4%	5%	1%	3%	3%	2%	2%	3%	-	3%	3%	-	4%	6%q
5	**38**	18	20	4	4	7	3	6	14	6	21	12	5	33	5	33	31	5	1	1
	6%	5%	7%	10%	5%	7%	3%	6%	7%	3%	7%	7%	6%	6%	12%	6%	6%	11%	3%	6%
6	**47**	22	26	6	7	4	9	10	12	5	29	14	5	42	5	42	42	3	1	1
	7%	6%	8%	14%	9%	4%	7%	9%	6%	3%	10%i	8%	6%	8%	12%	7%	8%	5%	3%	10%
7	**110**	59	50	2	12	21	17	19	39	29	54	27	15	95	4	106	93	9	6	3
	17%	18%	17%	5%	15%	21%	14%	17%	20%	15%	19%	16%	16%	17%	8%	18%	17%	17%	17%	20%
8	**217**	120	97	14	30	23	51	37	62	73	89	54	33	184	12	204	183	15	16	3
	34%	35%	32%	34%	37%	24%	41%	33%	33%	38%	32%	32%	36%	33%	26%	34%	33%	30%	48%pqs	26%
9	**114**	61	54	4	15	26	21	14	35	40	40	34	16	98	7	108	98	10	6	1
	18%	18%	18%	10%	18%	26%	17%	13%	18%	21%	14%	20%	18%	18%	15%	18%	18%	19%	17%	10%
10 - HIGHEST score	**51**	26	25	4	4	9	7	12	15	17	18	16	6	45	5	46	42	6	2	1
	8%	8%	8%	9%	5%	9%	6%	11%	8%	9%	6%	10%	7%	8%	12%	8%	8%	13%	6%	9%
Don't know	**32**	19	13	5	5	3	7	5	7	10	15	7	4	27	3	28	28	2	1	1
	5%	6%	4%	11%	6%	3%	5%	5%	4%	5%	5%	4%	4%	5%	7%	5%	5%	4%	2%	8%
SUMMARY:																				
NET: 9-10	**165**	86	79	7	19	35	28	27	50	57	58	50	22	143	12	153	139	16	8	3
	26%	25%	26%	18%	23%	35%	23%	24%	26%	30%	21%	30%	25%	26%	27%	26%	26%	32%	23%	19%
NET: 7-10	**492**	266	226	23	60	79	96	83	151	160	201	131	70	422	27	463	415	39	29	9
	77%	79%	75%	57%	75%	80%	78%	75%	80%	83%	72%	78%	77%	77%	62%	78%	76%	79%	88%s	65%
NET: 4-6	**103**	45	58	10	15	13	17	21	27	16	58	29	12	91	10	93	89	8	3	3
	16%	13%	19%	25%	18%	14%	14%	19%	14%	8%	21%i	17%	13%	17%	23%	16%	16%	16%	10%	22%
NET: 1-3	**15**	8	7	3	1	3	3	2	4	6	7	2	5	10	3	12	14	1	-	1
	2%	2%	2%	8%	1%	3%	3%	1%	2%	3%	2%	1%	5%	2%	7%	2%	3%	1%	-	5%r
Mean	**7.57**	7.63	7.51	7.02	7.56	7.66	7.61	7.56	7.63	7.79	7.36	7.68	7.48	7.59	7.28	7.59	7.55	7.79s	7.80s	7.06
Standard Deviation	**1.64**	1.61	1.66	2.25	1.49	1.71	1.58	1.63	1.55	1.62	1.64	1.62	1.82	1.61	2.09	1.60	1.65	1.55	1.28	2.08

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 236

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC2

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	618	74	425	105	52	566	352	166	198	298	106	470	148	337	280	215	280	126	187	363	243
Weighted Base	642	81*	429	115*	58*	584	362	168	205	286	95*	494	148	357	283	224	291	139*	187	383	245
1 - LOWEST score	3	2	-	*	2	2	*	2	2	2	2	3	-	3	-	2	-	-	-	2	2
	*	2%	-	*	3%	*	*	1%	1%	1%	2%	1%	-	1%	-	1%	-	-	-	*	1%
2	4	*	3	-	*	3	2	*	2	*	2	2	2	2	2	-	2	2	-	2	2
	1%	*	1%	-	*	1%	*	*	1%	*	2%	*	1%	*	1%	-	1%	1%	-	*	1%
3	8	-	5	4	-	8	4	2	3	4	1	7	2	7	2	4	3	-	3	5	3
	1%	-	1%	3%	-	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	-	2%	1%	1%
4	18	-	11	7	-	18	10	8	8	9	1	11	7	10	8	4	9	5	5	11	7
	3%	-	3%	6%	-	3%	3%	5%	4%	3%	1%	2%	5%	3%	3%	2%	3%	4%	3%	3%	3%
5	38	4	19	13	3	35	22	9	13	19	9	26	12	18	20	7	16	6	13	21	17
	6%	5%	4%	12%	6%	6%	6%	6%	6%	7%	9%	5%	8%	5%	7%	3%	6%	4%	7%	6%	7%
6	47	7	30	10	3	44	26	13	18	26	8	37	10	28	19	16	21	11	11	32	15
	7%	9%	7%	9%	6%	8%	7%	8%	9%	9%	9%	7%	7%	8%	7%	7%	7%	8%	6%	8%	6%
7	110	16	71	21	9	101	69	28	31	56	12	96	14	72	36	34	57	30	30	71	38
	17%	20%	17%	18%	15%	17%	19%	17%	15%	20%	12%	19%	10%	20%	13%	15%	20%	22%	16%	19%	16%
8	217	24	156	31	26	191	118	54	63	88	32	161	56	111	106	81	101	37	71	124	86
	34%	29%	36%	27%	45%	33%	32%	32%	31%	31%	33%	33%	38%	31%	38%	36%	35%	27%	38%	32%	35%
9	114	12	84	14	9	106	63	33	42	44	11	87	28	56	58	51	44	25	29	57	53
	18%	15%	20%	12%	15%	18%	17%	19%	21%	15%	12%	18%	19%	16%	20%	23%	15%	18%	16%	15%	22%
10 - HIGHEST score	51	15	25	7	7	44	28	11	14	23	12	39	12	31	20	15	23	12	17	36	14
	8%	18%b	6%	6%	11%	8%	8%	7%	7%	8%	12%	8%	8%	9%	7%	7%	8%	9%	9%	9%	6%
Don't know	32	2	23	7	*	31	21	8	10	16	7	26	5	20	11	10	15	9	8	23	9
	5%	2%	5%	6%	*	5%	6%	5%	5%	6%	7%	5%	3%	6%	4%	4%	5%	7%	4%	6%	3%
SUMMARY: NET: 9-10	165	27	109	22	15	150	92	44	56	67	23	125	40	88	78	66	67	38	46	92	66
	26%	34%	25%	19%	26%	26%	25%	26%	27%	23%	24%	25%	27%	25%	27%	30%	23%	27%	25%	24%	27%
NET: 7-10	492	67	337	74	50	442	278	126	150	211	66	381	111	270	220	182	225	105	147	288	190
	77%	83%	79%c	64%	85%	76%	77%	75%	73%	74%	70%	77%	75%	76%	78%	81%	77%	76%	79%	75%	78%
NET: 4-6	103	11	61	30	7	97	57	31	39	54	18	74	29	55	48	27	47	23	29	64	39
	16%	13%	14%	26%b	11%	17%	16%	18%	19%	19%	19%	15%	20%	16%	17%	12%	16%	16%	15%	17%	16%
NET: 1-3	15	2	8	4	2	13	5	3	7	5	4	12	4	12	4	5	5	2	3	8	7
	2%	2%	2%	3%	3%	2%	1%	2%	3%	2%	4%	2%	2%	3%	1%	2%	2%	1%	2%	2%	3%
Mean	7.57	7.86	7.65c	7.08	7.75	7.56	7.61	7.49	7.46	7.47	7.47	7.58	7.54	7.51	7.66	7.76	7.56	7.60	7.65	7.55	7.55
Standard Deviation	1.64	1.71	1.51	1.79	1.69	1.63	1.54	1.69	1.77	1.62	1.92	1.61	1.74	1.71	1.54	1.53	1.55	1.58	1.53	1.63	1.67

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 237

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC2

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	618	94	18	28	44	34	13	27	102	41	60	87	70
Weighted Base	642	50*	27**	44**	68*	53*	21**	44**	33	63*	96*	131*	13*
1 - LOWEST score	3	-	-	-	-	-	-	-	-	-	-	3	*
	*	-	-	-	-	-	-	-	-	-	-	2%	1%
2	4	-	-	-	-	-	2	-	-	-	2	-	*
	1%	-	-	-	-	-	8%	-	-	-	2%	-	3%l
3	8	1	-	2	-	-	2	-	-	-	3	1	*
	1%	1%	-	4%	-	-	7%	-	-	-	3%	1%	1%
4	18	-	2	2	-	2	2	5	1	2	2	2	1
	3%	-	6%	3%	-	3%	8%	12%	4%	2%	2%	1%	6%be
5	38	5	4	-	5	2	-	5	1	8	6	1	1
	6%	11%l	16%	-	7%	3%	-	11%	3%	12%l	7%	1%	6%
6	47	3	3	5	3	5	-	3	1	3	12	9	1
	7%	5%	12%	11%	4%	9%	-	7%	3%	5%	12%	7%	10%
7	110	9	2	4	14	7	5	10	6	12	14	25	3
	17%	17%	6%	10%	20%	14%	23%	22%	17%	19%	15%	19%	20%
8	217	15	6	20	28	20	5	10	16	19	32	43	3
	34%	30%	22%	47%	41%	39%	24%	22%	48%abm	30%	33%	33%	26%
9	114	10	6	6	12	9	3	7	6	12	21	21	1
	18%	19%	23%	15%	18%	18%	15%	15%	17%	20%	22%	16%	10%
10 - HIGHEST score	51	6	5	2	5	5	2	3	2	4	2	15	1
	8%	13%k	17%	4%	7%	9%	8%	7%	6%	7%	2%	12%	9%
Don't know	32	2	-	3	2	3	2	2	1	3	3	11	1
	5%	4%	-	7%	2%	6%	8%	4%	2%	5%	3%	8%	8%
SUMMARY:													
NET: 9-10	165	16	11	8	17	14	5	10	8	17	22	36	3
	26%	32%	40%	18%	25%	27%	23%	22%	23%	27%	23%	27%	19%
NET: 7-10	492	39	18	33	59	42	14	29	29	47	68	104	9
	77%	79%	67%	75%	87%m	79%	69%	66%	88%m	76%	71%	79%	65%
NET: 4-6	103	8	9	6	8	8	2	13	3	12	20	12	3
	16%	16%	33%	14%	11%	15%	8%	30%	10%	20%	20%	9%	22%l
NET: 1-3	15	1	-	2	-	-	3	-	-	-	5	5	1
	2%	1%	-	4%	-	-	15%	-	-	-	5%	3%	5%eij
Mean	7.57	7.79m	7.57	7.55	7.82m	7.82	6.85	7.10	7.80m	7.56	7.31	7.75	7.06
Standard Deviation	1.64	1.55	1.92	1.52	1.21	1.37	2.46	1.80	1.28	1.53	1.69	1.73	2.08

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 238

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC2

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**618**	555	327	569	49	457	614	618	407	406	459	298	155	236	16	106	573	618	100	103	276
Weighted Base	**642**	587	506	593	16	472	637	642	422	425	474	286	239	239	5	95	594	642	106	113	269
1 - LOWEST score	**3**	3	3	3	-	3	3	3	*	-	*	2	2	2	-	2	3	3	-	-	*
	*	1%	1%	1%	-	1%	1%	*	*	-	*	1%	1%	1%	-	2%	1%	*	-	-	*
2	**4**	4	3	2	-	2	4	4	*	*	2	*	-	2	-	2	4	4	*	-	*
	1%	1%	1%	*	-	*	1%	1%	*	*	*	*	-	1%	-	2%	1%	1%	*	-	*
3	**8**	8	8	8	-	4	8	8	4	7	8	4	3	4	-	1	7	8	1	4	5
	1%	1%	2%	1%	-	1%	1%	1%	1%	2%	2%	1%	1%	2%	-	1%	1%	1%	*	3%	2%
4	**18**	17	14	16	1	13	18	18	9	10	13	9	8	8	*	1	15	18	2	2	6
	3%	3%	3%	3%	8%	3%	3%	3%	2%	2%	3%	3%	3%	3%	7%	1%	2%	3%	2%	2%	2%
5	**38**	33	28	32	1	31	36	38	28	26	27	19	15	18	*	9	31	38	9	14	14
	6%	6%	6%	5%	4%	7%	6%	6%	7%	6%	6%	7%	6%	7%	7%	9%	5%	6%	9%	12%	5%
6	**47**	43	39	44	1	35	47	47	39	31	40	26	25	22	-	8	47	47	10	13	20
	7%	7%	8%	7%	4%	7%	7%	7%	9%	7%	8%	9%	10%	9%	-	9%	8%	7%	10%	12%	8%
7	**110**	102	87	107	2	85	110	110	72	68	76	56	45	34	1	12	108	110	24	22	43
	17%	17%	17%	18%	14%	18%	17%	17%	17%	16%	16%	20%	19%	14%	18%	12%	18%	17%	23%	19%	16%
8	**217**	194	166	196	7	159	217	217	140	148	154	88	73	86	2	32	196	217	23	32	91
	34%	33%	33%	33%	43%	34%	34%	34%	33%	35%	32%	31%	31%	36%	44%	33%	33%	34%	22%	28%	34%
9	**114**	105	92	110	3	79	113	114	82	84	93	44	37	36	1	11	110	114	15	15	56
	18%	18%	18%	18%	20%	17%	18%	18%	19%	20%	20%	15%	16%	15%	18%	12%	18%	18%	14%	13%	21%
10 - HIGHEST score	**51**	46	38	48	1	39	51	51	26	34	36	23	17	18	-	12	47	51	14	9	20
	8%	8%	8%	8%	4%	8%	8%	8%	6%	8%	8%	8%	7%	8%	-	12%	8%	8%	13%	8%	7%
Don't know	**32**	31	28	27	*	23	30	32	22	17	25	16	14	10	*	7	28	32	7	3	13
	5%	5%	5%	4%	2%	5%	5%	5%	5%	4%	5%	6%	6%	4%	6%	7%	5%	5%	7%	2%	5%
SUMMARY:																					
NET: 9-10	**165**	151	130	158	4	118	164	165	107	118	129	67	54	54	1	23	156	165	29	24	76
	26%	26%	26%	27%	24%	25%	26%	26%	25%	28%	27%	23%	23%	23%	18%	24%	26%	26%	27%	22%	28%
NET: 7-10	**492**	448	383	461	13	361	490	492	320	334	358	211	172	175	4	66	460	492	76	78	210
	77%	76%	76%	78%	81%	77%	77%	77%	76%	79%	76%	74%	72%	73%	81%	70%	77%	77%	72%	69%	78%
NET: 4-6	**103**	92	81	92	3	79	101	103	76	67	80	54	48	47	1	18	92	103	21	29	41
	16%	16%	16%	15%	17%	17%	16%	16%	18%	16%	17%	19%	20%	20%	14%	19%	16%	16%	20%	26%	15%
NET: 1-3	**15**	15	14	13	-	8	15	15	4	7	10	5	5	7	-	4	13	15	1	4	6
	2%	3%	3%	2%	-	2%	2%	2%	1%	2%	2%	2%	2%	3%	-	4%	2%	2%	1%	3%	2%
Mean	**7.57**	7.57	7.55	7.61	7.58	7.57	7.58	7.57	7.60	7.68	7.60	7.47	7.44	7.44	7.50	7.47	7.60	7.57	7.58	7.26	7.66
Standard Deviation	**1.64**	1.65	1.67	1.61	1.55	1.61	1.63	1.64	1.46	1.52	1.59	1.62	1.63	1.71	1.56	1.92	1.61	1.64	1.61	1.69	1.54

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 239

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC3

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**278**	127	151	75	34	71	34	24	40	63	127	88	62	216	35	243	168	43	41	26
Weighted Base	**306**	135*	170	88*	33**	75*	34**	28**	47*	76*	134*	96*	59*	247	55*	251	265	23*	14*	5**
1 - LOWEST score	**12**	4	8	7	2	1	-	2	2	2	9	2	4	8	3	9	12	1	-	-
	4%	*3%*	*5%*	*7%*	*5%*	*1%*	*-*	*6%*	*3%*	*2%*	*7%*	*2%*	*7%*	*3%*	*6%*	*4%*	*4%*	*2%*	*-*	*-*
2	**4**	2	2	4	*	-	-	-	1	*	3	1	*	4	3	1	3	1	-	*
	1%	*2%*	*1%*	*4%*	*1%*	*-*	*-*	*-*	*1%*	*1%*	*3%*	*1%*	***	*2%*	*5%*	*1%*	*1%*	*4%*	*-*	*7%*
3	**12**	5	7	5	1	2	2	1	2	5	7	-	1	11	3	9	11	1	-	1
	4%	*4%*	*4%*	*6%*	*2%*	*2%*	*5%*	*5%*	*3%*	*7%*	*5%*	*-*	*1%*	*5%*	*6%*	*4%*	*4%*	*4%*	*-*	*11%*
4	**27**	14	13	10	2	7	1	3	4	8	12	7	10	17	6	21	25	1	1	*
	9%	*11%*	*7%*	*12%*	*6%*	*9%*	*4%*	*11%*	*8%*	*10%*	*9%*	*7%*	*17%*	*7%*	*12%*	*8%*	*10%*	*2%*	*8%*	*9%*
5	**47**	19	28	13	7	9	1	8	8	14	16	17	6	42	4	44	38	6	3	*
	15%	*14%*	*16%*	*14%*	*22%*	*12%*	*3%*	*30%*	*18%*	*18%*	*12%*	*18%*	*10%*	*17%*	*7%*	*17%*	*14%*	*26%*	*22%*	*7%*
6	**34**	20	15	10	4	9	9	*	2	5	19	10	9	26	2	33	30	2	2	1
	11%	*15%*	*9%*	*12%*	*12%*	*12%*	*26%*	*1%*	*4%*	*6%*	*14%*	*11%*	*15%*	*10%*	*3%*	*13%*	*11%*	*7%*	*14%*	*15%*
7	**45**	20	25	10	8	19	5	*	2	14	18	13	15	31	13	32	39	3	3	1
	15%	*15%*	*15%*	*11%*	*25%*	*26%*	*15%*	*1%*	*5%*	*18%*	*14%*	*14%*	*25%*	*12%*	*23%*	*13%*	*15%*	*11%*	*20%*	*16%*
8	**38**	17	21	7	5	9	2	5	10	7	17	14	3	35	5	33	33	3	2	1
	13%	*13%*	*12%*	*8%*	*15%*	*12%*	*7%*	*19%*	*21%*	*9%*	*13%*	*15%*	*5%*	*14%*	*9%*	*13%*	*13%*	*11%*	*12%*	*15%*
9	**24**	12	12	4	2	8	4	2	5	5	7	12	3	22	3	21	20	2	2	*
	8%	*9%*	*7%*	*5%*	*6%*	*10%*	*11%*	*6%*	*11%*	*7%*	*5%*	*13%*	*4%*	*9%*	*6%*	*8%*	*8%*	*9%*	*12%*	*4%*
10 - HIGHEST score	**16**	6	10	5	-	3	2	3	4	6	3	7	2	15	5	11	16	1	*	-
	5%	*5%*	*6%*	*6%*	*-*	*4%*	*5%*	*11%*	*8%*	*8%*	*3%*	*7%*	*3%*	*6%*	*9%*	*5%*	*6%*	*2%*	*2%*	*-*
Don't know	**44**	14	30	14	2	8	8	3	8	11	20	13	8	36	8	36	38	4	1	1
	14%	*11%*	*17%*	*16%*	*7%*	*11%*	*23%*	*12%*	*18%*	*14%*	*15%*	*13%*	*14%*	*14%*	*15%*	*14%*	*14%*	*19%*	*10%*	*17%*
SUMMARY:																				
NET: 9-10	**41**	18	22	9	2	11	5	5	9	11	11	19	4	37	8	32	36	3	2	*
	13%	*14%*	*13%*	*10%*	*6%*	*15%*	*16%*	*17%*	*18%*	*15%*	*8%*	*20%*	*7%*	*15%*	*15%*	*13%*	*14%*	*12%*	*14%*	*4%*
NET: 7-10	**124**	56	68	26	15	39	13	10	21	32	46	46	22	102	26	98	109	8	6	2
	41%	*41%*	*40%*	*30%*	*45%*	*52%*	*38%*	*36%*	*44%*	*42%*	*35%*	*48%*	*37%*	*42%*	*47%*	*39%*	*41%*	*35%*	*46%*	*34%*
NET: 4-6	**109**	54	55	33	13	25	11	12	14	27	48	35	24	85	12	97	93	8	6	1
	36%	*40%*	*32%*	*38%*	*40%*	*34%*	*34%*	*41%*	*30%*	*35%*	*36%*	*36%*	*41%*	*34%*	*22%*	*39%*	*35%*	*35%*	*44%*	*31%*
NET: 1-3	**29**	12	17	15	3	2	2	3	4	7	19	2	5	24	9	19	25	3	-	1
	9%	*9%*	*10%*	*17%*	*8%*	*3%*	*5%*	*11%*	*8%*	*9%*	***15%k***	*2%*	*8%*	*10%*	*17%*	*8%*	*10%*	*11%*	*-*	*18%*
Mean	**6.17**	6.19	6.15	5.46	6.04	**6.64c**	6.69	6.05	6.54	6.19	5.71	**6.77j**	5.74	6.27	5.95	6.22	6.17	5.98	6.56	5.64
Standard Deviation	**2.24**	2.15	2.33	2.48	1.96	1.80	1.86	2.57	2.42	2.24	2.32	2.00	2.11	2.26	2.67	2.14	2.27	2.24	1.68	2.39

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 240

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC3

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**278**	53	197	26	-	278	185	76	89	152	73	219	59	152	125	103	111	61	109	153	121
Weighted Base	**306**	67*	208	28**	-**	306	199	85*	102*	162	73*	241	65*	158	148	109*	122*	73*	113*	174	126*
1 - LOWEST score	**12**	2	10	-	-	12	7	5	5	3	1	10	2	5	7	5	5	1	7	7	5
	4%	*3%*	*5%*	-	-	*4%*	*4%*	*6%*	*5%*	*2%*	*1%*	*4%*	*3%*	*3%*	*4%*	*5%*	*4%*	*1%*	*6%*	*4%*	*4%*
2	**4**	2	2	1	-	4	4	*	*	2	1	4	*	1	3	3	2	*	3	3	2
	1%	*4%*	*1%*	*2%*	-	*1%*	*2%*	*	*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*3%*	*1%*	*1%*
3	**12**	2	9	*	-	12	9	2	3	4	1	11	1	4	8	4	6	2	7	2	8
	4%	*2%*	*4%*	*1%*	-	*4%*	*5%*	*2%*	*3%*	*2%*	*1%*	*4%*	*2%*	*3%*	*5%*	*4%*	*5%*	*2%*	*6%*	*1%*	*7%*
4	**27**	3	20	3	-	27	15	10	12	15	3	21	6	15	12	11	10	7	9	18	9
	9%	*5%*	*10%*	*12%*	-	*9%*	*8%*	*12%*	*12%*	*9%*	*4%*	*9%*	*10%*	*10%*	*8%*	*10%*	*8%*	*9%*	*8%*	*10%*	*7%*
5	**47**	6	37	4	-	47	34	13	13	25	15	35	12	18	29	12	21	13	18	18	29
	15%	*10%*	*18%*	*14%*	-	*15%*	*17%*	*15%*	*12%*	*16%*	*20%*	*15%*	*19%*	*11%*	*20%*	*11%*	*17%*	*17%*	*16%*	*10%*	*23%*
6	**34**	5	26	3	-	34	25	9	9	18	13	27	7	21	13	13	12	11	9	23	11
	11%	*8%*	*12%*	*12%*	-	*11%*	*13%*	*11%*	*9%*	*11%*	*18%*	*11%*	*11%*	*13%*	*9%*	*12%*	*10%*	*15%*	*8%*	*13%*	*9%*
7	**45**	12	28	6	-	45	27	13	17	23	13	33	12	21	25	18	19	11	15	28	17
	15%	*18%*	*13%*	*21%*	-	*15%*	*14%*	*15%*	*16%*	*14%*	*17%*	*14%*	*19%*	*13%*	*17%*	*16%*	*16%*	*16%*	*13%*	*16%*	*14%*
8	**38**	11	26	2	-	38	21	13	16	28	8	33	5	27	11	11	15	6	15	20	19
	13%	*16%*	*12%*	*6%*	-	*13%*	*11%*	*15%*	*16%*	*17%*	*11%*	*14%*	*8%*	*17%*	*7%*	*10%*	*13%*	*9%*	*13%*	*11%*	*15%*
9	**24**	7	16	1	-	24	14	5	9	14	7	18	6	8	16	11	6	5	8	13	8
	8%	*11%*	*8%*	*2%*	-	*8%*	*7%*	*6%*	*9%*	*8%*	*9%*	*8%*	*9%*	*5%*	*11%*	*10%*	*5%*	*7%*	*7%*	*7%*	*6%*
10 - HIGHEST score	**16**	5	7	3	-	16	12	3	4	9	4	13	3	7	10	6	2	5	7	12	5
	5%	*7%*	*3%*	*11%*	-	*5%*	*6%*	*4%*	*4%*	*5%*	*5%*	*5%*	*5%*	*4%*	*7%*	*6%*	*2%*	*6%*	*6%*	*7%*	*4%*
Don't know	**44**	12	27	5	-	44	30	12	14	21	9	36	8	30	14	15	23	12	15	30	14
	14%	*17%*	*13%*	*19%*	-	*14%*	*15%*	*15%*	*14%*	*13%*	*13%*	*15%*	*13%*	*19%*	*10%*	*13%*	*19%*	*17%*	*13%*	*17%*	*11%*
SUMMARY: NET: 9-10	**41**	12	23	4	-	41	26	8	13	22	11	31	9	15	26	17	7	10	16	25	13
	13%	*18%*	*11%*	*13%*	-	*13%*	*13%*	*9%*	*13%*	*14%*	*14%*	*13%*	*15%*	*10%*	*17%*	*16%*	*6%*	*14%*	*14%*	*14%*	*10%*
NET: 7-10	**124**	35	77	11	-	124	74	34	46	73	31	97	27	63	61	46	42	28	45	72	49
	41%	*52%*	*37%*	*40%*	-	*41%*	*37%*	*40%*	*45%*	*45%*	*42%*	*40%*	*42%*	*40%*	*41%*	*42%*	*35%*	*38%*	*40%*	*41%*	*39%*
NET: 4-6	**109**	15	83	11	-	109	75	32	34	59	31	83	26	54	54	36	44	30	36	60	48
	36%	*22%*	*40%*	*39%*	-	*36%*	*38%*	*38%*	*33%*	*36%*	*42%*	*34%*	*40%*	*34%*	*37%*	*33%*	*36%*	*42%*	*32%*	*34%*	*38%*
NET: 1-3	**29**	6	21	1	-	29	20	7	8	9	2	25	4	11	18	12	13	3	17	12	15
	9%	*8%*	*10%*	*2%*	-	*9%*	*10%*	*8%*	*8%*	*6%*	*2%*	*10%*	*6%*	*7%*	*12%*	*11%*	*11%*	*4%*	*15%*	*7%*	*12%*
Mean	**6.17**	6.69	5.97	6.44	-	6.17	6.08	6.03	6.26	6.43	6.58	6.14	6.27	6.26	6.07	6.16	5.81	6.39	5.96	6.31	5.95
Standard Deviation	**2.24**	2.29	2.20	2.05	-	2.24	2.25	2.21	2.25	2.08	1.78	2.29	2.08	2.12	2.35	2.37	2.11	1.95	2.47	2.26	2.18

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 241

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC3

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**278**	43	10	18	17	21	4	8	41	13	42	35	26
Weighted Base	**306**	23*	16**	28**	26**	33**	7**	13**	14*	20**	68*	54*	5**
1 - LOWEST score	**12**	1	2	-	-	-	2	-	-	-	5	3	-
	4%	*2%*	*10%*	-	-	-	*27%*	-	-	-	*7%*	*6%*	-
2	**4**	1	-	-	-	-	-	-	-	-	-	3	*
	1%	*4%*	-	-	-	-	-	-	-	-	-	*6%*	*7%*
3	**12**	1	-	6	2	-	-	-	-	-	2	1	1
	4%	*4%*	-	*22%*	*6%*	-	-	-	-	-	*2%*	*3%*	*11%*
4	**27**	1	2	-	1	3	-	-	1	3	6	9	*
	9%	*2%*	*10%*	-	*6%*	*9%*	-	-	*8%*	*16%*	*10%*	*18%*	*9%*
5	**47**	6	2	3	6	6	-	2	3	8	8	3	*
	15%	**26%I**	*10%*	*11%*	*24%*	*19%*	-	*13%*	*22%*	*38%*	*12%*	*6%*	*7%*
6	**34**	2	3	2	-	3	-	2	2	5	5	11	1
	11%	*7%*	*20%*	*6%*	-	*10%*	-	*12%*	*14%*	*23%*	*7%*	*20%*	*15%*
7	**45**	3	2	5	-	6	5	3	3	-	14	5	1
	15%	*11%*	*10%*	*17%*	-	*19%*	*73%*	*25%*	*20%*	-	*21%*	*8%*	*16%*
8	**38**	3	3	8	5	6	-	2	2	2	6	1	1
	13%	*11%*	*21%*	*28%*	*19%*	*19%*	-	*12%*	*12%*	*8%*	*9%*	*3%*	*15%*
9	**24**	2	-	2	1	2	-	2	2	3	7	4	*
	8%	*9%*	-	*6%*	*5%*	*5%*	-	*13%*	*12%*	*15%*	*10%*	*8%*	*4%*
10 - HIGHEST score	**16**	1	2	-	6	-	-	-	*	-	3	5	-
	5%	*2%*	*10%*	-	*23%*	-	-	-	*2%*	-	*5%*	*8%*	-
Don't know	**44**	4	2	3	5	6	-	3	1	-	11	8	1
	14%	*19%*	*10%*	*11%*	*18%*	*19%*	-	*24%*	*10%*	-	*16%*	*14%*	*17%*
SUMMARY:													
NET: 9-10	**41**	3	2	2	8	2	-	2	2	3	10	9	*
	13%	*12%*	*10%*	*6%*	*28%*	*5%*	-	*13%*	*14%*	*15%*	*15%*	*17%*	*4%*
NET: 7-10	**124**	8	6	14	13	14	5	7	6	5	31	15	2
	41%	*35%*	*40%*	*50%*	*47%*	*43%*	*73%*	*50%*	*46%*	*23%*	*45%*	*28%*	*34%*
NET: 4-6	**109**	8	6	5	8	12	-	3	6	16	20	23	1
	36%	*35%*	*40%*	*17%*	*29%*	*38%*	-	*26%*	*44%*	*77%*	*29%*	*44%*	*31%*
NET: 1-3	**29**	3	2	6	2	-	2	-	-	-	7	8	1
	9%	*11%*	*10%*	*22%*	*6%*	-	*27%*	-	-	-	*10%*	*14%*	*18%*
Mean	**6.17**	5.98	6.09	6.15	7.13	6.42	5.39	7.00	6.56	5.92	6.17	5.66	5.64
Standard Deviation	**2.24**	2.24	2.57	2.12	2.48	1.52	2.88	1.38	1.68	1.68	2.41	2.58	2.39

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 242

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC3

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**278**	264	165	255	17	227	272	248	278	192	207	152	91	96	5	73	193	100	278	64	96
Weighted Base	**306**	294	257	283	6	248	298	273	306	204	234	162	140	101	2	73	217	106	306	72	112
1 - LOWEST score	**12**	10	10	9	-	9	12	7	12	5	2	3	3	2	-	1	10	2	12	2	2
	4%	*3%*	*4%*	*3%*	*-*	*3%*	*4%*	*3%*	*4%*	*3%*	*1%*	*2%*	*2%*	*2%*	*-*	*1%*	*5%*	*1%*	*4%*	*2%*	*1%*
2	**4**	4	3	3	-	1	4	4	4	1	3	2	2	1	-	1	3	1	4	1	3
	1%	*1%*	*1%*	*1%*	*-*	***	*1%*	*2%*	*1%*	***	*1%*	*1%*	*1%*	*1%*	*-*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
3	**12**	12	11	12	-	9	12	8	12	7	7	4	3	4	-	1	7	*	12	*	2
	4%	*4%*	*4%*	*4%*	*-*	*4%*	*4%*	*3%*	*4%*	*3%*	*3%*	*2%*	*2%*	*4%*	*-*	*1%*	*3%*	***	*4%*	***	*1%*
4	**27**	25	24	26	*	22	27	27	27	14	22	15	14	7	*	3	25	7	27	5	6
	9%	*9%*	*9%*	*9%*	*6%*	*9%*	*9%*	*10%*	*9%*	*7%*	*9%*	*9%*	*10%*	*7%*	*21%*	*4%*	*11%*	*6%*	*9%*	*7%*	*6%*
5	**47**	47	38	44	1	42	46	43	47	34	36	25	20	13	*	15	32	16	47	11	17
	15%	*16%*	*15%*	*15%*	*18%*	*17%*	*15%*	*16%*	*15%*	*16%*	*15%*	*16%*	*15%*	*13%*	*21%*	*20%*	*15%*	*16%*	*15%*	*15%*	*15%*
6	**34**	34	30	32	1	28	34	34	34	22	29	18	16	15	-	13	27	15	34	9	12
	11%	*12%*	*12%*	*11%*	*17%*	*11%*	*12%*	*13%*	*11%*	*11%*	*12%*	*11%*	*11%*	*15%*	*-*	*18%*	*13%*	*14%*	*11%*	*12%*	*11%*
7	**45**	43	38	44	1	40	45	40	45	31	38	23	21	17	*	13	26	12	45	9	20
	15%	*15%*	*15%*	*15%*	*23%*	*16%*	*15%*	*15%*	*15%*	*15%*	*16%*	*14%*	*15%*	*17%*	*20%*	*17%*	*12%*	*11%*	*15%*	*12%*	*18%*
8	**38**	37	33	38	*	35	38	37	38	36	35	28	24	10	-	8	24	18	38	15	16
	13%	*13%*	*13%*	*13%*	*6%*	*14%*	*13%*	*13%*	*13%*	*17%*	*15%*	*17%*	*17%*	*10%*	*-*	*11%*	*11%*	*17%*	*13%*	*21%*	*14%*
9	**24**	22	19	22	1	21	24	21	24	15	22	14	12	10	1	7	19	14	24	9	11
	8%	*8%*	*7%*	*8%*	*17%*	*8%*	*8%*	*8%*	*8%*	*7%*	*10%*	*8%*	*9%*	*10%*	*38%*	*9%*	*9%*	*13%*	*8%*	*13%*	*10%*
10 - HIGHEST score	**16**	16	16	15	-	10	13	12	16	12	12	9	8	8	-	4	12	9	16	5	5
	5%	*6%*	*6%*	*5%*	*-*	*4%*	*5%*	*4%*	*5%*	*6%*	*5%*	*5%*	*6%*	*8%*	*-*	*5%*	*5%*	*8%*	*5%*	*7%*	*5%*
Don't know	**44**	42	36	39	1	31	41	39	44	27	29	21	17	14	-	9	32	12	44	7	19
	14%	*14%*	*14%*	*14%*	*12%*	*12%*	*14%*	*14%*	*14%*	*13%*	*12%*	*13%*	*12%*	*14%*	*-*	*13%*	*15%*	*12%*	*14%*	*9%*	*17%*
SUMMARY:																					
NET: 9-10	**41**	39	34	37	1	31	38	33	41	27	34	22	20	18	1	11	31	22	41	14	16
	13%	*13%*	*13%*	*13%*	*17%*	*12%*	*13%*	*12%*	*13%*	*13%*	*15%*	*14%*	*14%*	*18%*	*38%*	*14%*	*14%*	*21%*	*13%*	*20%*	*15%*
NET: 7-10	**124**	119	106	119	3	106	121	109	124	93	107	73	65	45	1	31	81	52	124	38	53
	41%	*40%*	*41%*	*42%*	*46%*	*43%*	*41%*	*40%*	*41%*	*46%*	*46%*	*45%*	*46%*	*45%*	*58%*	*42%*	*37%*	*49%*	*41%*	*53%*	*47%*
NET: 4-6	**109**	107	92	102	2	92	107	104	109	70	86	59	50	34	1	31	84	38	109	25	35
	36%	*36%*	*36%*	*36%*	*42%*	*37%*	*36%*	*38%*	*36%*	*34%*	*37%*	*36%*	*36%*	*34%*	*42%*	*42%*	*39%*	*36%*	*36%*	*34%*	*31%*
NET: 1-3	**29**	26	23	24	-	19	29	20	29	13	12	9	8	7	-	2	20	3	29	2	6
	9%	*9%*	*9%*	*8%*	*-*	*8%*	*10%*	*7%*	*9%*	*6%*	*5%*	*6%*	*6%*	*7%*	*-*	*2%*	*9%*	*3%*	*9%*	*3%*	*5%*
Mean	**6.17**	6.19	6.21	6.25	6.63	6.23	6.13	6.20	6.17	6.45	6.49	6.43	6.47	6.56	6.72	6.58	6.07	6.87	6.17	6.84	6.58
Standard Deviation	**2.24**	2.21	2.24	2.16	1.73	2.11	2.22	2.10	2.24	2.08	1.98	2.08	2.09	2.12	-	1.78	2.31	2.03	2.24	2.05	2.02

* = Less than .5

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**150**	76	74	8	14	29	26	30	43	41	58	51	20	130	8	141	93	22	20	15
Weighted Base	**166**	79*	86*	9**	18**	32**	29**	36**	41*	51*	58*	56*	21**	144	10**	154	144*	12**	6**	3**
1 - LOWEST score	**5**	2	3	2	-	2	-	-	2	-	2	3	-	5	2	3	5	-	-	-
	3%	*2%*	*4%*	*17%*	-	*5%*	-	-	*4%*	-	*3%*	*6%*	-	*3%*	*15%*	*2%*	*3%*	-	-	-
2	**1**	-	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	-
	*****	-	*1%*	-	-	-	-	-	*1%*	-	-	*1%*	-	*	-	*	-	*4%*	-	-
3	**2**	*	2	-	-	-	*	-	2	-	2	-	-	2	-	2	2	-	-	*
	1%	*	*2%*	-	-	-	*1%*	-	*4%*	-	*3%*	-	-	*1%*	-	*1%*	*1%*	-	-	*5%*
4	**7**	1	6	*	-	-	-	2	5	2	1	5	-	7	-	7	6	1	*	*
	4%	*1%*	*7%*	*2%*	-	-	-	*4%*	*13%*	*3%*	*1%*	*9%*	-	*5%*	-	*5%*	*4%*	*4%*	*5%*	*7%*
5	**14**	5	9	*	2	3	2	4	3	3	5	5	4	11	*	14	12	1	*	*
	9%	*6%*	*11%*	*2%*	*8%*	*11%*	*7%*	*10%*	*8%*	*7%*	*9%*	*10%*	*16%*	*7%*	*3%*	*9%*	*8%*	*9%*	*5%*	*16%*
6	**13**	10	3	-	-	3	5	-	5	2	7	5	2	11	-	13	12	1	-	-
	8%	*12%*	*4%*	-	-	*10%*	*18%*	-	*11%*	*3%*	*12%*	*8%*	*7%*	*8%*	-	*8%*	*9%*	*5%*	-	-
7	**21**	14	7	3	2	6	2	7	2	8	8	5	3	18	5	17	19	2	1	*
	13%	*18%*	*8%*	*37%*	*9%*	*19%*	*6%*	*19%*	*4%*	*16%*	*14%*	*9%*	*15%*	*12%*	*45%*	*11%*	*13%*	*14%*	*10%*	*6%*
8	**38**	19	19	2	5	2	6	12	11	12	13	13	2	36	-	36	33	3	2	*
	23%	*24%*	*22%*	*23%*	*27%*	*5%*	*22%*	*32%*	*27%*	*23%*	*23%*	*22%*	*8%*	*25%*	-	*23%*	*23%*	*23%*	*30%*	*13%*
9	**39**	21	18	-	8	7	11	5	8	16	11	11	7	32	2	37	34	2	2	1
	24%	*26%*	*21%*	-	*44%*	*21%*	*38%*	*14%*	*20%*	*32%*	*19%*	*20%*	*32%*	*22%*	*15%*	*24%*	*24%*	*18%*	*24%*	*37%*
10 - HIGHEST score	**20**	7	13	2	2	6	2	6	3	7	6	7	2	18	2	17	17	1	1	*
	12%	*9%*	*15%*	*19%*	*9%*	*17%*	*6%*	*17%*	*7%*	*13%*	*10%*	*12%*	*9%*	*12%*	*22%*	*11%*	*12%*	*9%*	*21%*	*7%*
Don't know	**7**	2	5	-	1	4	1	1	1	1	3	2	3	4	-	7	4	2	*	*
	4%	*2%*	*6%*	-	*3%*	*11%*	*2%*	*4%*	*1%*	*3%*	*6%*	*3%*	*12%*	*3%*	-	*4%*	*3%*	*14%*	*5%*	*9%*
SUMMARY:																				
NET: 9-10	**59**	28	31	2	10	12	13	11	11	23	17	18	9	50	4	55	51	3	3	1
	35%	*35%*	*36%*	*19%*	*53%*	*39%*	*44%*	*31%*	*27%*	*45%*	*30%*	*32%*	*41%*	*35%*	*37%*	*36%*	*36%*	*27%*	*45%*	*44%*
NET: 7-10	**118**	61	57	7	16	20	21	30	24	43	39	36	14	104	8	108	103	8	6	2
	71%	*77%*	*66%*	*78%*	*89%*	*63%*	*72%*	*82%*	*57%*	*85%*	*66%*	*64%*	*64%*	*72%*	*82%*	*70%*	*71%*	*63%*	*85%*	*63%*
NET: 4-6	**34**	15	19	*	2	7	7	5	13	6	13	15	5	29	*	34	31	2	1	1
	21%	*19%*	*22%*	*4%*	*8%*	*21%*	*25%*	*14%*	*32%*	*13%*	*22%*	*27%*	*24%*	*20%*	*3%*	*22%*	*21%*	*18%*	*10%*	*23%*
NET: 1-3	**7**	2	5	2	-	2	*	-	4	-	3	4	-	7	2	6	6	1	-	*
	4%	*2%*	*6%*	*17%*	-	*5%*	*1%*	-	*9%*	-	*6%*	*7%*	-	*5%*	*15%*	*4%*	*4%*	*4%*	-	*5%*
Mean	**7.46**	7.65	7.28	6.65	8.29	7.42	7.83	7.82	6.76	8.05	7.33	7.06	7.67	7.44	6.98	7.49	7.44	7.32	8.23	7.38
Standard Deviation	**2.08**	1.72	2.37	3.06	1.30	2.35	1.51	1.65	2.40	1.52	2.05	2.44	1.74	2.13	3.00	2.02	2.10	2.16	1.72	2.79

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

J20427 PSB Tracker 2013

Table 244

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**150**	21	97	26	-	150	80	54	65	69	44	120	30	82	68	56	62	35	38	84	62
Weighted Base	**166**	26**	103*	28**	-**	166	87*	60*	74*	73*	45*	136*	30**	93*	73*	70*	62*	47*	34**	91*	70*
1 - LOWEST score	**5**	2	3	-	-	5	2	2	3	2	-	5	-	5	-	3	-	2	-	3	2
	3%	*6%*	*3%*	-	-	*3%*	*2%*	*3%*	*4%*	*2%*	-	*4%*	-	*5%*	-	*4%*	-	*3%*	-	*3%*	*2%*
2	**1**	-	-	1	-	1	1	-	-	1	1	1	-	1	-	1	-	-	-	1	-
	*	-	-	*2%*	-	*	*1%*	-	-	*1%*	*1%*	*	-	*1%*	-	*1%*	-	-	-	*1%*	-
3	**2**	-	2	*	-	2	*	-	2	*	*	*	2	*	2	-	-	-	*	*	2
	1%	-	*2%*	*1%*	-	*1%*	*	-	*2%*	*	*	*	*5%*	*	*2%*	-	-	-	*	*	*2%*
4	**7**	-	4	3	-	7	2	1	4	5	2	5	2	3	4	2	2	2	*	2	5
	4%	-	*4%*	*11%*	-	*4%*	*2%*	*1%*	*5%*	*7%*	*5%*	*4%*	*6%*	*3%*	*5%*	*2%*	*4%*	*3%*	*1%*	*2%*	*8%*
5	**14**	3	9	2	-	14	8	6	6	13	9	9	5	6	9	3	7	3	4	7	7
	9%	*12%*	*8%*	*9%*	-	*9%*	*9%*	*10%*	*8%*	*17%*	*21%*	*6%*	*18%*	*6%*	*12%*	*4%*	*11%*	*7%*	*13%*	*7%*	*10%*
6	**13**	1	6	6	-	13	6	7	7	8	5	11	2	10	3	3	6	2	3	8	5
	8%	*2%*	*6%*	*22%*	-	*8%*	*7%*	*11%*	*9%*	*10%*	*10%*	*8%*	*5%*	*11%*	*4%*	*5%*	*10%*	*4%*	*9%*	*9%*	*7%*
7	**21**	3	12	6	-	21	13	8	8	6	6	20	2	13	9	9	12	9	4	13	9
	13%	*13%*	*11%*	*23%*	-	*13%*	*15%*	*13%*	*11%*	*8%*	*13%*	*14%*	*6%*	*14%*	*12%*	*12%*	*19%*	*19%*	*11%*	*14%*	*12%*
8	**38**	6	26	3	-	38	19	16	18	9	4	31	7	21	16	11	20	9	10	15	22
	23%	*24%*	*25%*	*12%*	-	*23%*	*22%*	*27%*	*25%*	*13%*	*9%*	*23%*	*22%*	*23%*	*22%*	*16%*	*32%*	*18%*	*28%*	*17%*	*32%*
9	**39**	10	22	3	-	39	23	12	15	17	7	32	7	23	16	26	8	13	10	23	13
	24%	*37%*	*22%*	*11%*	-	*24%*	*26%*	*20%*	*20%*	*23%*	*15%*	*23%*	*24%*	*25%*	*22%*	**37%p**	*13%*	*27%*	*29%*	*25%*	*18%*
10 - HIGHEST score	**20**	1	14	3	-	20	10	5	8	9	7	16	4	8	12	11	2	7	2	14	5
	12%	*5%*	*14%*	*9%*	-	*12%*	*12%*	*9%*	*11%*	*12%*	*17%*	*12%*	*12%*	*8%*	*17%*	*16%*	*4%*	*14%*	*5%*	*16%*	*8%*
Don't know	**7**	-	5	-	-	7	3	3	3	5	4	6	*	4	3	1	5	2	1	6	1
	4%	-	*5%*	-	-	*4%*	*4%*	*5%*	*4%*	*6%*	*8%*	*5%*	*1%*	*4%*	*4%*	*2%*	*7%*	*4%*	*4%*	*6%*	*1%*
SUMMARY: NET: 9-10	**59**	11	36	6	-	59	33	17	23	26	14	48	11	31	28	37	10	19	12	37	18
	35%	*43%*	*35%*	*21%*	-	*35%*	*38%*	*29%*	*31%*	*35%*	*32%*	*35%*	*36%*	*33%*	*39%*	**54%p**	*17%*	*41%*	*35%*	*40%*	*26%*
NET: 7-10	**118**	21	74	16	-	118	65	41	49	40	24	98	19	65	53	57	42	37	25	65	49
	71%	*80%*	*72%*	*56%*	-	*71%*	*75%*	*69%*	*66%*	*56%*	*54%*	*73%*	*64%*	*70%*	*73%*	*81%*	*68%*	*78%*	*73%*	*71%*	*70%*
NET: 4-6	**34**	4	19	12	-	34	16	14	17	25	16	25	9	19	16	8	15	7	8	17	17
	21%	*14%*	*18%*	*42%*	-	*21%*	*18%*	*23%*	*23%*	*35%*	*36%*	*19%*	*30%*	*20%*	*21%*	*11%*	*24%*	*14%*	*22%*	*19%*	*24%*
NET: 1-3	**7**	2	5	1	-	7	2	2	5	2	1	5	2	5	2	4	-	2	*	4	3
	4%	*6%*	*5%*	*2%*	-	*4%*	*3%*	*3%*	*7%*	*3%*	*2%*	*4%*	*5%*	*6%*	*2%*	*5%*	-	*3%*	*	*4%*	*5%*
Mean	**7.46**	7.51	7.54	6.79	-	7.46	7.65	7.44	7.21	7.12	7.18	7.51	7.26	7.31	7.66	7.90	7.29	7.70	7.68	7.64	7.19
Standard Deviation	**2.08**	2.23	2.10	1.89	-	2.08	1.88	1.87	2.26	2.24	2.08	2.07	2.15	2.20	1.92	2.17	1.48	2.03	1.54	2.12	2.05

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 245

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**150**	22	7	6	9	11	3	6	20	12	22	17	15
Weighted Base	**166**	12**	11**	9**	14**	17**	5**	10**	6**	18**	35**	26**	3**
1 - LOWEST score	**5**	-	-	-	-	-	2	-	-	-	2	2	-
	3%	-	-	-	-	-	*36%*	-	-	-	*4%*	*6%*	-
2	**1**	1	-	-	-	-	-	-	-	-	-	-	-
	**	*4%*	-	-	-	-	-	-	-	-	-	-	-
3	**2**	-	-	-	-	-	-	-	-	-	2	-	*
	1%	-	-	-	-	-	-	-	-	-	*5%*	-	*5%*
4	**7**	1	-	-	-	2	2	-	*	2	-	2	*
	4%	*4%*	-	-	-	*9%*	*31%*	-	*5%*	*8%*	-	*6%*	*7%*
5	**14**	1	-	2	2	3	-	2	*	4	-	-	*
	9%	*9%*	-	*17%*	*11%*	*19%*	-	*16%*	*5%*	*24%*	-	-	*16%*
6	**13**	1	3	-	-	-	-	2	-	2	5	1	-
	8%	*5%*	*28%*	-	-	-	-	*16%*	-	*8%*	*14%*	*6%*	-
7	**21**	2	2	2	-	3	2	-	1	6	3	1	*
	13%	*14%*	*15%*	*17%*	-	*18%*	*33%*	-	*10%*	*34%*	*9%*	*6%*	*6%*
8	**38**	3	5	3	5	5	-	2	2	2	8	5	*
	23%	*23%*	*43%*	*34%*	*34%*	*27%*	-	*17%*	*30%*	*8%*	*22%*	*18%*	*13%*
9	**39**	2	2	-	5	3	-	5	2	-	11	9	1
	24%	*18%*	*15%*	-	*33%*	*18%*	-	*51%*	*24%*	-	*32%*	*35%*	*37%*
10 - HIGHEST score	**20**	1	-	2	3	2	-	-	1	2	5	5	*
	12%	*9%*	-	*16%*	*22%*	*9%*	-	-	*21%*	*9%*	*14%*	*18%*	*7%*
Don't know	**7**	2	-	1	-	-	-	-	*	1	-	1	*
	4%	*14%*	-	*16%*	-	-	-	-	*5%*	*8%*	-	*6%*	*9%*
SUMMARY:													
NET: 9-10	**59**	3	2	2	8	5	-	5	3	2	16	14	1
	35%	*27%*	*15%*	*16%*	*55%*	*27%*	-	*51%*	*45%*	*9%*	*45%*	*53%*	*44%*
NET: 7-10	**118**	8	8	6	12	12	2	7	6	9	27	20	2
	71%	*63%*	*72%*	*67%*	*89%*	*72%*	*33%*	*68%*	*85%*	*51%*	*77%*	*77%*	*63%*
NET: 4-6	**34**	2	3	2	2	5	2	3	1	8	5	3	1
	21%	*18%*	*28%*	*17%*	*11%*	*28%*	*31%*	*32%*	*10%*	*41%*	*14%*	*12%*	*23%*
NET: 1-3	**7**	1	-	-	-	-	2	-	-	-	3	2	*
	4%	*4%*	-	-	-	-	*36%*	-	-	-	*9%*	*6%*	*5%*
Mean	**7.46**	7.32	7.44	7.59	8.44	7.26	3.93	7.70	8.23	6.47	7.68	7.87	7.38
Standard Deviation	**2.08**	2.16	1.10	1.73	1.47	1.87	2.79	1.67	1.72	1.67	2.21	2.41	2.79

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 246

Q15C Rating on statement - It shows interesting programmes about history, science or the arts
BBC4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**150**	130	82	142	10	118	150	145	116	150	122	69	40	70	6	44	121	103	64	150	72
Weighted Base	**166**	145	127	155	3	129	166	161	127	166	140	73	62	76	2	45	130	113	72	166	77
1 - LOWEST score	**5**	5	5	5	-	3	5	5	3	5	5	2	2	3	-	-	3	2	2	5	3
	3%	*3%*	*4%*	*3%*	-	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*4%*	-	-	*2%*	*1%*	*2%*	*3%*	*4%*
2	**1**	1	-	1	-	1	1	1	1	1	1	1	-	1	-	1	1	1	1	1	1
	*	*	-	*	-	*	*	*	*	*	*	*1%*	-	*1%*	-	*1%*	*	*	*1%*	*	*1%*
3	**2**	2	2	2	-	*	2	2	*	2	2	*	-	*	-	*	*	2	*	2	-
	1%	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*	*1%*	*1%*	*	-	*	-	*	*	*2%*	*	*1%*	-
4	**7**	7	6	7	-	7	7	7	7	7	5	5	5	3	-	2	7	3	5	7	2
	4%	*5%*	*5%*	*5%*	-	*5%*	*4%*	*4%*	*6%*	*4%*	*4%*	*7%*	*7%*	*4%*	-	*5%*	*5%*	*3%*	*7%*	*4%*	*2%*
5	**14**	14	12	14	*	14	14	14	14	14	13	13	11	6	*	9	12	10	9	14	8
	9%	*10%*	*10%*	*9%*	*11%*	*11%*	*9%*	*9%*	*11%*	*9%*	*10%*	*17%*	*17%*	*9%*	*18%*	*21%*	*9%*	*9%*	*13%*	*9%*	*11%*
6	**13**	13	12	12	-	13	13	13	13	13	13	8	8	5	-	5	13	11	8	13	4
	8%	*9%*	*10%*	*7%*	-	*10%*	*8%*	*8%*	*10%*	*8%*	*9%*	*10%*	*12%*	*6%*	-	*10%*	*10%*	*10%*	*11%*	*8%*	*6%*
7	**21**	19	17	21	1	17	21	19	18	21	19	6	5	11	1	6	13	13	12	21	13
	13%	*13%*	*14%*	*14%*	*21%*	*14%*	*13%*	*12%*	*14%*	*13%*	*14%*	*8%*	*8%*	*14%*	*34%*	*13%*	*10%*	*11%*	*17%*	*13%*	*17%*
8	**38**	28	23	33	1	27	38	38	27	38	30	9	6	17	*	4	25	23	11	38	18
	23%	*19%*	*18%*	*21%*	*40%*	*21%*	*23%*	*23%*	*21%*	*23%*	*22%*	*13%*	*10%*	*22%*	*15%*	*9%*	*19%*	*20%*	*15%*	*23%*	*24%*
9	**39**	33	29	35	1	23	39	39	29	39	33	17	15	12	*	7	34	32	14	39	17
	24%	*23%*	*23%*	*22%*	*19%*	*18%*	*24%*	*24%*	*22%*	*24%*	*23%*	*23%*	*25%*	*16%*	*15%*	*15%*	*26%*	*29%*	*19%*	*24%*	*22%*
10 - HIGHEST score	**20**	17	16	20	*	18	20	20	11	20	15	9	8	14	*	7	16	14	7	20	10
	12%	*12%*	*12%*	*13%*	*10%*	*14%*	*12%*	*12%*	*8%*	*12%*	*11%*	*12%*	*13%*	*18%*	*17%*	*17%*	*13%*	*13%*	*10%*	*12%*	*12%*
Don't know	**7**	6	4	7	-	5	7	5	5	7	5	5	3	5	-	4	6	3	3	7	1
	4%	*4%*	*3%*	*4%*	-	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*6%*	*5%*	*7%*	-	*8%*	*4%*	*2%*	*5%*	*4%*	*2%*
SUMMARY:																					
NET: 9-10	**59**	50	45	55	1	41	59	59	39	59	47	26	23	26	1	14	50	47	21	59	27
	35%	*35%*	*35%*	*35%*	*29%*	*32%*	*35%*	*36%*	*31%*	*35%*	*34%*	*35%*	*38%*	*34%*	*32%*	*32%*	*39%*	*41%*	*29%*	*35%*	*34%*
NET: 7-10	**118**	97	86	109	3	86	118	116	84	118	96	40	34	53	2	24	88	82	44	118	58
	71%	*67%*	*67%*	*70%*	*89%*	*66%*	*71%*	*72%*	*66%*	*71%*	*69%*	*56%*	*55%*	*69%*	*82%*	*54%*	*68%*	*73%*	*61%*	*71%*	*75%*
NET: 4-6	**34**	34	31	33	*	34	34	34	34	34	31	25	23	14	*	16	32	24	22	34	15
	21%	*24%*	*24%*	*21%*	*11%*	*27%*	*21%*	*21%*	*27%*	*21%*	*23%*	*35%*	*37%*	*19%*	*18%*	*36%*	*24%*	*22%*	*31%*	*21%*	*19%*
NET: 1-3	**7**	7	6	7	-	4	7	7	4	7	7	2	2	4	-	1	4	4	2	7	4
	4%	*5%*	*5%*	*5%*	-	*3%*	*4%*	*4%*	*3%*	*4%*	*5%*	*3%*	*3%*	*5%*	-	*2%*	*3%*	*3%*	*3%*	*4%*	*5%*
Mean	**7.46**	7.32	7.31	7.42	7.86	7.34	7.46	7.47	7.26	7.46	7.35	7.12	7.13	7.45	7.60	7.18	7.51	7.64	7.08	7.46	7.43
Standard Deviation	**2.08**	2.17	2.19	2.13	1.60	2.08	2.08	2.09	2.01	2.08	2.12	2.24	2.24	2.27	-	2.08	2.07	1.94	2.07	2.08	2.14

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 247

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1235**	533	702	144	178	239	236	195	243	267	602	366	245	990	48	1181	633	200	173	229
Weighted Base	**1186**	523	662	128*	156	235	241	183	243	264	571	351	226	960	68*	1111	980	107	56	43
1 - LOWEST score	**17**	8	9	4	1	2	5	2	4	2	12	2	7	10	3	14	14	2	1	1
	1%	*2%*	*1%*	*3%*	*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	*5%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**11**	8	3	1	1	3	3	1	3	4	2	5	5	7	-	10	9	1	1	1
	1%	*2%*	*	*	*	*1%*	*1%*	*	*1%*	*2%*	*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	*1%*
3	**23**	16	8	*	2	4	4	5	8	9	2	12	5	19	2	22	18	3	1	1
	2%	*3%*	*1%*	*	*1%*	*2%*	*2%*	*2%*	*3%*	3%j	*	3%j	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*
4	**28**	14	13	1	4	2	10	2	8	5	9	14	3	25	5	21	23	1	2	1
	2%	*3%*	*2%*	*	*3%*	*1%*	*4%*	*1%*	*3%*	*2%*	*2%*	*4%*	*1%*	*3%*	*7%*	*2%*	*2%*	*1%*	*3%*	*3%*
5	**77**	45	33	6	11	22	12	10	15	20	38	20	23	54	7	71	63	7	2	5
	7%	*9%*	*5%*	*5%*	*7%*	*10%*	*5%*	*5%*	*6%*	*8%*	*7%*	*6%*	*10%*	*6%*	*10%*	*6%*	*6%*	*7%*	*4%*	11%r
6	**124**	63	60	20	23	28	18	13	22	35	66	22	24	100	9	114	100	13	5	5
	10%	*12%*	*9%*	*16%*	*15%*	*12%*	*7%*	*7%*	*9%*	*13%*	*12%*	*6%*	*11%*	*10%*	*14%*	*10%*	*10%*	*12%*	*9%*	*12%*
7	**209**	108	101	20	23	40	50	45	31	39	114	56	36	173	16	193	176	13	13	7
	18%	*21%*	*15%*	*16%*	*15%*	*17%*	*21%*	25%h	*13%*	*15%*	*20%*	*16%*	*16%*	*18%*	*23%*	*17%*	*18%*	*13%*	23%q	*16%*
8	**320**	129	191	43	43	59	67	50	59	77	137	106	53	267	10	308	259	33	17	11
	27%	*25%*	*29%*	*34%*	*27%*	*25%*	*28%*	*28%*	*24%*	*29%*	*24%*	*30%*	*24%*	*28%*	*14%*	*28%*	*26%*	*30%*	*30%*	*26%*
9	**165**	54	111	15	25	31	33	23	39	21	96	47	29	137	5	160	140	15	6	5
	14%	*10%*	17%a	*11%*	*16%*	*13%*	*14%*	*13%*	*16%*	*8%*	17%i	*14%*	*13%*	*14%*	*7%*	*14%*	*14%*	*14%*	*11%*	*11%*
10 - HIGHEST score	**112**	33	79	15	13	21	22	18	24	25	47	40	24	88	8	102	94	10	4	4
	9%	*6%*	12%a	*12%*	*8%*	*9%*	*9%*	*10%*	*10%*	*10%*	*8%*	*11%*	*10%*	*9%*	*12%*	*9%*	*10%*	*9%*	*7%*	*9%*
Don't know	**100**	45	55	4	11	22	19	15	30	25	47	28	19	81	4	96	82	10	5	3
	8%	*9%*	*8%*	*3%*	*7%*	*9%*	*8%*	*8%*	*12%*	*10%*	*8%*	*8%*	*8%*	*8%*	*6%*	*9%*	*8%*	*10%*	*8%*	*8%*
SUMMARY:																				
NET: 9-10	**277**	87	190	29	37	52	55	41	62	46	143	87	52	225	13	262	234	24	10	8
	23%	*17%*	29%a	*23%*	*24%*	*22%*	*23%*	*22%*	*26%*	*18%*	*25%*	*25%*	*23%*	*23%*	*19%*	*24%*	*24%*	*23%*	*18%*	*19%*
NET: 7-10	**806**	324	481	93	103	150	171	136	152	162	395	249	141	665	38	764	669	70	40	26
	68%	*62%*	73%a	*73%*	*66%*	*64%*	*71%*	*75%*	*63%*	*62%*	*69%*	*71%*	*63%*	*69%*	*57%*	*69%*	*68%*	*66%*	*71%*	*62%*
NET: 4-6	**229**	122	106	27	39	53	40	24	45	60	113	56	50	179	21	206	187	21	9	11
	19%	23%b	*16%*	*21%*	*25%*	*23%*	*16%*	*13%*	*19%*	*23%*	*20%*	*16%*	*22%*	*19%*	*30%*	*19%*	*19%*	*20%*	*16%*	*26%*
NET: 1-3	**51**	32	19	4	3	10	11	7	15	16	16	19	16	35	5	45	41	5	3	2
	4%	*6%*	*3%*	*3%*	*2%*	*4%*	*5%*	*4%*	*6%*	*6%*	*3%*	*5%*	*7%*	*4%*	*7%*	*4%*	*4%*	*5%*	*5%*	*4%*
Mean	**7.35**	6.98	7.64a	7.46	7.40	7.26	7.30	7.48	7.27	7.13	7.41	7.41	7.10	7.41	6.73	7.39	7.36	7.36	7.27	7.12
Standard Deviation	**1.87**	1.92	1.77	1.81	1.68	1.85	1.94	1.71	2.08	1.94	1.79	1.93	2.16	1.79	2.23	1.82	1.87	1.88	1.80	1.92

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 248

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1235**	145	918	160	72	1163	827	274	325	1235	256	912	323	719	511	323	661	253	503	747	470
Weighted Base	**1186**	157	849	166	80*	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
1 - LOWEST score	**17**	4	9	4	6	11	6	3	4	17	5	11	6	8	9	3	9	2	4	9	7
	1%	*2%*	*1%*	*2%*	*8%efgh*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
2	**11**	*	8	3	2	9	8	*	1	11	2	10	1	8	3	5	6	2	6	5	4
	1%	*	*1%*	*2%*	*3%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**23**	1	16	5	-	23	12	7	10	23	2	18	6	10	13	9	7	6	5	16	7
	2%	*	*2%*	*3%*	-	*2%*	*2%*	*3%*	*3%*	*2%*	*1%*	*2%*	*2%*	*1%*	*3%*	*3%*	*1%*	*2%*	*1%*	*2%*	*2%*
4	**28**	3	12	11	2	26	14	10	12	28	8	18	10	10	18	5	14	7	7	13	14
	2%	*2%*	*1%*	*7%b*	*2%*	*2%*	*2%*	*4%*	*4%*	*2%*	*3%*	*2%*	*3%*	*1%*	*4%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*
5	**77**	7	55	14	5	72	46	25	26	77	18	53	24	36	41	18	41	15	26	43	32
	7%	*4%*	*6%*	*9%*	*6%*	*7%*	*6%*	*9%*	*8%*	*7%*	*7%*	*6%*	*8%*	*5%*	*8%*	*6%*	*7%*	*5%*	*6%*	*6%*	*8%*
6	**124**	11	92	21	7	117	97	18	20	124	29	97	26	74	50	46	62	31	57	76	47
	10%	*7%*	*11%*	*13%*	*9%*	*11%*	*12%h*	*7%*	*6%*	*10%*	*12%*	*11%*	*9%*	*11%*	*10%*	*15%*	*10%*	*12%*	*13%*	*10%*	*11%*
7	**209**	19	153	33	22	187	134	43	53	209	39	152	57	107	101	49	114	50	72	118	89
	18%	*12%*	*18%*	*20%*	*27%*	*17%*	*17%*	*16%*	*17%*	*18%*	*16%*	*17%*	*19%*	*15%*	*21%*	*16%*	*18%*	*19%*	*16%*	*16%*	*21%*
8	**320**	40	238	40	15	305	194	88	104	320	51	252	68	215	104	94	169	69	108	206	105
	27%	*25%*	*28%*	*24%*	*19%*	*28%*	*25%*	*33%*	*32%*	*27%*	*21%*	*28%*	*23%*	*31%n*	*21%*	*30%*	*27%*	*26%*	*25%*	*28%*	*25%*
9	**165**	29	127	9	4	162	120	36	40	165	36	123	42	97	66	38	88	40	74	120	43
	14%	*19%c*	*15%c*	*5%*	*4%*	*15%*	*15%*	*13%*	*13%*	*14%*	*15%*	*14%*	*14%*	*14%*	*14%*	*12%*	*14%*	*15%*	*17%*	*16%*	*10%*
10 - HIGHEST score	**112**	32	70	7	8	103	77	22	26	112	29	83	28	66	44	29	56	29	41	79	30
	9%	*20%bc*	*8%*	*4%*	*10%*	*9%*	*10%*	*8%*	*8%*	*9%*	*12%*	*9%*	*10%*	*10%*	*9%*	*9%*	*9%*	*11%*	*9%*	*11%*	*7%*
Don't know	**100**	12	68	19	10	90	65	18	24	100	24	74	26	60	40	16	65	15	42	63	38
	8%	*7%*	*8%*	*12%*	*12%*	*8%*	*8%*	*7%*	*8%*	*8%*	*10%*	*8%*	*9%*	*9%*	*8%*	*5%*	*10%*	*6%*	*9%*	*8%*	*9%*
SUMMARY: NET: 9-10	**277**	61	197	16	12	265	197	58	66	277	65	206	71	164	110	67	144	68	115	199	73
	23%	*39%bc*	*23%c*	*10%*	*15%*	*24%*	*25%*	*21%*	*21%*	*23%*	*27%*	*23%*	*24%*	*24%*	*23%*	*21%*	*23%*	*26%*	*26%*	*27%t*	*18%*
NET: 7-10	**806**	120	589	89	49	757	525	188	223	806	155	610	195	486	315	209	427	187	295	524	267
	68%	*77%c*	*69%c*	*54%*	*60%*	*69%*	*68%*	*70%*	*70%*	*68%*	*64%*	*68%*	*66%*	*70%*	*64%*	*67%*	*68%*	*71%*	*67%*	*70%*	*64%*
NET: 4-6	**229**	21	159	46	14	215	157	53	57	229	54	168	61	119	109	69	117	53	90	132	94
	19%	*13%*	*19%*	*28%a*	*17%*	*19%*	*20%*	*20%*	*18%*	*19%*	*22%*	*19%*	*21%*	*17%*	*22%*	*22%*	*19%*	*20%*	*20%*	*18%*	*23%*
NET: 1-3	**51**	4	33	11	8	43	27	10	15	51	9	39	12	26	25	18	22	9	15	31	19
	4%	*3%*	*4%*	*7%*	*10%*	*4%*	*3%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*6%*	*3%*	*4%*	*3%*	*4%*	*4%*
Mean	**7.35**	7.93bc	7.39c	6.59	6.68	7.39d	7.43d	7.32	7.29	7.35	7.34	7.37	7.27	7.48	7.14	7.26	7.38	7.44	7.44	7.49t	7.09
Standard Deviation	**1.87**	1.91	1.78	2.00	2.43	1.81	1.79	1.82	1.88	1.87	1.99	1.85	1.94	1.78	1.97	1.88	1.82	1.79	1.80	1.84	1.87

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 249

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1235**	200	41	65	102	77	29	36	173	65	77	141	229
Weighted Base	**1186**	107	63*	100*	157	119*	47**	58*	56	101*	122*	213	43
1 - LOWEST score	**17**	2	-	3	-	2	-	-	1	2	2	6	1
	1%	*1%*	-	*3%*	-	*1%*	-	-	*1%*	*2%*	*1%*	*3%*	*1%*
2	**11**	1	-	2	2	-	-	-	1	1	2	3	1
	1%	*1%*	-	*2%*	*1%*	-	-	-	*2%*	*1%*	*1%*	*1%*	*1%*
3	**23**	3	-	2	5	2	-	-	1	3	3	4	1
	2%	*3%*	-	*2%*	*3%*	*1%*	-	-	*2%*	*3%*	*3%*	*2%*	*1%*
4	**28**	1	-	2	2	3	2	3	2	3	3	6	1
	2%	*1%*	-	*2%*	*1%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*3%*	*3%*
5	**77**	7	5	2	12	9	5	3	2	5	6	17	5
	7%	*7%*	*7%*	*2%*	*8%*	*8%*	*10%*	*5%*	*4%*	*4%*	*5%*	*8%*	**11%di**
6	**124**	13	6	6	11	14	2	5	5	9	19	29	5
	10%	*12%*	*10%*	*6%*	*7%*	*12%*	*3%*	*8%*	*9%*	*9%*	*16%*	*14%*	*12%*
7	**209**	13	15	17	17	18	13	14	13	26	19	35	7
	18%	*13%*	*25%*	*17%*	*11%*	*15%*	*28%*	*25%*	**23%be**	*26%*	*16%*	*17%*	*16%*
8	**320**	33	12	35	36	29	16	21	17	21	35	55	11
	27%	*30%*	*19%*	*35%*	*23%*	*25%*	*35%*	*36%*	*30%*	*20%*	*28%*	*26%*	*26%*
9	**165**	15	17	11	34	17	3	3	6	18	16	21	5
	14%	*14%*	**27%l**	*11%*	*22%*	*14%*	*7%*	*5%*	*11%*	*17%*	*13%*	*10%*	*11%*
10 - HIGHEST score	**112**	10	5	9	26	13	5	3	4	6	11	16	4
	9%	*9%*	*8%*	*9%*	*16%*	*11%*	*10%*	*5%*	*7%*	*6%*	*9%*	*8%*	*9%*
Don't know	**100**	10	3	12	14	12	2	5	5	7	6	21	3
	8%	*10%*	*5%*	*12%*	*9%*	*10%*	*3%*	*9%*	*8%*	*7%*	*5%*	*10%*	*8%*
SUMMARY:													
NET: 9-10	**277**	24	22	20	60	29	8	6	10	24	27	37	8
	23%	*23%*	*35%*	*20%*	**38%abhilm**	*25%*	*17%*	*11%*	*18%*	*24%*	*22%*	*18%*	*19%*
NET: 7-10	**806**	70	50	72	113	77	37	41	40	70	82	127	26
	68%	*66%*	*78%*	*72%*	*72%*	*65%*	*80%*	*72%*	*71%*	*70%*	*67%*	*60%*	*62%*
NET: 4-6	**229**	21	11	9	25	26	8	11	9	17	28	51	11
	19%	*20%*	*17%*	*9%*	*16%*	*22%*	*17%*	*19%*	*16%*	*17%*	*23%*	*24%*	**26%d**
NET: 1-3	**51**	5	-	6	6	3	-	-	3	6	6	13	2
	4%	*5%*	-	*6%*	*4%*	*3%*	-	-	*5%*	*6%*	*5%*	*6%*	*4%*
Mean	**7.35**	7.36	7.76	7.43	**7.80lm**	7.40	7.47	7.29	7.27	7.18	7.26	6.98	7.12
Standard Deviation	**1.87**	1.88	1.39	2.00	1.87	1.83	1.49	1.41	1.80	1.93	1.88	2.04	1.92

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 250

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1235**	1235	633	1137	67	1000	1200	1057	779	618	864	1235	633	394	21	256	820	298	152	69	399
Weighted Base	**1186**	1186	980	1104	22	970	1155	1016	743	585	809	1186	980	379	7	242	813	286	162	73	367
1 - LOWEST score	**17**	17	14	16	-	14	16	14	3	3	9	17	14	7	-	5	14	3	-	-	6
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*2%*	-	*2%*	*2%*	*1%*	-	-	*2%*
2	**11**	11	9	11	*	7	11	11	7	7	7	11	9	5	-	2	8	2	-	-	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	-	*1%*
3	**23**	23	18	23	1	20	23	23	15	14	17	23	18	3	*	2	19	10	3	6	9
	2%	*2%*	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*5%*	*1%*	*2%*	*4%*	*2%*	*9%*	*3%*
4	**28**	28	23	27	1	22	27	19	16	13	14	28	23	16	*	8	18	11	3	4	4
	2%	*2%*	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	*4%*	*3%*	*2%*	*4%*	*2%*	*5%*	*1%*
5	**77**	77	63	76	1	61	77	70	46	40	56	77	63	28	*	18	52	24	9	6	28
	7%	*7%*	*6%*	*7%*	*5%*	*6%*	*7%*	*7%*	*6%*	*7%*	*7%*	*7%*	*6%*	*7%*	*5%*	*7%*	*6%*	*9%*	*6%*	*9%*	*8%*
6	**124**	124	100	113	2	104	121	107	95	74	87	124	100	42	1	29	84	38	17	10	40
	10%	*10%*	*10%*	*10%*	*8%*	*11%*	*10%*	*11%*	*13%*	*13%*	*11%*	*10%*	*10%*	*11%*	*19%*	*12%*	*10%*	*13%*	*11%*	*14%*	*11%*
7	**209**	209	176	192	5	170	202	186	135	107	142	209	176	52	1	39	134	45	28	9	65
	18%	*18%*	*18%*	*17%*	*22%*	*17%*	*18%*	*18%*	*18%*	*18%*	*18%*	*18%*	*18%*	*14%*	*9%*	*16%*	*16%*	*16%*	*17%*	*13%*	*18%*
8	**320**	320	259	305	7	267	314	284	209	172	232	320	259	111	3	51	222	76	44	22	95
	27%	*27%*	*26%*	*28%*	*32%*	*28%*	*27%*	*28%*	*28%*	*29%*	*29%*	*27%*	*26%*	*29%*	*39%*	*21%*	*27%*	*27%*	*27%*	*30%*	*26%*
9	**165**	165	140	152	3	133	161	126	93	68	122	165	140	44	*	36	110	24	27	1	47
	14%	*14%*	*14%*	*14%*	*13%*	*14%*	*14%*	*12%*	*13%*	*12%*	*15%*	*14%*	*14%*	*12%*	*5%*	*15%*	*14%*	*9%*	*16%*	*2%*	*13%*
10 - HIGHEST score	**112**	112	94	101	1	89	104	82	69	43	65	112	94	44	1	29	67	18	23	7	38
	9%	*9%*	*10%*	*9%*	*6%*	*9%*	*9%*	*8%*	*9%*	*7%*	*8%*	*9%*	*10%*	*12%*	*14%*	*12%*	*8%*	*6%*	*14%*	*10%*	*10%*
Don't know	**100**	100	82	89	1	82	99	93	56	46	57	100	82	27	-	24	85	33	8	6	31
	8%	*8%*	*8%*	*8%*	*5%*	*8%*	*9%*	*9%*	*8%*	*8%*	*7%*	*8%*	*8%*	*7%*	-	*10%*	*10%*	*12%*	*5%*	*9%*	*8%*
SUMMARY:																					
NET: 9-10	**277**	277	234	253	4	222	264	208	162	112	186	277	234	88	1	65	178	43	49	8	86
	23%	*23%*	*24%*	*23%*	*19%*	*23%*	*23%*	*20%*	*22%*	*19%*	*23%*	*23%*	*24%*	*23%*	*19%*	*27%*	*22%*	*15%*	*30%*	*12%*	*23%*
NET: 7-10	**806**	806	669	750	16	659	780	678	506	390	560	806	669	252	5	155	533	164	121	40	245
	68%	*68%*	*68%*	*68%*	*73%*	*68%*	*68%*	*67%*	*68%*	*67%*	*69%*	*68%*	*68%*	*66%*	*67%*	*64%*	*66%*	*57%*	*75%*	*54%*	*67%*
NET: 4-6	**229**	229	187	217	4	187	225	196	156	127	158	229	187	86	2	54	154	73	29	21	72
	19%	*19%*	*19%*	*20%*	*17%*	*19%*	*19%*	*19%*	*21%*	*22%*	*20%*	*19%*	*19%*	*23%*	*29%*	*22%*	*19%*	*26%*	*18%*	*28%*	*20%*
NET: 1-3	**51**	51	41	49	1	42	50	49	25	24	33	51	41	15	*	9	41	16	3	6	19
	4%	*4%*	*4%*	*4%*	*6%*	*4%*	*4%*	*5%*	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*5%*	*5%*	*2%*	*9%*	*5%*
Mean	**7.35**	7.35	7.36	7.32	7.21	7.34	7.33	7.26	7.37	7.26	7.36	7.35	7.36	7.31	7.28	7.34	7.28	6.96	7.70	6.79	7.31
Standard Deviation	**1.87**	1.87	1.87	1.88	1.84	1.86	1.87	1.86	1.73	1.74	1.79	1.87	1.87	1.97	1.97	1.99	1.92	1.90	1.64	1.99	1.93

* = Less than .5

J20427 PSB Tracker 2013

Table 251

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
Channel 4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**591**	257	334	78	97	132	105	84	95	148	290	153	139	452	30	558	316	101	72	102
Weighted Base	**586**	252	335	81*	95*	123*	109*	83*	95*	161	284	142	135	451	45**	537	489	54	24*	19
1 - LOWEST score	**20**	13	7	4	1	8	3	5	-	5	15	-	9	11	2	19	18	1	*	*
	3%	*5%*	*2%*	*4%*	*1%*	*7%*	*3%*	*5%*	*-*	*3%*	*5%*	*-*	*7%*	*2%*	*3%*	*3%*	*4%*	*2%*	*1%*	*1%*
2	**16**	8	9	*	2	6	2	3	4	5	5	7	5	11	-	16	14	2	-	1
	3%	*3%*	*3%*	***	*2%*	*5%*	*1%*	*4%*	*4%*	*3%*	*2%*	*5%*	*3%*	*3%*	*-*	*3%*	*3%*	*3%*	*-*	*5%*
3	**22**	8	14	3	1	5	3	1	10	4	11	7	2	21	-	22	20	2	*	*
	4%	*3%*	*4%*	*4%*	*1%*	*4%*	*2%*	*2%*	*10%*	*3%*	*4%*	*5%*	*1%*	*5%*	*-*	*4%*	*4%*	*3%*	*1%*	*2%*
4	**35**	15	21	2	5	6	11	2	8	7	20	8	9	26	3	32	29	4	1	1
	6%	*6%*	*6%*	*3%*	*5%*	*5%*	*10%*	*3%*	*9%*	*4%*	*7%*	*6%*	*7%*	*6%*	*7%*	*6%*	*6%*	*7%*	*3%*	*7%*
5	**76**	32	44	9	14	13	19	8	12	26	35	14	23	53	7	69	63	6	3	3
	13%	*13%*	*13%*	*11%*	*15%*	*11%*	*18%*	*10%*	*13%*	*17%*	*12%*	*10%*	*17%*	*12%*	*15%*	*13%*	*13%*	*12%*	*11%*	*17%*
6	**73**	42	32	10	10	18	18	10	9	21	30	23	15	58	3	70	60	8	3	3
	13%	*16%*	*10%*	*12%*	*11%*	*15%*	*16%*	*12%*	*9%*	*13%*	*10%*	*16%*	*11%*	*13%*	*7%*	*13%*	*12%*	*15%*	*11%*	*15%*
7	**91**	39	52	18	18	16	16	17	6	20	54	17	18	73	7	85	77	9	3	4
	16%	*16%*	*16%*	*22%*	*19%*	*13%*	*15%*	*20%*	*7%*	*13%*	*19%*	*12%*	*14%*	*16%*	*15%*	*16%*	*16%*	*16%*	*11%*	*19%*
8	**81**	26	54	10	22	19	9	10	10	23	38	19	21	60	5	74	64	8	6	2
	14%	*10%*	*16%*	*12%*	*23%*	*15%*	*8%*	*12%*	*11%*	*14%*	*13%*	*14%*	*15%*	*13%*	*10%*	*14%*	*13%*	*16%*	*23%*	*12%*
9	**29**	12	17	12	2	5	4	1	6	8	14	7	3	26	8	21	26	1	2	*
	5%	*5%*	*5%*	***14%g***	*2%*	*4%*	*4%*	*1%*	*6%*	*5%*	*5%*	*5%*	*3%*	*6%*	*18%*	*4%*	*5%*	*2%*	*7%*	*2%*
10 - HIGHEST score	**33**	11	22	7	3	9	5	5	2	13	11	9	12	21	11	21	28	2	1	1
	6%	*4%*	*6%*	*9%*	*3%*	*8%*	*5%*	*6%*	*2%*	*8%*	*4%*	*6%*	*9%*	*5%*	*24%*	*4%*	*6%*	*4%*	*4%*	*6%*
Don't know	**110**	46	63	6	17	18	19	21	28	29	50	31	18	92	1	108	89	11	6	3
	19%	*18%*	*19%*	*8%*	*18%*	*15%*	*18%*	*25%*	***30%c***	*18%*	*17%*	*22%*	*13%*	*20%*	*1%*	*20%*	*18%*	*21%*	*27%*	*14%*
SUMMARY:																				
NET: 9-10	**62**	23	39	19	5	14	9	6	8	21	26	16	15	47	19	43	54	3	3	2
	11%	*9%*	*12%*	***23%d***	*5%*	*11%*	*9%*	*7%*	*9%*	*13%*	*9%*	*11%*	*11%*	*10%*	*42%*	*8%*	*11%*	*6%*	*11%*	*8%*
NET: 7-10	**234**	89	145	47	45	49	35	33	25	64	118	52	54	179	30	202	195	20	11	8
	40%	*35%*	*43%*	***58%fh***	***48%h***	*40%*	*32%*	*40%*	*26%*	*40%*	*42%*	*37%*	*40%*	*40%*	*67%*	*38%*	*40%*	*37%*	*45%*	*40%*
NET: 4-6	**184**	88	96	20	29	38	47	20	29	54	85	45	47	137	13	171	153	18	6	7
	31%	*35%*	*29%*	*25%*	*31%*	*31%*	*44%*	*25%*	*30%*	*34%*	*30%*	*32%*	*35%*	*30%*	*28%*	*32%*	*31%*	*34%*	*25%*	*38%*
NET: 1-3	**59**	29	30	7	3	19	7	9	14	14	32	13	16	43	2	57	52	4	1	2
	10%	*11%*	*9%*	*8%*	*3%*	*15%*	*7%*	*11%*	*14%*	*8%*	*11%*	*9%*	*12%*	*10%*	*3%*	*11%*	*11%*	*8%*	*3%*	*8%*
Mean	**6.19**	5.95	6.38	6.83	6.58	6.00	5.98	6.12	5.71	6.35	6.05	6.32	6.05	6.24	7.43	6.06	6.17	6.16	6.92	6.17
Standard Deviation	**2.23**	2.26	2.19	2.23	1.73	2.52	2.03	2.36	2.22	2.23	2.27	2.13	2.46	2.15	2.35	2.18	2.27	2.04	1.86	2.08

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 252

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
Channel 4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**591**	92	400	94	34	557	382	136	168	394	197	463	128	342	246	217	287	142	208	376	201
Weighted Base	**586**	92*	386	100*	42**	545	374	127*	163	379	180	470	116*	339	244	230	272	155	188	376	196
1 - LOWEST score	**20**	6	10	4	5	15	14	2	2	10	7	18	2	16	4	10	6	5	8	14	6
	3%	*7%*	*3%*	*4%*	*11%*	*3%*	*4%*	*1%*	*1%*	*3%*	*4%*	*4%*	*2%*	*5%*	*2%*	*4%*	*2%*	*3%*	*4%*	*4%*	*3%*
2	**16**	4	7	4	2	15	10	5	5	12	4	13	3	10	6	5	6	7	2	8	5
	3%	*4%*	*2%*	*4%*	*4%*	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*4%*	*1%*	*2%*	*2%*
3	**22**	3	14	5	-	22	8	14	14	14	7	12	10	8	13	9	5	3	5	11	11
	4%	*4%*	*4%*	*5%*	-	*4%*	*2%*	***11%ef***	***9%f***	*4%*	*4%*	*3%*	***9%k***	*2%*	*5%*	*4%*	*2%*	*2%*	*3%*	*3%*	*6%*
4	**35**	2	23	10	3	32	23	6	8	27	12	28	8	20	15	9	20	14	9	22	13
	6%	*3%*	*6%*	*10%*	*7%*	*6%*	*6%*	*5%*	*5%*	*7%*	*6%*	*6%*	*7%*	*6%*	*6%*	*4%*	*7%*	*9%*	*5%*	*6%*	*7%*
5	**76**	7	50	19	3	73	46	18	25	37	18	55	20	41	34	29	43	19	23	45	30
	13%	*8%*	*13%*	*19%*	*7%*	*13%*	*12%*	*14%*	*15%*	*10%*	*10%*	*12%*	*17%*	*12%*	*14%*	*13%*	*16%*	*12%*	*12%*	*12%*	*15%*
6	**73**	14	45	14	1	72	57	11	15	54	24	68	6	51	23	33	33	22	29	47	26
	13%	*15%*	*12%*	*14%*	*3%*	*13%*	*15%*	*9%*	*9%*	*14%*	*13%*	*14%*	*5%*	*15%*	*9%*	*14%*	*12%*	*14%*	*15%*	*13%*	*13%*
7	**91**	6	68	15	2	89	64	14	25	58	28	81	10	64	28	38	44	23	30	61	30
	16%	*7%*	*18%*	*15%*	*5%*	*16%*	*17%*	*11%*	*16%*	*15%*	*15%*	*17%*	*9%*	*19%*	*11%*	*17%*	*16%*	*15%*	*16%*	*16%*	*15%*
8	**81**	19	58	4	11	70	47	15	20	52	27	61	20	44	36	36	34	18	27	53	23
	14%	***20%c***	*15%*	*4%*	*26%*	*13%*	*13%*	*12%*	*12%*	*14%*	*15%*	*13%*	*17%*	*13%*	*15%*	*16%*	*13%*	*12%*	*15%*	*14%*	*12%*
9	**29**	11	17	1	3	26	19	5	7	21	11	24	5	12	18	13	8	13	4	24	3
	5%	*12%*	*4%*	*1%*	*8%*	*5%*	*5%*	*4%*	*4%*	*5%*	*6%*	*5%*	*5%*	*3%*	*7%*	*6%*	*3%*	*9%*	*2%*	*6%*	*2%*
10 - HIGHEST score	**33**	9	21	1	3	29	25	5	5	23	9	25	7	18	13	11	15	9	15	25	7
	6%	*10%*	*6%*	*1%*	*7%*	*5%*	*7%*	*4%*	*3%*	*6%*	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	*6%*	*6%*	*8%*	*7%*	*4%*
Don't know	**110**	11	72	24	9	101	61	32	37	71	35	86	24	56	54	37	57	20	35	66	40
	19%	*12%*	*19%*	*23%*	*22%*	*18%*	*16%*	*25%*	*23%*	*19%*	*19%*	*18%*	*21%*	*16%*	*22%*	*16%*	*21%*	*13%*	*18%*	*18%*	*21%*
SUMMARY: NET: 9-10	**62**	20	38	2	6	56	44	10	12	44	20	49	12	30	31	24	23	23	19	49	11
	11%	***21%bc***	*10%*	*2%*	*15%*	*10%*	*12%*	*8%*	*7%*	*12%*	*11%*	*10%*	*11%*	*9%*	*13%*	*10%*	*9%*	*15%*	*10%*	*13%*	*6%*
NET: 7-10	**234**	45	165	21	19	215	155	39	58	154	74	191	43	137	94	98	102	64	77	163	64
	40%	***49%c***	***43%c***	*21%*	*46%*	*39%*	*41%*	*31%*	*35%*	*41%*	*41%*	*41%*	*37%*	*41%*	*39%*	*43%*	*37%*	*41%*	*41%*	*43%*	*33%*
NET: 4-6	**184**	23	118	43	7	177	126	35	48	118	53	151	34	112	72	71	96	55	61	114	68
	31%	*26%*	*31%*	*43%*	*17%*	*32%*	*34%*	*28%*	*29%*	*31%*	*30%*	*32%*	*29%*	*33%*	*30%*	*31%*	*35%*	*36%*	*32%*	*30%*	*35%*
NET: 1-3	**59**	13	31	13	6	52	32	21	21	35	18	43	16	34	23	24	18	15	16	33	23
	10%	*14%*	*8%*	*13%*	*15%*	*10%*	*8%*	*16%*	*13%*	*9%*	*10%*	*9%*	*14%*	*10%*	*10%*	*10%*	*7%*	*10%*	*8%*	*9%*	*12%*
Mean	**6.19**	6.56c	6.33c	5.22	6.23	6.19	6.29	5.76	5.95	6.29	6.26	6.23	6.04	6.12	6.30	6.26	6.20	6.21	6.33	6.38	5.84
Standard Deviation	**2.23**	2.63	2.11	1.90	2.97	2.17	2.19	2.28	2.11	2.21	2.24	2.19	2.36	2.21	2.23	2.20	2.07	2.29	2.22	2.24	2.12

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 253

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
Channel 4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**591**	101	12	26	41	38	14	17	72	27	65	76	102
Weighted Base	**586**	54	18**	40**	63*	59*	22**	27**	24*	41**	103*	114*	19
1 - LOWEST score	**20**	1	-	-	3	3	2	2	*	-	3	6	*
	3%	*2%*	-	-	*5%*	*5%*	*7%*	*6%*	*1%*	-	*3%*	*5%*	*1%*
2	**16**	2	2	3	2	2	-	-	-	-	2	4	1
	3%	*3%*	*9%*	*7%*	*2%*	*3%*	-	-	-	-	*2%*	*4%*	*5%*
3	**22**	2	-	1	-	9	-	-	*	-	5	4	*
	4%	*3%*	-	*4%*	-	**16%a**	-	-	*1%*	-	*5%*	*4%*	*2%*
4	**35**	4	3	3	2	2	2	5	1	5	2	8	1
	6%	*7%*	*17%*	*8%*	*2%*	*3%*	*7%*	*18%*	*3%*	*11%*	*2%*	*7%*	*7%*
5	**76**	6	-	3	11	6	3	3	3	3	17	16	3
	13%	*12%*	-	*8%*	*17%*	*10%*	*14%*	*12%*	*11%*	*7%*	*17%*	*14%*	*17%*
6	**73**	8	2	1	11	8	3	5	3	4	12	14	3
	13%	*15%*	*8%*	*4%*	*17%*	*13%*	*14%*	*18%*	*11%*	*11%*	*12%*	*12%*	*15%*
7	**91**	9	4	9	6	8	5	3	3	8	18	15	4
	16%	*16%*	*24%*	*23%*	*10%*	*13%*	*21%*	*12%*	*11%*	*19%*	*17%*	*13%*	*19%*
8	**81**	8	2	9	6	11	5	2	6	6	11	12	2
	14%	*16%*	*9%*	*23%*	*10%*	*19%*	*22%*	*6%*	*23%*	*15%*	*11%*	*10%*	*12%*
9	**29**	1	2	1	5	2	-	2	2	3	10	3	*
	5%	*2%*	*8%*	*4%*	*7%*	*3%*	-	*6%*	*7%*	*7%*	*9%*	*3%*	*2%*
10 - HIGHEST score	**33**	2	-	3	6	3	-	-	1	1	6	8	1
	6%	*4%*	-	*8%*	*10%*	*6%*	-	-	*4%*	*4%*	*6%*	*7%*	*6%*
Don't know	**110**	11	5	5	12	6	3	6	6	11	17	24	3
	19%	*21%*	*25%*	*11%*	*20%*	*11%*	*14%*	*23%*	*27%*	*26%*	*17%*	*21%*	*14%*
SUMMARY:													
NET: 9-10	**62**	3	2	5	11	5	-	2	3	4	16	11	2
	11%	*6%*	*8%*	*11%*	*17%*	*8%*	-	*6%*	*11%*	*11%*	*16%*	*9%*	*8%*
NET: 7-10	**234**	20	8	23	23	23	10	7	11	19	45	38	8
	40%	*37%*	*41%*	*58%*	*37%*	*40%*	*43%*	*24%*	*45%*	*45%*	*44%*	*33%*	*40%*
NET: 4-6	**184**	18	5	8	23	15	8	13	6	12	31	38	7
	31%	*34%*	*25%*	*19%*	*36%*	*26%*	*35%*	*47%*	*25%*	*29%*	*30%*	*33%*	*38%*
NET: 1-3	**59**	4	2	4	5	14	2	2	1	-	10	15	2
	10%	*8%*	*9%*	*11%*	*7%*	**23%i**	*7%*	*6%*	*3%*	-	*9%*	*13%*	*8%*
Mean	**6.19**	6.16	5.97	6.54	6.44	5.79	6.03	5.56	6.92	6.75	6.43	5.84	6.17
Standard Deviation	**2.23**	2.04	2.21	2.26	2.37	2.46	2.01	2.02	1.86	1.72	2.19	2.41	2.08

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 254

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
Channel 4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**591**	548	300	591	37	492	577	520	394	318	400	394	205	591	18	197	442	236	96	70	211
Weighted Base	**586**	551	465	586	12	492	574	524	397	325	394	379	316	586	6	180	448	239	101	76	205
1 - LOWEST score	**20**	17	15	20	-	18	19	18	7	9	11	10	9	20	-	7	16	11	5	4	8
	3%	*3%*	*3%*	*3%*	-	*4%*	*3%*	*4%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	-	*4%*	*4%*	*5%*	*4%*	*6%*	*4%*
2	**16**	14	12	16	-	13	16	12	9	9	12	12	11	16	-	4	10	4	-	1	4
	3%	*3%*	*3%*	*3%*	-	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	-	*2%*	*2%*	*2%*	-	*2%*	*2%*
3	**22**	20	19	22	*	21	22	21	19	18	12	14	12	22	-	7	17	9	5	5	5
	4%	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*5%*	*6%*	*3%*	*4%*	*4%*	*4%*	-	*4%*	*4%*	*4%*	*5%*	*6%*	*2%*
4	**35**	34	29	35	1	30	35	32	24	21	21	27	23	35	*	12	23	20	2	3	6
	6%	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*6%*	*6%*	*7%*	*5%*	*7%*	*7%*	*6%*	*6%*	*6%*	*5%*	*8%*	*2%*	*4%*	*3%*
5	**76**	73	62	76	2	61	75	73	58	48	49	37	31	76	*	18	61	36	11	13	27
	13%	*13%*	*13%*	*13%*	*14%*	*12%*	*13%*	*14%*	*15%*	*15%*	*13%*	*10%*	*10%*	*13%*	*6%*	*10%*	*14%*	*15%*	*11%*	*17%*	*13%*
6	**73**	69	55	73	1	60	72	65	58	47	60	54	43	73	1	24	55	31	14	11	37
	13%	*12%*	*12%*	*13%*	*8%*	*12%*	*13%*	*12%*	*15%*	*14%*	*15%*	*14%*	*14%*	*13%*	*11%*	*13%*	*12%*	*13%*	*13%*	*15%*	*18%*
7	**91**	87	73	91	1	79	89	85	66	47	69	58	49	91	1	28	70	31	21	9	37
	16%	*16%*	*16%*	*16%*	*11%*	*16%*	*16%*	*16%*	*17%*	*14%*	*17%*	*15%*	*16%*	*16%*	*11%*	*15%*	*16%*	*13%*	*21%*	*11%*	*18%*
8	**81**	75	61	81	4	70	78	71	54	41	50	52	42	81	2	27	62	23	10	7	24
	14%	*14%*	*13%*	*14%*	*30%*	*14%*	*14%*	*14%*	*13%*	*13%*	*13%*	*14%*	*13%*	*14%*	*39%*	*15%*	*14%*	*10%*	*10%*	*9%*	*12%*
9	**29**	29	26	29	1	23	28	23	20	9	22	21	18	29	*	11	19	7	12	-	11
	5%	*5%*	*6%*	*5%*	*8%*	*5%*	*5%*	*4%*	*5%*	*3%*	*6%*	*5%*	*6%*	*5%*	*5%*	*6%*	*4%*	*3%*	*12%*	-	*5%*
10 - HIGHEST score	**33**	32	28	33	*	30	31	26	20	16	26	23	20	33	*	9	25	12	10	7	18
	6%	*6%*	*6%*	*6%*	*3%*	*6%*	*5%*	*5%*	*5%*	*5%*	*6%*	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*5%*	*10%*	*9%*	*9%*
Don't know	**110**	102	83	110	2	88	109	98	60	60	62	71	57	110	1	35	89	55	13	16	28
	19%	*18%*	*18%*	*19%*	*19%*	*18%*	*19%*	*19%*	*15%*	*18%*	*16%*	*19%*	*18%*	*19%*	*17%*	*19%*	*20%*	*23%*	*13%*	*21%*	*14%*
SUMMARY:																					
NET: 9-10	**62**	61	54	62	1	53	59	49	41	25	48	44	39	62	1	20	44	19	21	7	29
	11%	*11%*	*12%*	*11%*	*11%*	*11%*	*10%*	*9%*	*10%*	*8%*	*12%*	*12%*	*12%*	*11%*	*11%*	*11%*	*10%*	*8%*	*21%*	*9%*	*14%*
NET: 7-10	**234**	222	189	234	6	202	226	205	160	113	166	154	130	234	4	74	176	74	53	23	91
	40%	*40%*	*41%*	*40%*	*51%*	*41%*	*39%*	*39%*	*40%*	*35%*	*42%*	*41%*	*41%*	*40%*	*61%*	*41%*	*39%*	*31%*	*52%*	*30%*	*44%*
NET: 4-6	**184**	175	147	184	3	151	181	170	141	117	130	118	97	184	1	53	139	86	26	27	70
	31%	*32%*	*32%*	*31%*	*27%*	*31%*	*32%*	*32%*	*35%*	*36%*	*33%*	*31%*	*31%*	*31%*	*22%*	*30%*	*31%*	*36%*	*26%*	*36%*	*34%*
NET: 1-3	**59**	51	46	59	*	52	57	51	36	35	35	35	32	59	-	18	44	24	9	10	17
	10%	*9%*	*10%*	*10%*	*3%*	*11%*	*10%*	*10%*	*9%*	*11%*	*9%*	*9%*	*10%*	*10%*	-	*10%*	*10%*	*10%*	*9%*	*14%*	*8%*
Mean	**6.19**	6.24	6.22	6.19	6.90	6.20	6.18	6.15	6.23	5.99	6.33	6.29	6.26	6.19	7.33	6.26	6.20	5.86	6.73	5.83	6.46
Standard Deviation	**2.23**	2.20	2.24	2.23	1.81	2.25	2.21	2.18	2.07	2.13	2.16	2.21	2.26	2.23	1.68	2.24	2.21	2.24	2.27	2.42	2.20

* = Less than .5

J20427 PSB Tracker 2013

Table 255

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
Channel 5

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**360**	156	204	40	56	82	61	47	74	71	172	117	85	275	22	336	176	55	77	52
Weighted Base	**337**	141	196	45*	48*	73*	60*	40*	72*	66*	158	113*	81*	256	31**	302	273	30*	25*	10*
1 - LOWEST score	**13**	7	5	3	1	4	5	*	-	2	9	2	5	8	2	11	11	1	1	*
	4%	*5%*	*3%*	*7%*	*1%*	*5%*	*8%*	*1%*	-	*3%*	*6%*	*1%*	*6%*	*3%*	*5%*	*4%*	*4%*	*2%*	*4%*	*4%*
2	**12**	8	4	2	5	3	3	-	*	8	3	2	8	5	5	7	11	1	-	*
	4%	*6%*	*2%*	*3%*	*10%*	*4%*	*5%*	-	*	**12%j**	*2%*	*1%*	**9%m**	*2%*	*15%*	*2%*	*4%*	*4%*	-	*3%*
3	**15**	8	7	-	1	2	3	3	7	3	5	6	2	13	-	13	12	2	-	*
	4%	*6%*	*3%*	-	*1%*	*2%*	*5%*	*7%*	*9%*	*5%*	*3%*	*6%*	*2%*	*5%*	-	*4%*	*5%*	*7%*	-	*2%*
4	**26**	11	15	5	4	8	2	*	6	4	15	6	6	20	5	21	22	3	1	*
	8%	*8%*	*8%*	*11%*	*8%*	*11%*	*4%*	*1%*	*9%*	*7%*	*10%*	*6%*	*8%*	*8%*	*17%*	*7%*	*8%*	*9%*	*4%*	*3%*
5	**37**	15	22	4	4	13	9	1	6	8	16	13	13	24	5	32	29	3	4	1
	11%	*10%*	*11%*	*8%*	*9%*	*18%*	*15%*	*3%*	*9%*	*13%*	*10%*	*11%*	*16%*	*9%*	*17%*	*10%*	*11%*	*11%*	*16%*	*8%*
6	**33**	18	15	3	7	6	6	6	7	2	18	13	8	25	-	33	23	3	5	3
	10%	*13%*	*8%*	*6%*	*15%*	*8%*	*9%*	*15%*	*9%*	*3%*	*11%*	*12%*	*10%*	*10%*	-	*11%*	*8%*	*11%*	*18%*	**28%p**
7	**61**	27	34	11	11	8	10	10	12	12	25	24	9	52	5	56	51	5	3	1
	18%	*19%*	*17%*	*23%*	*22%*	*11%*	*17%*	*24%*	*17%*	*18%*	*16%*	*21%*	*11%*	*20%*	*15%*	*19%*	*19%*	*18%*	*13%*	*9%*
8	**39**	15	24	9	5	14	5	4	3	6	24	10	14	25	3	36	28	5	5	1
	12%	*11%*	*12%*	*19%*	*10%*	**20%h**	*8%*	*10%*	*4%*	*9%*	*15%*	*8%*	*17%*	*10%*	*11%*	*12%*	*10%*	*16%*	*20%*	*14%*
9	**10**	5	5	-	2	1	1	*	5	2	4	4	*	10	-	10	9	-	1	*
	3%	*3%*	*3%*	-	*5%*	*2%*	*3%*	*1%*	*6%*	*3%*	*3%*	*3%*	*	*4%*	-	*3%*	*3%*	-	*3%*	*2%*
10 - HIGHEST score	**16**	1	15	7	2	*	2	2	4	5	2	8	2	14	5	11	14	1	*	1
	5%	*	**8%a**	**15%e**	*3%*	*1%*	*3%*	*5%*	*5%*	*8%*	*1%*	*7%*	*2%*	*6%*	*16%*	*4%*	*5%*	*2%*	*1%*	*8%*
Don't know	**74**	27	47	3	7	13	14	14	23	13	36	25	14	60	2	71	62	6	5	2
	22%	*19%*	*24%*	*7%*	*15%*	*18%*	*23%*	**34%c**	*32%*	*19%*	*23%*	*22%*	*17%*	*24%*	*5%*	*24%*	*23%*	*20%*	*21%*	*18%*
SUMMARY:																				
NET: 9-10	**26**	5	21	7	4	2	3	2	8	7	7	12	2	24	5	21	23	1	1	1
	8%	*4%*	*11%*	*15%*	*8%*	*3%*	*5%*	*6%*	*11%*	*11%*	*4%*	*11%*	*2%*	*9%*	*16%*	*7%*	*9%*	*2%*	*4%*	*10%*
NET: 7-10	**126**	47	79	26	19	24	18	16	23	25	55	46	25	101	13	113	103	11	9	3
	37%	*33%*	*40%*	*57%*	*40%*	*33%*	*31%*	*40%*	*32%*	*38%*	*35%*	*40%*	*31%*	*40%*	*41%*	*37%*	*38%*	*36%*	*37%*	*32%*
NET: 4-6	**97**	44	53	11	15	27	17	7	19	15	49	33	28	69	11	86	74	9	10	4
	29%	*31%*	*27%*	*25%*	*32%*	*38%*	*28%*	*18%*	*26%*	*23%*	*31%*	*29%*	*34%*	*27%*	*34%*	*28%*	*27%*	*31%*	*38%*	*40%*
NET: 1-3	**40**	23	16	5	6	8	11	3	7	13	17	10	14	25	6	32	34	4	1	1
	12%	*16%*	*8%*	*11%*	*12%*	*11%*	*18%*	*8%*	*10%*	*19%*	*11%*	*8%*	*18%*	*10%*	*20%*	*11%*	*12%*	*13%*	*4%*	*10%*
Mean	**5.95**	5.52	6.29	6.45	5.94	5.62	5.41	6.57	6.11	5.69	5.80	6.33	5.38	6.15	5.61	6.02	5.93	5.80	6.28	6.21
Standard Deviation	**2.27**	2.20	2.27	2.58	2.19	2.18	2.45	1.84	2.12	2.63	2.21	2.10	2.35	2.21	2.84	2.19	2.33	2.07	1.88	2.37

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 256

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
Channel 5

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**360**	47	248	60	28	332	225	93	106	256	360	273	87	203	156	103	178	81	124	220	136
Weighted Base	**337**	52*	226	52*	28**	308	207	91*	102*	242	337	259	78*	187	150	93*	175	83*	104*	207	125*
1 - LOWEST score	**13**	3	5	4	2	11	9	2	2	8	13	12	1	7	6	3	8	*	8	7	5
	4%	*6%*	*2%*	*8%*	*5%*	*4%*	*4%*	*2%*	*2%*	*3%*	*4%*	*5%*	*1%*	*4%*	*4%*	*3%*	*5%*	*	*7%*	*4%*	*4%*
2	**12**	2	8	2	2	11	9	2	2	8	12	12	*	9	3	4	7	4	5	9	3
	4%	*3%*	*4%*	*4%*	*5%*	*3%*	*4%*	*2%*	*2%*	*3%*	*4%*	*5%*	*	*5%*	*2%*	*4%*	*4%*	*5%*	*5%*	*4%*	*3%*
3	**15**	2	8	5	-	15	7	5	8	10	15	11	4	6	9	7	5	5	2	4	11
	4%	*4%*	*3%*	*9%*	-	*5%*	*3%*	*5%*	*7%*	*4%*	*4%*	*4%*	*5%*	*3%*	*6%*	*7%*	*3%*	*6%*	*2%*	*2%*	*9%*
4	**26**	5	17	4	2	25	17	6	8	18	26	22	4	18	8	7	12	11	4	21	5
	8%	*9%*	*7%*	*8%*	*5%*	*8%*	*8%*	*6%*	*7%*	*7%*	*8%*	*9%*	*5%*	*10%*	*5%*	*8%*	*7%*	*13%*	*4%*	*10%*	*4%*
5	**37**	7	25	3	4	33	27	3	5	26	37	28	9	21	17	15	17	16	12	24	12
	11%	*14%*	*11%*	*6%*	*15%*	*11%*	*13%*	*4%*	*5%*	*11%*	*11%*	*11%*	*12%*	*11%*	*11%*	*16%*	*10%*	*19%*	*11%*	*12%*	*10%*
6	**33**	4	28	1	2	32	19	11	12	24	33	28	5	22	12	14	15	6	11	21	12
	10%	*7%*	*13%*	*2%*	*6%*	*10%*	*9%*	*12%*	*12%*	*10%*	*10%*	*11%*	*7%*	*12%*	*8%*	*15%*	*8%*	*7%*	*11%*	*10%*	*10%*
7	**61**	5	48	8	4	57	43	13	13	47	61	49	12	40	20	8	41	16	20	31	28
	18%	*9%*	*21%*	*15%*	*14%*	*18%*	*21%*	*15%*	*13%*	*19%*	*18%*	*19%*	*16%*	*22%*	*14%*	*9%*	*24%*	*20%*	*19%*	*15%*	*23%*
8	**39**	12	25	3	2	37	19	17	18	33	39	28	11	18	21	14	19	6	12	27	13
	12%	*23%*	*11%*	*5%*	*8%*	*12%*	*9%*	*19%*	*17%*	*14%*	*12%*	*11%*	*15%*	*10%*	*14%*	*15%*	*11%*	*7%*	*12%*	*13%*	*10%*
9	**10**	2	6	2	-	10	5	5	5	8	10	5	5	5	5	*	5	3	2	8	2
	3%	*3%*	*3%*	*4%*	-	*3%*	*2%*	*5%*	*5%*	*3%*	*3%*	*2%*	*7%*	*3%*	*3%*	*	*3%*	*4%*	*2%*	*4%*	*1%*
10 - HIGHEST score	**16**	5	9	*	3	13	9	4	4	13	16	9	6	4	12	4	4	5	4	11	3
	5%	*9%*	*4%*	*	*11%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*4%*	*8%*	*2%*	*8%*	*4%*	*2%*	*6%*	*4%*	*5%*	*3%*
Don't know	**74**	7	45	20	9	66	40	23	26	47	74	56	19	37	37	17	43	10	24	43	30
	22%	*13%*	*20%*	*37%*	*30%*	*21%*	*20%*	*25%*	*25%*	*19%*	*22%*	*21%*	*24%*	*20%*	*25%*	*18%*	*25%*	*12%*	*23%*	*21%*	*24%*
SUMMARY: NET: 9-10	**26**	7	16	2	3	23	14	8	9	21	26	14	12	9	17	4	8	9	6	19	5
	8%	*13%*	*7%*	*4%*	*11%*	*7%*	*7%*	*9%*	*9%*	*9%*	*8%*	*6%*	*15%*	*5%*	*11%*	*4%*	*5%*	*10%*	*5%*	*9%*	*4%*
NET: 7-10	**126**	23	89	13	9	117	77	39	40	100	126	91	35	68	59	26	69	31	38	77	46
	37%	*44%*	*39%*	*24%*	*33%*	*38%*	*37%*	*43%*	*39%*	*41%*	*37%*	*35%*	*45%*	*36%*	*39%*	*28%*	*39%*	*38%*	*36%*	*37%*	*37%*
NET: 4-6	**97**	16	71	9	8	89	64	20	25	68	97	78	19	60	36	36	43	33	27	66	30
	29%	*30%*	*31%*	*17%*	*26%*	*29%*	*31%*	*22%*	*25%*	*28%*	*29%*	*30%*	*24%*	*32%*	*24%*	*39%*	*25%*	*39%*	*26%*	*32%*	*24%*
NET: 1-3	**40**	7	22	11	3	37	25	8	11	27	40	34	5	21	18	14	20	9	15	20	19
	12%	*13%*	*10%*	*22%*	*11%*	*12%*	*12%*	*9%*	*11%*	*11%*	*12%*	*13%*	*7%*	*11%*	*12%*	*15%*	*11%*	*11%*	*14%*	*10%*	*16%*
Mean	**5.95**	6.18	6.06	4.88	5.99	5.95	5.81	6.46	6.25	6.11	5.95	5.73	6.71	5.77	6.20	5.63	5.87	5.87	5.74	6.02	5.76
Standard Deviation	**2.27**	2.55	2.09	2.54	2.66	2.24	2.26	2.17	2.19	2.25	2.27	2.27	2.13	2.13	2.44	2.18	2.22	2.13	2.42	2.30	2.21

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 257

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
Channel 5

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**360**	55	8	10	25	24	9	10	77	14	30	46	52
Weighted Base	**337**	30*	13**	15**	38**	37**	15**	16**	25*	22**	48**	69*	10*
1 - LOWEST score	**13**	1	-	-	3	-	-	-	1	2	-	6	*
	4%	*2%*	-	-	*8%*	-	-	-	*4%*	*8%*	-	*9%*	*4%*
2	**12**	1	-	2	1	-	-	-	-	2	3	3	*
	4%	*4%*	-	*10%*	*4%*	-	-	-	-	*7%*	*7%*	*5%*	*3%*
3	**15**	2	2	-	2	6	-	-	-	2	2	-	*
	4%	*7%*	*12%*	-	*4%*	*17%*	-	-	-	*7%*	*3%*	-	*2%*
4	**26**	3	2	-	3	5	-	3	1	2	5	3	*
	8%	*9%*	*13%*	-	*8%*	*12%*	-	*20%*	*4%*	*7%*	*10%*	*4%*	*3%*
5	**37**	3	-	3	3	2	2	-	4	2	6	12	1
	11%	*11%*	-	*20%*	*8%*	*4%*	*11%*	-	*16%*	*7%*	*13%*	*17%*	*8%*
6	**33**	3	2	2	1	1	3	-	5	2	2	11	3
	10%	*11%*	*12%*	*10%*	*4%*	*4%*	*22%*	-	*18%*	*7%*	*3%*	*15%*	***28%a***
7	**61**	5	3	4	8	6	3	3	3	3	11	9	1
	18%	*18%*	*24%*	*30%*	*20%*	*17%*	*22%*	*20%*	*13%*	*15%*	*23%*	*13%*	*9%*
8	**39**	5	2	2	2	3	2	2	5	3	6	7	1
	12%	*16%*	*13%*	*10%*	*4%*	*8%*	*12%*	*10%*	*20%*	*15%*	*13%*	*11%*	*14%*
9	**10**	-	-	1	2	-	-	-	1	2	-	4	*
	3%	-	-	*10%*	*4%*	-	-	-	*3%*	*8%*	-	*6%*	*2%*
10 - HIGHEST score	**16**	1	2	-	3	5	-	-	*	-	3	2	1
	5%	*2%*	*13%*	-	*8%*	*13%*	-	-	*1%*	-	*7%*	*2%*	*8%*
Don't know	**74**	6	2	1	11	9	5	8	5	4	9	12	2
	22%	*20%*	*12%*	*10%*	*28%*	*25%*	*33%*	*50%*	*21%*	*20%*	*20%*	*18%*	*18%*
SUMMARY:													
NET: 9-10	**26**	1	2	1	5	5	-	-	1	2	3	6	1
	8%	*2%*	*13%*	*10%*	*12%*	*13%*	-	-	*4%*	*8%*	*7%*	*9%*	*10%*
NET: 7-10	**126**	11	6	7	14	14	5	5	9	8	21	22	3
	37%	*36%*	*50%*	*50%*	*37%*	*38%*	*34%*	*30%*	*37%*	*37%*	*43%*	*32%*	*32%*
NET: 4-6	**97**	9	3	5	8	8	5	3	10	5	13	26	4
	29%	*31%*	*25%*	*30%*	*20%*	*21%*	*33%*	*20%*	*38%*	*21%*	*27%*	*37%*	*40%*
NET: 1-3	**40**	4	2	2	6	6	-	-	1	5	5	9	1
	12%	*13%*	*12%*	*10%*	*16%*	*17%*	-	-	*4%*	*22%*	*10%*	*13%*	*10%*
Mean	**5.95**	5.80	6.44	6.21	5.77	6.07	6.53	5.98	6.28	5.48	6.08	5.70	6.21
Standard Deviation	**2.27**	2.07	2.32	2.01	2.77	2.51	1.02	1.79	1.88	2.64	2.19	2.40	2.37

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 258

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
Channel 5

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**360**	332	166	337	33	360	356	315	230	182	237	256	129	197	10	360	245	106	73	44	116
Weighted Base	**337**	313	256	316	11	337	334	295	209	167	215	242	198	180	3	337	237	95	73	45	108
1 - LOWEST score	**13**	12	11	11	-	13	11	11	6	5	8	8	8	7	-	13	8	5	2	1	4
	4%	*4%*	*4%*	*4%*	-	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*4%*	*4%*	-	*4%*	*3%*	*5%*	*2%*	*1%*	*4%*
2	**12**	10	9	10	-	12	12	10	9	7	6	8	8	9	-	12	7	2	2	-	3
	4%	*3%*	*4%*	*3%*	-	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*3%*	*4%*	*5%*	-	*4%*	*3%*	*2%*	*2%*	-	*3%*
3	**15**	14	12	15	-	15	15	12	8	10	8	10	9	9	-	15	8	4	3	5	1
	4%	*5%*	*5%*	*5%*	-	*4%*	*4%*	*4%*	*4%*	*6%*	*4%*	*4%*	*5%*	*5%*	-	*4%*	*3%*	*4%*	*4%*	*10%*	*1%*
4	**26**	22	19	26	1	26	26	23	15	11	11	18	16	19	-	26	18	8	7	1	6
	8%	*7%*	*7%*	*8%*	*9%*	*8%*	*8%*	*8%*	*7%*	*7%*	*5%*	*7%*	*8%*	*10%*	-	*8%*	*8%*	*8%*	*9%*	*1%*	*6%*
5	**37**	34	28	36	1	37	37	33	27	20	25	26	21	21	*	37	28	9	6	7	14
	11%	*11%*	*11%*	*11%*	*13%*	*11%*	*11%*	*11%*	*13%*	*12%*	*12%*	*11%*	*11%*	*12%*	*11%*	*11%*	*12%*	*9%*	*8%*	*16%*	*13%*
6	**33**	29	18	30	2	33	33	33	19	14	27	24	15	16	-	33	24	7	6	3	12
	10%	*9%*	*7%*	*10%*	*21%*	*10%*	*10%*	*11%*	*9%*	*8%*	*13%*	*10%*	*8%*	*9%*	-	*10%*	*10%*	*8%*	*8%*	*6%*	*11%*
7	**61**	61	51	58	2	61	59	54	45	34	47	47	39	25	*	61	35	13	9	7	20
	18%	*19%*	*20%*	*18%*	*15%*	*18%*	*18%*	*18%*	*21%*	*20%*	*22%*	*19%*	*20%*	*14%*	*10%*	*18%*	*15%*	*13%*	*12%*	*16%*	*18%*
8	**39**	38	29	38	2	39	39	34	32	24	30	33	25	20	2	39	27	6	18	5	17
	12%	*12%*	*11%*	*12%*	*20%*	*12%*	*12%*	*12%*	*15%*	*15%*	*14%*	*14%*	*13%*	*11%*	*49%*	*12%*	*11%*	*7%*	*24%*	*11%*	*16%*
9	**10**	8	8	10	1	10	10	8	7	5	7	8	8	5	*	10	10	2	5	-	3
	3%	*3%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*9%*	*3%*	*4%*	*2%*	*7%*	-	*3%*
10 - HIGHEST score	**16**	16	14	16	-	16	16	11	9	7	9	13	11	9	-	16	13	7	5	5	9
	5%	*5%*	*6%*	*5%*	-	*5%*	*5%*	*4%*	*5%*	*4%*	*4%*	*5%*	*6%*	*5%*	-	*5%*	*6%*	*8%*	*7%*	*12%*	*8%*
Don't know	**74**	69	57	67	2	74	74	65	32	31	38	47	38	40	1	74	58	32	12	12	19
	22%	*22%*	*22%*	*21%*	*15%*	*22%*	*22%*	*22%*	*15%*	*18%*	*17%*	*19%*	*19%*	*22%*	*20%*	*22%*	*24%*	*33%*	*16%*	*27%*	*17%*
SUMMARY:																					
NET: 9-10	**26**	24	22	26	1	26	26	19	16	12	16	21	19	14	*	26	23	9	10	5	12
	8%	*8%*	*9%*	*8%*	*6%*	*8%*	*8%*	*7%*	*8%*	*7%*	*7%*	*9%*	*9%*	*8%*	*9%*	*8%*	*10%*	*9%*	*14%*	*12%*	*11%*
NET: 7-10	**126**	123	102	121	5	126	125	108	93	70	92	100	83	60	2	126	85	28	37	17	49
	37%	*39%*	*40%*	*38%*	*42%*	*37%*	*37%*	*37%*	*44%*	*42%*	*43%*	*41%*	*42%*	*33%*	*69%*	*37%*	*36%*	*29%*	*50%*	*38%*	*45%*
NET: 4-6	**97**	86	65	92	5	97	96	89	62	45	63	68	52	56	*	97	70	24	18	10	32
	29%	*27%*	*25%*	*29%*	*43%*	*29%*	*29%*	*30%*	*29%*	*27%*	*29%*	*28%*	*26%*	*31%*	*11%*	*29%*	*30%*	*25%*	*25%*	*23%*	*30%*
NET: 1-3	**40**	36	32	36	-	40	38	33	23	22	22	27	25	25	-	40	24	11	6	5	8
	12%	*12%*	*13%*	*11%*	-	*12%*	*11%*	*11%*	*11%*	*13%*	*10%*	*11%*	*12%*	*14%*	-	*12%*	*10%*	*12%*	*9%*	*12%*	*7%*
Mean	**5.95**	6.01	5.98	5.99	6.52	5.95	5.98	5.92	6.11	6.03	6.15	6.11	6.04	5.73	7.59	5.95	6.08	5.83	6.61	6.41	6.42
Standard Deviation	**2.27**	2.27	2.35	2.26	1.54	2.27	2.25	2.20	2.17	2.23	2.13	2.25	2.34	2.37	1.44	2.27	2.30	2.53	2.28	2.34	2.23

* = Less than .5

J20427 PSB Tracker 2013

Table 259

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC1

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1552**	735	817	162	204	291	279	246	370	385	722	445	290	1262	84	1460	875	238	235	204
Weighted Base	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123*	1467	1359	127	76	38
1 - LOWEST score	**49**	28	20	6	2	14	10	5	11	9	30	9	14	34	6	41	47	1	*	1
	3%	*4%*	*2%*	*4%*	*1%*	*5%*	*3%*	*2%*	*3%*	*2%*	*4%*	*2%*	*5%*	*3%*	*5%*	*3%*	*3%*	*	*	*3%*
2	**18**	9	9	4	-	4	3	1	7	7	4	7	3	14	3	13	15	1	1	1
	1%	*1%*	*1%*	*2%*	-	*1%*	*1%*	*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*2%*
3	**30**	19	11	*	7	5	2	3	13	6	9	15	2	28	-	28	26	2	1	1
	2%	*3%*	*1%*	*	*3%*	*2%*	*1%*	*1%*	*3%*	*1%*	*1%*	*3%*	*1%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*2%*
4	**48**	23	25	4	7	7	17	6	6	18	25	5	9	39	2	46	41	4	2	2
	3%	*3%*	*3%*	*2%*	*4%*	*2%*	*6%*	*3%*	*2%*	*4%*	*3%*	*1%*	*3%*	*3%*	*1%*	*3%*	*3%*	*3%*	*3%*	*4%*
5	**119**	61	58	13	10	32	18	19	28	28	56	35	26	93	12	108	102	10	5	2
	7%	*8%*	*7%*	*8%*	*5%*	*10%*	*6%*	*8%*	*7%*	*7%*	*8%*	*8%*	*9%*	*7%*	*9%*	*7%*	*8%*	*8%*	*7%*	*6%*
6	**148**	70	77	16	18	29	30	17	37	38	63	47	26	122	11	136	124	12	7	4
	9%	*9%*	*9%*	*9%*	*9%*	*9%*	*10%*	*7%*	*10%*	*9%*	*9%*	*11%*	*9%*	*9%*	*9%*	*9%*	*9%*	*10%*	*9%*	*10%*
7	**275**	119	156	34	34	57	41	48	61	75	125	74	63	212	21	252	228	24	15	8
	17%	*16%*	*18%*	*20%*	*16%*	*19%*	*14%*	*20%*	*16%*	*18%*	*17%*	*17%*	*22%*	*16%*	*17%*	*17%*	*17%*	*19%*	*20%*	*20%*
8	**388**	175	213	33	59	74	82	62	78	114	180	94	66	322	22	364	333	28	19	9
	24%	*23%*	*25%*	*19%*	*28%*	*24%*	*28%*	*26%*	*21%*	*27%*	*24%*	*22%*	*23%*	*25%*	*18%*	*25%*	*24%*	*22%*	*25%*	*23%*
9	**170**	70	99	30	28	34	26	20	32	31	98	40	29	140	15	155	143	14	10	3
	11%	*9%*	*12%*	**17%h**	*13%*	*11%*	*9%*	*8%*	*8%*	*7%*	**13%i**	*9%*	*10%*	*11%*	*12%*	*11%*	*11%*	*11%*	*13%*	*7%*
10 - HIGHEST score	**115**	43	73	21	11	20	20	14	28	38	42	35	12	103	16	99	96	11	4	3
	7%	*6%*	*9%*	*13%*	*5%*	*7%*	*7%*	*6%*	*7%*	*9%*	*6%*	*8%*	*4%*	*8%*	*13%*	*7%*	*7%*	*9%*	*5%*	*9%*
Don't know	**241**	135	106	10	32	30	45	45	80	62	105	75	37	204	15	225	204	20	12	6
	15%	*18%*	*13%*	*6%*	*15%*	*10%*	**15%c**	**19%c**	**21%ce**	*15%*	*14%*	*17%*	*13%*	*16%*	*12%*	*15%*	*15%*	*16%*	*16%*	*15%*
SUMMARY:																				
NET: 9-10	**285**	113	172	51	39	55	46	34	60	69	140	75	41	244	30	254	240	25	14	6
	18%	*15%*	*20%*	**30%fgh**	*19%*	*18%*	*16%*	*14%*	*16%*	*16%*	*19%*	*17%*	*14%*	*19%*	*25%*	*17%*	*18%*	*20%*	*18%*	*16%*
NET: 7-10	**948**	408	540	118	132	186	169	143	200	259	446	244	170	778	74	870	800	77	48	22
	59%	*54%*	**64%a**	**69%h**	*63%*	*61%*	*58%*	*60%*	*52%*	*61%*	*60%*	*56%*	*59%*	*59%*	*61%*	*59%*	*59%*	*61%*	*63%*	*58%*
NET: 4-6	**315**	155	160	33	36	68	65	42	71	83	144	87	61	253	24	290	267	26	14	8
	20%	*21%*	*19%*	*19%*	*17%*	*22%*	*22%*	*18%*	*19%*	*20%*	*20%*	*20%*	*21%*	*19%*	*20%*	*20%*	*20%*	*20%*	*19%*	*21%*
NET: 1-3	**96**	57	40	10	9	23	15	8	31	22	44	30	20	77	9	82	88	4	2	2
	6%	*7%*	*5%*	*6%*	*4%*	*8%*	*5%*	*4%*	*8%*	*5%*	*6%*	*7%*	*7%*	*6%*	*8%*	*6%*	*7%*	*3%*	*3%*	*6%*
Mean	**7.03**	6.82	**7.21a**	7.28	7.26	6.88	6.98	7.13	6.88	7.09	7.02	7.00	6.77	7.09	7.06	7.05	7.00	7.27	7.28	6.95
Standard Deviation	**2.07**	2.17	1.98	2.18	1.82	2.17	2.09	1.83	2.18	2.02	2.11	2.06	2.12	2.06	2.37	2.03	2.11	1.80	1.68	2.13

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 260

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC1

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1552**	182	1109	237	105	1447	968	388	457	820	245	1161	391	871	675	467	788	315	567	942	590
Weighted Base	**1601**	205	1101	268	120*	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
1 - LOWEST score	**49**	10	17	21	5	44	36	7	8	16	10	42	7	29	19	15	29	11	23	37	12
	3%	*5%*	*2%*	**8%b**	*4%*	*3%*	*4%*	*2%*	*2%*	*2%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*4%*	*2%*
2	**18**	*	13	5	2	16	11	3	5	7	2	15	2	11	6	5	9	4	7	10	7
	1%	*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**30**	2	19	9	2	28	16	10	12	22	5	19	11	12	18	8	14	7	9	18	12
	2%	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
4	**48**	2	25	19	3	45	27	13	15	23	6	34	14	23	25	15	18	10	10	27	21
	3%	*1%*	*2%*	**7%ab**	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*4%*	*3%*	*4%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*
5	**119**	17	83	17	11	108	60	43	48	56	15	84	35	56	62	34	65	16	36	66	50
	7%	*8%*	*7%*	*6%*	*9%*	*7%*	*6%*	*11%*	*10%*	*7%*	*6%*	*7%*	*9%*	*6%*	*9%*	*7%*	*8%*	*5%*	*6%*	*7%*	*8%*
6	**148**	12	103	32	6	142	100	30	39	80	22	111	37	91	56	47	81	44	49	87	60
	9%	*6%*	*9%*	*12%*	*5%*	*10%*	*10%*	*7%*	*8%*	*10%*	*9%*	*9%*	*10%*	*10%*	*8%*	*9%*	*10%*	*13%*	*9%*	*9%*	*10%*
7	**275**	32	199	42	20	256	164	80	90	153	34	208	68	151	121	89	131	54	93	145	129
	17%	*16%*	*18%*	*16%*	*16%*	*17%*	*17%*	*20%*	*19%*	*19%*	*14%*	*17%*	*18%*	*17%*	*17%*	*18%*	*16%*	*16%*	*17%*	*15%*	**22%s**
8	**388**	54	281	50	31	357	242	89	107	204	49	303	85	241	147	128	190	75	141	245	135
	24%	*26%*	*25%*	*19%*	*26%*	*24%*	*25%*	*22%*	*23%*	*25%*	*21%*	*25%*	*22%*	*27%*	*21%*	*26%*	*23%*	*22%*	*25%*	*25%*	*23%*
9	**170**	27	128	15	8	161	111	39	48	96	38	140	29	98	70	55	84	50	60	127	40
	11%	*13%*	*12%*	*5%*	*7%*	*11%*	*11%*	*10%*	*10%*	*12%*	*16%*	*12%*	*8%*	*11%*	*10%*	*11%*	*10%*	*15%*	*11%*	**13%t**	*7%*
10 - HIGHEST score	**115**	24	82	6	11	104	76	24	28	58	23	86	29	58	57	35	55	24	46	75	37
	7%	**12%c**	**7%c**	*2%*	*9%*	*7%*	*8%*	*6%*	*6%*	*7%*	*10%*	*7%*	*8%*	*6%*	*8%*	*7%*	*7%*	*7%*	*8%*	*8%*	*6%*
Don't know	**241**	24	155	52	21	220	139	65	76	97	32	175	66	130	111	65	134	42	87	150	91
	15%	*12%*	*14%*	*19%*	*18%*	*15%*	*14%*	*16%*	*16%*	*12%*	*14%*	*14%*	*17%*	*14%*	*16%*	*13%*	*17%*	*13%*	*15%*	*15%*	*15%*
SUMMARY: NET: 9-10	**285**	51	209	20	20	265	187	63	76	154	62	226	58	156	127	90	139	75	105	202	77
	18%	**25%c**	**19%c**	*8%*	*16%*	*18%*	*19%*	*16%*	*16%*	*19%*	*26%*	*19%*	*15%*	*17%*	*18%*	*18%*	*17%*	*22%*	*19%*	**20%t**	*13%*
NET: 7-10	**948**	137	689	112	70	878	593	232	273	512	145	737	211	548	395	307	460	204	339	592	340
	59%	**67%c**	**63%c**	*42%*	*58%*	*59%*	*60%*	*58%*	*57%*	*63%*	*61%*	*61%*	*55%*	*61%*	*57%*	*62%*	*57%*	*60%*	*61%*	*60%*	*57%*
NET: 4-6	**315**	31	210	69	20	295	186	86	102	158	43	229	86	171	142	95	163	69	95	181	131
	20%	*15%*	*19%*	*26%*	*17%*	*20%*	*19%*	*21%*	*21%*	*19%*	*18%*	*19%*	*22%*	*19%*	*21%*	*19%*	*20%*	*21%*	*17%*	*18%*	*22%*
NET: 1-3	**96**	12	48	35	9	88	63	21	25	45	16	76	20	53	43	28	52	22	39	64	31
	6%	*6%*	*4%*	**13%b**	*7%*	*6%*	*6%*	*5%*	*5%*	*6%*	*7%*	*6%*	*5%*	*6%*	*6%*	*6%*	*6%*	*6%*	*7%*	*6%*	*5%*
Mean	**7.03**	7.33c	7.21c	6.02	6.98	7.03	7.07	6.96	6.96	7.13	7.20	7.05	6.95	7.07	6.98	7.09	6.98	7.11	7.08	7.10	6.90
Standard Deviation	**2.07**	2.17	1.88	2.40	2.25	2.06	2.11	1.94	1.96	1.94	2.23	2.10	1.99	2.04	2.12	2.03	2.11	2.09	2.17	2.15	1.93

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 261

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC1

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1552**	238	45	84	111	103	43	54	235	98	135	202	204
Weighted Base	**1601**	127	69*	129*	172	160	69*	87*	76	152*	215	305	38
1 - LOWEST score	**49**	1	-	3	8	5	2	5	*	3	8	13	1
	3%	*	-	*2%*	*4%*	*3%*	*2%*	*5%*	*	*2%*	*4%*	*4%*	*3%*
2	**18**	1	-	2	3	2	-	-	1	1	3	4	1
	1%	*1%*	-	*1%*	*2%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*2%*
3	**30**	2	-	2	9	3	2	-	1	3	2	6	1
	2%	*2%*	-	*1%*	*5%*	*2%*	*2%*	-	*1%*	*2%*	*1%*	*2%*	*2%*
4	**48**	4	4	5	-	2	5	3	2	6	5	11	2
	3%	*3%*	**6%e**	*4%*	-	*1%*	**7%e**	*4%*	*3%*	*4%*	*2%*	*3%*	**4%e**
5	**119**	10	5	15	17	14	6	8	5	5	13	19	2
	7%	*8%*	*7%*	*12%*	*10%*	*9%*	*9%*	*9%*	*7%*	*3%*	*6%*	*6%*	*6%*
6	**148**	12	5	9	19	12	6	10	7	11	22	30	4
	9%	*10%*	*7%*	*7%*	*11%*	*8%*	*9%*	*11%*	*9%*	*7%*	*10%*	*10%*	*10%*
7	**275**	24	17	15	28	22	16	11	15	28	41	50	8
	17%	*19%*	*24%*	*12%*	*16%*	*13%*	*23%*	*13%*	*20%*	*18%*	*19%*	*16%*	*20%*
8	**388**	28	17	39	31	47	15	21	19	55	52	57	9
	24%	*22%*	*25%*	*30%*	*18%*	*29%*	*21%*	*24%*	*25%*	**36%el**	*24%*	*19%*	*23%*
9	**170**	14	11	12	22	17	3	6	10	10	24	38	3
	11%	*11%*	*16%*	*10%*	*13%*	*11%*	*5%*	*7%*	*13%*	*6%*	*11%*	*12%*	*7%*
10 - HIGHEST score	**115**	11	3	5	8	13	3	5	4	9	23	28	3
	7%	*9%*	*5%*	*4%*	*5%*	*8%*	*5%*	*5%*	*5%*	*6%*	*11%*	*9%*	*9%*
Don't know	**241**	20	7	23	28	25	11	18	12	21	22	48	6
	15%	*16%*	*11%*	*18%*	*16%*	*15%*	*16%*	*20%*	*16%*	*14%*	*10%*	*16%*	*15%*
SUMMARY:													
NET: 9-10	**285**	25	14	17	29	30	7	11	14	19	47	66	6
	18%	*20%*	*20%*	*13%*	*17%*	*19%*	*10%*	*13%*	*18%*	*12%*	*22%*	*21%*	*16%*
NET: 7-10	**948**	77	48	71	88	98	37	43	48	102	140	173	22
	59%	*61%*	*69%*	*55%*	*51%*	*61%*	*54%*	*50%*	*63%*	*67%*	*65%*	*57%*	*58%*
NET: 4-6	**315**	26	14	29	36	28	17	21	14	22	40	60	8
	20%	*20%*	*20%*	*23%*	*21%*	*17%*	*25%*	*24%*	*19%*	*14%*	*19%*	*20%*	*21%*
NET: 1-3	**96**	4	-	6	20	9	3	5	2	8	13	24	2
	6%	*3%*	-	*5%*	**12%bi**	*6%*	*5%*	*5%*	*3%*	*5%*	*6%*	*8%*	*6%*
Mean	**7.03**	7.27	7.34	6.92	6.62	7.19	6.69	6.76	7.28	7.17	7.18	6.95	6.95
Standard Deviation	**2.07**	1.80	1.55	1.99	2.30	2.05	1.93	2.19	1.68	1.89	2.12	2.30	2.13

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 262

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC1

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1552**	1412	814	1402	97	1163	1552	1405	968	825	1102	820	446	442	29	245	1552	573	193	121	586
Weighted Base	**1601**	1467	1260	1449	31	1200	1601	1445	1005	838	1125	813	687	448	9	237	1601	594	217	130	576
1 - LOWEST score	**49**	45	44	42	*	40	49	44	23	21	30	16	15	18	-	10	49	17	5	3	21
	3%	*3%*	*3%*	*3%*	*1%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*	*4%*	*-*	*4%*	*3%*	*3%*	*2%*	*2%*	*4%*
2	**18**	15	14	16	-	10	18	16	10	10	14	7	6	4	-	2	18	6	2	-	7
	1%	*1%*	*1%*	*1%*	*-*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*-*	*1%*	*1%*	*1%*	*1%*	*-*	*1%*
3	**30**	30	26	24	1	20	30	24	15	16	18	22	20	7	*	5	30	10	4	5	8
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*4%*	*1%*
4	**48**	45	39	43	1	29	48	45	30	24	36	23	20	17	*	6	48	19	5	7	18
	3%	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*2%*	*3%*	*3%*	*2%*	*5%*	*3%*
5	**119**	107	93	109	1	81	119	101	73	56	86	56	46	32	1	15	119	42	13	11	44
	7%	*7%*	*7%*	*7%*	*4%*	*7%*	*7%*	*7%*	*7%*	*7%*	*8%*	*7%*	*7%*	*7%*	*7%*	*6%*	*7%*	*7%*	*6%*	*8%*	*8%*
6	**148**	135	115	137	3	116	148	136	97	72	100	80	70	41	1	22	148	46	17	11	52
	9%	*9%*	*9%*	*9%*	*10%*	*10%*	*9%*	*9%*	*10%*	*9%*	*9%*	*10%*	*10%*	*9%*	*7%*	*9%*	*9%*	*8%*	*8%*	*8%*	*9%*
7	**275**	257	214	257	7	210	275	249	193	159	192	153	126	78	2	34	275	108	46	23	90
	17%	*18%*	*17%*	*18%*	*21%*	*18%*	*17%*	*17%*	*19%*	*19%*	*17%*	*19%*	*18%*	*17%*	*25%*	*14%*	*17%*	*18%*	*21%*	*18%*	*16%*
8	**388**	358	310	363	10	293	388	360	246	205	282	204	175	111	3	49	388	140	48	21	146
	24%	*24%*	*25%*	*25%*	*31%*	*24%*	*24%*	*25%*	*24%*	*24%*	*25%*	*25%*	*25%*	*25%*	*31%*	*21%*	*24%*	*24%*	*22%*	*16%*	*25%*
9	**170**	159	134	157	4	138	170	149	113	86	118	96	81	54	1	38	170	58	38	10	57
	11%	*11%*	*11%*	*11%*	*13%*	*12%*	*11%*	*10%*	*11%*	*10%*	*10%*	*12%*	*12%*	*12%*	*13%*	*16%*	*11%*	*10%*	*17%*	*8%*	*10%*
10 - HIGHEST score	**115**	102	87	97	1	85	115	96	82	62	79	58	47	40	*	23	115	36	26	13	38
	7%	*7%*	*7%*	*7%*	*2%*	*7%*	*7%*	*7%*	*8%*	*7%*	*7%*	*7%*	*7%*	*9%*	*4%*	*10%*	*7%*	*6%*	*12%*	*10%*	*7%*
Don't know	**241**	215	183	205	4	176	241	225	124	127	170	97	80	48	1	32	241	111	14	27	97
	15%	*15%*	*15%*	*14%*	*12%*	*15%*	*15%*	*16%*	*12%*	*15%*	*15%*	*12%*	*12%*	*11%*	*7%*	*14%*	*15%*	*19%*	*6%*	*21%*	*17%*
SUMMARY:																					
NET: 9-10	**285**	261	221	254	5	224	285	245	195	149	196	154	129	93	2	62	285	94	64	23	94
	18%	*18%*	*18%*	*18%*	*15%*	*19%*	*18%*	*17%*	*19%*	*18%*	*17%*	*19%*	*19%*	*21%*	*16%*	*26%*	*18%*	*16%*	*30%*	*18%*	*16%*
NET: 7-10	**948**	876	745	873	21	727	948	854	634	512	670	512	430	282	7	145	948	343	159	66	330
	59%	*60%*	*59%*	*60%*	*67%*	*61%*	*59%*	*59%*	*63%*	*61%*	*60%*	*63%*	*63%*	*63%*	*72%*	*61%*	*59%*	*58%*	*73%*	*51%*	*57%*
NET: 4-6	**315**	287	247	289	6	227	315	282	200	152	222	158	136	90	2	43	315	108	34	28	113
	20%	*20%*	*20%*	*20%*	*18%*	*19%*	*20%*	*20%*	*20%*	*18%*	*20%*	*19%*	*20%*	*20%*	*18%*	*18%*	*20%*	*18%*	*16%*	*22%*	*20%*
NET: 1-3	**96**	90	84	82	1	70	96	83	48	47	62	45	42	29	*	16	96	33	10	8	36
	6%	*6%*	*7%*	*6%*	*3%*	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*6%*	*6%*	*6%*	*3%*	*7%*	*6%*	*6%*	*5%*	*6%*	*6%*
Mean	**7.03**	7.03	6.98	7.05	7.24	7.09	7.03	7.03	7.16	7.09	7.05	7.13	7.09	7.07	7.24	7.20	7.03	7.01	7.46	6.88	6.97
Standard Deviation	**2.07**	2.07	2.12	2.03	1.61	2.06	2.07	2.05	1.96	2.01	2.04	1.94	1.98	2.15	1.66	2.23	2.07	2.04	1.96	2.18	2.12

* = Less than .5

J20427 PSB Tracker 2013

Table 263

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC2

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**618**	335	283	41	74	95	109	120	179	171	274	173	87	531	31	586	352	94	102	70
Weighted Base	**642**	339	303	41**	80*	99*	123*	110*	189	192	282	169	91*	551	44**	597	546	50*	33	13*
1 - LOWEST score	**22**	15	7	5	*	7	3	3	4	9	9	4	8	14	3	19	20	1	1	1
	3%	*4%*	*2%*	*11%*	*	*7%*	*3%*	*3%*	*2%*	*5%*	*3%*	*2%*	***9%m***	*2%*	*7%*	*3%*	*4%*	*1%*	*2%*	*6%*
2	**5**	2	3	2	-	2	-	-	2	3	1	2	2	3	2	4	5	-	*	*
	1%	*1%*	*1%*	*4%*	-	*2%*	-	-	*1%*	*2%*	*	*1%*	*2%*	*1%*	*4%*	*1%*	*1%*	-	*1%*	*3%*
3	**15**	13	2	-	4	-	5	3	3	2	7	6	-	15	-	15	14	1	*	*
	2%	*4%*	*1%*	-	*5%*	-	*4%*	*3%*	*2%*	*1%*	*3%*	*4%*	-	*3%*	-	*2%*	*3%*	*1%*	*1%*	*1%*
4	**22**	6	16	-	2	3	9	1	7	5	14	3	6	16	-	22	17	3	1	1
	3%	*2%*	*5%*	-	*3%*	*3%*	*7%*	*1%*	*4%*	*3%*	*5%*	*2%*	*6%*	*3%*	-	*4%*	*3%*	*5%*	*4%*	*7%*
5	**72**	40	32	4	9	16	11	11	21	18	34	20	10	62	4	69	60	7	3	2
	11%	*12%*	*11%*	*9%*	*11%*	*16%*	*9%*	*10%*	*11%*	*10%*	*12%*	*12%*	*11%*	*11%*	*8%*	*11%*	*11%*	*14%*	*10%*	*12%*
6	**68**	34	34	7	14	8	14	12	12	15	36	18	9	59	8	60	58	5	3	2
	11%	*10%*	*11%*	*18%*	*18%*	*8%*	*11%*	*11%*	*6%*	*8%*	*13%*	*10%*	*9%*	*11%*	*19%*	*10%*	*11%*	*11%*	*8%*	*12%*
7	**109**	58	50	6	12	11	22	21	36	37	44	28	15	94	7	102	94	7	5	2
	17%	*17%*	*17%*	*15%*	*15%*	*11%*	*18%*	*19%*	*19%*	*19%*	*16%*	*16%*	*16%*	*17%*	*16%*	*17%*	*17%*	*15%*	*17%*	*15%*
8	**104**	45	59	4	21	15	16	12	36	33	43	28	17	87	2	102	87	8	7	2
	16%	*13%*	*19%*	*10%*	*26%*	*16%*	*13%*	*11%*	*19%*	*17%*	*15%*	*17%*	*19%*	*16%*	*5%*	*17%*	*16%*	*16%*	*22%*	*14%*
9	**48**	25	24	4	6	7	6	6	19	11	22	15	7	41	5	44	42	2	3	1
	8%	*7%*	*8%*	*9%*	*7%*	*7%*	*5%*	*5%*	*10%*	*6%*	*8%*	*9%*	*8%*	*8%*	*11%*	*7%*	*8%*	*4%*	*10%*	*6%*
10 - HIGHEST score	**26**	15	11	2	*	6	5	2	10	13	8	5	2	24	5	21	22	2	1	*
	4%	*4%*	*4%*	*5%*	*	*6%*	*4%*	*2%*	*5%*	*7%*	*3%*	*3%*	*2%*	*4%*	*12%*	*3%*	*4%*	*4%*	*4%*	*3%*
Don't know	**151**	87	65	8	12	24	30	39	39	46	65	40	16	135	8	141	127	14	7	3
	24%	*26%*	*21%*	*19%*	*15%*	*24%*	*25%*	*35%*	*20%*	*24%*	*23%*	*24%*	*18%*	*25%*	*19%*	*24%*	*23%*	*29%*	*22%*	*21%*
SUMMARY:																				
NET: 9-10	**74**	39	35	6	6	14	12	8	30	24	30	20	8	66	10	64	64	4	4	1
	12%	*12%*	*11%*	*14%*	*7%*	*14%*	*9%*	*7%*	*16%*	*12%*	*11%*	*12%*	*9%*	*12%*	*22%*	*11%*	*12%*	*9%*	*14%*	*9%*
NET: 7-10	**287**	143	144	15	39	40	51	41	101	93	118	76	40	246	19	268	245	20	17	5
	45%	*42%*	*48%*	*38%*	*48%*	*40%*	*41%*	*37%*	*54%*	*49%*	*42%*	*45%*	*44%*	*45%*	*43%*	*45%*	*45%*	*39%*	*52%*	*39%*
NET: 4-6	**162**	79	83	11	26	26	34	24	41	38	83	41	25	137	12	150	136	15	7	4
	25%	*23%*	*27%*	*27%*	*32%*	*27%*	*28%*	*22%*	*21%*	*20%*	*29%*	*24%*	*27%*	*25%*	*27%*	*25%*	*25%*	*30%*	*22%*	*31%*
NET: 1-3	**42**	30	12	6	4	9	8	6	9	14	16	12	10	32	5	37	38	1	1	1
	7%	*9%*	*4%*	*16%*	*5%*	*9%*	*7%*	*6%*	*5%*	*7%*	*6%*	*7%*	*11%*	*6%*	*11%*	*6%*	*7%*	*2%*	*4%*	*10%*
Mean	**6.56**	6.42	6.70	5.96	6.66	6.35	6.39	6.45	6.90	6.65	6.47	6.61	6.09	6.64	6.58	6.56	6.55	6.61	6.89	6.08
Standard Deviation	**2.09**	2.22	1.93	2.69	1.64	2.49	2.06	1.89	1.99	2.26	2.01	2.02	2.41	2.02	2.61	2.05	2.11	1.82	1.97	2.40

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 264

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC2

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**618**	74	425	105	52	566	352	166	198	298	106	470	148	337	280	215	280	126	187	363	243
Weighted Base	**642**	81*	429	115*	58*	584	362	168	205	286	95*	494	148	357	283	224	291	139*	187	383	245
1 - LOWEST score	**22**	5	12	5	4	18	16	*	2	5	5	20	1	16	6	10	9	7	10	14	7
	3%	*6%*	*3%*	*5%*	*6%*	*3%*	*4%*	*	*1%*	*2%*	*5%*	*4%*	*1%*	*4%*	*2%*	*4%*	*3%*	*5%*	*5%*	*4%*	*3%*
2	**5**	*	5	*	-	5	3	1	2	2	*	4	2	3	2	*	3	2	2	2	2
	1%	*	*1%*	*	-	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*
3	**15**	2	9	3	-	15	6	6	8	8	2	10	5	7	8	7	5	*	4	7	8
	2%	*3%*	*2%*	*3%*	-	*3%*	*2%*	*4%*	*4%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*	*2%*	*2%*	*3%*
4	**22**	1	11	10	2	20	9	10	10	15	4	14	8	13	7	6	11	5	3	15	7
	3%	*1%*	*3%*	**9%b**	*3%*	*4%*	*2%*	*6%*	*5%*	*5%*	*4%*	*3%*	*5%*	*4%*	*2%*	*3%*	*4%*	*4%*	*2%*	*4%*	*3%*
5	**72**	5	44	23	5	67	40	20	25	33	12	54	18	38	35	35	24	19	16	35	37
	11%	*7%*	*10%*	*20%*	*8%*	*12%*	*11%*	*12%*	*12%*	*12%*	*12%*	*11%*	*12%*	*11%*	*12%*	*15%*	*8%*	*14%*	*8%*	*9%*	*15%*
6	**68**	7	50	11	4	64	45	12	17	31	12	54	14	40	27	20	37	18	22	45	22
	11%	*8%*	*12%*	*9%*	*7%*	*11%*	*13%*	*7%*	*8%*	*11%*	*12%*	*11%*	*10%*	*11%*	*10%*	*9%*	*13%*	*13%*	*12%*	*12%*	*9%*
7	**109**	17	70	19	13	96	63	27	32	62	18	90	19	66	42	42	45	24	31	71	35
	17%	*21%*	*16%*	*17%*	*22%*	*16%*	*17%*	*16%*	*15%*	*22%*	*19%*	*18%*	*13%*	*19%*	*15%*	*19%*	*15%*	*17%*	*17%*	*19%*	*14%*
8	**104**	18	78	6	12	92	55	28	34	38	7	78	26	60	44	38	43	24	28	58	41
	16%	**22%c**	**18%c**	*6%*	*20%*	*16%*	*15%*	*17%*	*17%*	*13%*	*8%*	*16%*	*17%*	*17%*	*16%*	*17%*	*15%*	*17%*	*15%*	*15%*	*17%*
9	**48**	6	35	5	7	41	24	13	17	19	9	34	14	24	24	12	23	5	17	29	16
	8%	*7%*	*8%*	*5%*	*12%*	*7%*	*7%*	*8%*	*8%*	*7%*	*9%*	*7%*	*10%*	*7%*	*9%*	*5%*	*8%*	*3%*	*9%*	*8%*	*6%*
10 - HIGHEST score	**26**	5	15	1	1	24	21	*	3	13	5	21	5	18	8	6	15	7	13	15	9
	4%	*6%*	*4%*	*	*3%*	*4%*	**6%g**	*	*1%*	*5%*	*6%*	*4%*	*3%*	*5%*	*3%*	*3%*	*5%*	*5%*	*7%*	*4%*	*4%*
Don't know	**151**	15	99	31	12	140	80	51	56	60	22	114	37	71	80	49	77	28	42	90	61
	24%	*19%*	*23%*	*27%*	*20%*	*24%*	*22%*	*30%*	*27%*	*21%*	*23%*	*23%*	*25%*	*20%*	*28%*	*22%*	*26%*	*20%*	*23%*	*24%*	*25%*
SUMMARY: NET: 9-10	**74**	11	50	6	8	66	45	14	20	32	14	55	19	42	32	17	38	12	30	45	25
	12%	*14%*	*12%*	*5%*	*14%*	*11%*	*13%*	*8%*	*10%*	*11%*	*15%*	*11%*	*13%*	*12%*	*11%*	*8%*	*13%*	*8%*	*16%*	*12%*	*10%*
NET: 7-10	**287**	46	199	32	33	254	163	68	85	132	39	223	64	168	118	97	126	59	89	174	100
	45%	**57%c**	**46%c**	*27%*	*56%*	*44%*	*45%*	*41%*	*42%*	*46%*	*41%*	*45%*	*43%*	*47%*	*42%*	*44%*	*43%*	*43%*	*48%*	*45%*	*41%*
NET: 4-6	**162**	12	105	44	10	152	94	42	52	79	28	122	40	92	69	60	71	42	41	96	66
	25%	*16%*	*25%*	**38%a**	*18%*	*26%*	*26%*	*25%*	*25%*	*27%*	*29%*	*25%*	*27%*	*26%*	*24%*	*27%*	*25%*	*31%*	*22%*	*25%*	*27%*
NET: 1-3	**42**	7	26	9	4	38	25	7	12	15	7	34	8	26	16	17	17	9	15	23	17
	7%	*9%*	*6%*	*8%*	*6%*	*7%*	*7%*	*4%*	*6%*	*5%*	*7%*	*7%*	*5%*	*7%*	*6%*	*8%*	*6%*	*6%*	*8%*	*6%*	*7%*
Mean	**6.56**	6.81c	6.67c	5.64	6.80	6.53	6.57	6.53	6.51	6.56	6.41	6.53	6.65	6.53	6.62	6.33	6.67	6.39	6.71	6.59	6.43
Standard Deviation	**2.09**	2.26	2.02	1.95	2.16	2.08	2.18	1.77	1.91	1.95	2.25	2.12	1.98	2.16	1.98	2.06	2.11	2.11	2.29	2.07	2.09

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 265

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC2

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**618**	94	18	28	44	34	13	27	102	41	60	87	70
Weighted Base	**642**	50*	27**	44**	68*	53*	21**	44**	33	63*	96*	131*	13*
1 - LOWEST score	**22**	1	-	-	2	1	2	2	1	-	3	10	1
	3%	*1%*	-	-	*2%*	*3%*	*8%*	*4%*	*2%*	-	*3%*	*8%*	***6%i***
2	**5**	-	-	-	2	1	-	-	*	-	2	-	*
	1%	-	-	-	*2%*	*3%*	-	-	*1%*	-	*2%*	-	***3%i***
3	**15**	1	-	-	5	2	3	-	*	3	-	2	*
	2%	*1%*	-	-	*7%*	*3%*	*15%*	-	*1%*	*5%*	-	*1%*	*1%*
4	**22**	3	1	-	3	-	2	2	1	2	3	5	1
	3%	*5%*	*5%*	-	*5%*	-	*7%*	*4%*	*4%*	*3%*	*3%*	*3%*	***7%i***
5	**72**	7	-	5	6	12	-	3	3	7	11	15	2
	11%	*14%*	-	*11%*	*9%*	*24%*	-	*8%*	*10%*	*12%*	*12%*	*12%*	*12%*
6	**68**	5	3	8	3	5	-	6	3	6	18	9	2
	11%	*11%*	*11%*	*18%*	*4%*	*9%*	-	*15%*	*8%*	*10%*	*19%*	*7%*	*12%*
7	**109**	7	9	-	11	12	5	8	5	10	14	24	2
	17%	*15%*	*34%*	-	*16%*	*23%*	*24%*	*19%*	*17%*	*17%*	*15%*	*18%*	*15%*
8	**104**	8	5	11	11	8	2	7	7	18	11	15	2
	16%	*16%*	*17%*	*25%*	*16%*	*15%*	*8%*	*15%*	*22%*	*29%*	*12%*	*11%*	*14%*
9	**48**	2	3	3	3	5	-	5	3	3	10	11	1
	8%	*4%*	*11%*	*7%*	*5%*	*9%*	-	*11%*	*10%*	*5%*	*10%*	*8%*	*6%*
10 - HIGHEST score	**26**	2	2	-	3	-	2	2	1	1	3	9	*
	4%	*4%*	*6%*	-	*5%*	-	*8%*	*3%*	*4%*	*2%*	*3%*	*7%*	*3%*
Don't know	**151**	14	4	17	20	6	6	10	7	11	21	32	3
	24%	*29%*	*16%*	*39%*	*30%*	*12%*	*31%*	*22%*	*22%*	*17%*	*22%*	*24%*	*21%*
SUMMARY:													
NET: 9-10	**74**	4	5	3	6	5	2	6	4	5	13	20	1
	12%	*9%*	*17%*	*7%*	*9%*	*9%*	*8%*	*14%*	*14%*	*8%*	*13%*	*15%*	*9%*
NET: 7-10	**287**	20	18	14	28	25	8	21	17	34	38	59	5
	45%	*39%*	*68%*	*32%*	*41%*	*47%*	*39%*	*48%*	*52%*	*54%*	*40%*	*45%*	*39%*
NET: 4-6	**162**	15	4	13	12	17	2	12	7	15	32	29	4
	25%	*30%*	*16%*	*29%*	*18%*	*33%*	*7%*	*26%*	*22%*	*24%*	*34%*	*22%*	*31%*
NET: 1-3	**42**	1	-	-	8	4	5	2	1	3	5	12	1
	7%	*2%*	-	-	*11%*	*8%*	*23%*	*4%*	*4%*	*5%*	*5%*	*9%*	*10%*
Mean	**6.56**	6.61	7.36	6.99	6.31	6.25	5.58	6.79	6.89	6.83	6.52	6.42	6.08
Standard Deviation	**2.09**	1.82	1.42	1.40	2.31	1.93	2.85	1.98	1.97	1.68	2.02	2.51	2.40

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 266

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC2

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**618**	555	327	569	49	457	614	618	407	406	459	298	155	236	16	106	573	618	100	103	276
Weighted Base	**642**	587	506	593	16	472	637	642	422	425	474	286	239	239	5	95	594	642	106	113	269
1 - LOWEST score	**22**	20	18	21	*	20	20	22	10	13	12	5	5	11	-	5	17	22	4	3	7
	3%	*3%*	*4%*	*4%*	*2%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*5%*	-	*5%*	*3%*	*3%*	*3%*	*3%*	*3%*
2	**5**	5	5	5	*	4	5	5	4	2	5	2	2	2	-	*	5	5	2	-	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*2%*	-	*1%*
3	**15**	14	14	11	-	9	15	15	9	8	13	8	8	5	-	2	14	15	2	6	8
	2%	*2%*	*3%*	*2%*	-	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*5%*	*3%*
4	**22**	21	17	20	1	14	22	22	19	14	12	15	12	12	*	4	22	22	2	3	7
	3%	*4%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*5%*	*3%*	*3%*	*5%*	*5%*	*5%*	*6%*	*4%*	*4%*	*3%*	*1%*	*3%*	*3%*
5	**72**	66	56	71	1	52	72	72	60	55	57	33	25	38	*	12	67	72	18	19	31
	11%	*11%*	*11%*	*12%*	*6%*	*11%*	*11%*	*11%*	*14%*	*13%*	*12%*	*12%*	*10%*	*16%*	*7%*	*12%*	*11%*	*11%*	*17%*	*17%*	*12%*
6	**68**	65	57	61	2	53	66	68	52	44	44	31	28	30	*	12	61	68	11	7	20
	11%	*11%*	*11%*	*10%*	*10%*	*11%*	*10%*	*11%*	*12%*	*10%*	*9%*	*11%*	*12%*	*13%*	*6%*	*12%*	*10%*	*11%*	*11%*	*6%*	*8%*
7	**109**	102	89	103	2	81	109	109	73	68	85	62	55	42	1	18	97	109	19	14	52
	17%	*17%*	*18%*	*17%*	*14%*	*17%*	*17%*	*17%*	*17%*	*16%*	*18%*	*22%*	*23%*	*17%*	*13%*	*19%*	*16%*	*17%*	*18%*	*12%*	*19%*
8	**104**	99	86	99	4	81	104	104	63	71	73	38	31	28	1	7	97	104	18	19	43
	16%	*17%*	*17%*	*17%*	*23%*	*17%*	*16%*	*16%*	*15%*	*17%*	*15%*	*13%*	*13%*	*12%*	*19%*	*8%*	*16%*	*16%*	*17%*	*17%*	*16%*
9	**48**	40	34	45	2	31	48	48	29	30	35	19	16	12	1	9	44	48	7	7	20
	8%	*7%*	*7%*	*8%*	*10%*	*6%*	*8%*	*8%*	*7%*	*7%*	*7%*	*7%*	*7%*	*5%*	*12%*	*9%*	*7%*	*8%*	*7%*	*6%*	*7%*
10 - HIGHEST score	**26**	24	20	24	1	19	26	26	16	18	22	13	11	13	*	5	24	26	9	6	14
	4%	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*5%*	*5%*	*7%*	*6%*	*4%*	*4%*	*9%*	*5%*	*5%*
Don't know	**151**	131	110	135	3	108	150	151	87	101	114	60	48	48	2	22	146	151	15	29	63
	24%	*22%*	*22%*	*23%*	*22%*	*23%*	*24%*	*24%*	*21%*	*24%*	*24%*	*21%*	*20%*	*20%*	*30%*	*23%*	*25%*	*24%*	*14%*	*26%*	*24%*
SUMMARY:																					
NET: 9-10	**74**	63	55	68	2	49	74	74	46	48	57	32	27	25	1	14	68	74	17	13	34
	12%	*11%*	*11%*	*11%*	*14%*	*10%*	*12%*	*12%*	*11%*	*11%*	*12%*	*11%*	*11%*	*10%*	*18%*	*15%*	*12%*	*12%*	*16%*	*11%*	*13%*
NET: 7-10	**287**	264	230	270	8	212	286	287	182	187	215	132	112	95	3	39	263	287	53	46	129
	45%	*45%*	*45%*	*46%*	*51%*	*45%*	*45%*	*45%*	*43%*	*44%*	*45%*	*46%*	*47%*	*40%*	*50%*	*41%*	*44%*	*45%*	*50%*	*41%*	*48%*
NET: 4-6	**162**	153	130	151	4	119	160	162	131	113	114	79	65	79	1	28	150	162	31	29	59
	25%	*26%*	*26%*	*25%*	*23%*	*25%*	*25%*	*25%*	*31%*	*27%*	*24%*	*27%*	*27%*	*33%*	*19%*	*29%*	*25%*	*25%*	*29%*	*25%*	*22%*
NET: 1-3	**42**	39	37	37	1	33	40	42	22	23	30	15	14	17	-	7	36	42	7	9	17
	7%	*7%*	*7%*	*6%*	*4%*	*7%*	*6%*	*7%*	*5%*	*5%*	*6%*	*5%*	*6%*	*7%*	-	*7%*	*6%*	*7%*	*7%*	*8%*	*6%*
Mean	**6.56**	6.53	6.51	6.56	6.88	6.53	6.58	6.56	6.48	6.60	6.61	6.56	6.55	6.26	7.35	6.41	6.59	6.56	6.68	6.45	6.69
Standard Deviation	**2.09**	2.08	2.10	2.09	2.09	2.11	2.07	2.09	1.97	2.03	2.06	1.95	1.94	2.15	2.02	2.25	2.06	2.09	2.16	2.19	2.08

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 267

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC3

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**278**	127	151	75	34	71	34	24	40	63	127	88	62	216	35	243	168	43	41	26
Weighted Base	**306**	135*	170	88*	33**	75*	34**	28**	47*	76*	134*	96*	59*	247	55*	251	265	23*	14*	5**
1 - LOWEST score	**10**	3	6	3	*	-	-	5	2	-	8	2	-	10	2	8	9	-	-	*
	3%	*2%*	*4%*	*4%*	*1%*	-	-	*16%*	*3%*	-	*6%*	*2%*	-	*4%*	*3%*	*3%*	*4%*	-	-	*4%*
2	**6**	2	3	5	-	1	*	-	-	-	3	2	*	5	5	1	5	-	1	*
	2%	*2%*	*2%*	*5%*	-	*1%*	*	-	-	-	*3%*	*2%*	*1%*	*2%*	**9%o**	*	*2%*	-	*5%*	*3%*
3	**8**	4	3	-	*	2	*	-	5	1	3	3	1	7	-	8	6	1	1	*
	3%	*3%*	*2%*	-	*1%*	*3%*	*1%*	-	**11%c**	*2%*	*2%*	*3%*	*1%*	*3%*	-	*3%*	*2%*	*2%*	*5%*	*8%*
4	**11**	4	7	3	1	5	-	1	2	4	3	5	2	9	2	10	9	2	-	*
	4%	*3%*	*4%*	*4%*	*3%*	*6%*	-	*3%*	*3%*	*5%*	*2%*	*5%*	*4%*	*4%*	*3%*	*4%*	*4%*	*7%*	-	*4%*
5	**43**	22	21	15	1	14	4	6	4	11	21	11	16	27	8	35	39	3	1	*
	14%	*16%*	*12%*	*17%*	*3%*	*18%*	*11%*	*21%*	*8%*	*15%*	*16%*	*11%*	**28%m**	*11%*	*15%*	*14%*	*15%*	*12%*	*8%*	*8%*
6	**58**	31	27	21	13	13	7	*	5	17	24	18	12	46	8	50	53	3	2	*
	19%	*23%*	*16%*	*23%*	*38%*	*17%*	*21%*	*1%*	*10%*	*22%*	*18%*	*18%*	*20%*	*19%*	*14%*	*20%*	*20%*	*11%*	*14%*	*4%*
7	**54**	22	32	22	9	11	4	5	4	22	15	17	6	47	13	41	47	3	2	2
	18%	*16%*	*19%*	*24%*	*26%*	*14%*	*11%*	*17%*	*9%*	**29%j**	*11%*	*18%*	*10%*	*19%*	*23%*	*16%*	*18%*	*12%*	*17%*	*33%*
8	**41**	20	22	9	4	9	5	2	11	8	20	13	6	35	5	36	35	4	2	1
	13%	*15%*	*13%*	*10%*	*13%*	*12%*	*16%*	*6%*	*24%*	*10%*	*15%*	*14%*	*11%*	*14%*	*9%*	*14%*	*13%*	*16%*	*12%*	*15%*
9	**22**	8	14	4	2	6	2	2	6	2	13	7	2	20	3	19	19	3	*	*
	7%	*6%*	*8%*	*5%*	*5%*	*9%*	*5%*	*7%*	*13%*	*3%*	*10%*	*7%*	*3%*	*8%*	*6%*	*8%*	*7%*	*11%*	*2%*	*7%*
10 - HIGHEST score	**19**	8	11	5	2	5	3	2	2	7	7	6	5	15	8	11	18	1	1	-
	6%	*6%*	*7%*	*6%*	*6%*	*7%*	*10%*	*6%*	*5%*	*9%*	*5%*	*6%*	*8%*	*6%*	*15%*	*5%*	*7%*	*2%*	*10%*	-
Don't know	**33**	10	24	1	1	10	8	7	6	4	17	13	8	26	2	32	23	6	4	1
	11%	*7%*	*14%*	*1%*	*4%*	*13%*	*25%*	*23%*	*14%*	*5%*	*12%*	*14%*	*13%*	*10%*	*3%*	*13%*	*9%*	**26%p**	**27%p**	*15%*
SUMMARY:																				
NET: 9-10	**42**	16	26	10	4	11	5	4	8	9	20	13	7	35	11	30	37	3	2	*
	14%	*12%*	*15%*	*11%*	*11%*	*15%*	*15%*	*13%*	*18%*	*12%*	*15%*	*13%*	*12%*	*14%*	*21%*	*12%*	*14%*	*14%*	*12%*	*7%*
NET: 7-10	**137**	58	79	40	17	32	14	10	24	39	55	43	19	117	29	107	119	9	6	3
	45%	*43%*	*46%*	*46%*	*50%*	*42%*	*42%*	*36%*	*50%*	*51%*	*41%*	*45%*	*33%*	*47%*	*53%*	*43%*	*45%*	*41%*	*41%*	*55%*
NET: 4-6	**113**	58	55	39	15	31	11	7	10	32	48	33	30	82	18	95	102	7	3	1
	37%	*43%*	*32%*	*44%*	*44%*	*41%*	*32%*	*25%*	*22%*	*41%*	*36%*	*35%*	*52%*	*33%*	*32%*	*38%*	*39%*	*30%*	*22%*	*16%*
NET: 1-3	**23**	10	13	8	*	3	*	5	7	1	15	7	1	22	6	16	20	1	1	1
	7%	*7%*	*8%*	*9%*	*1%*	*4%*	*1%*	*16%*	*14%*	*2%*	*11%*	*7%*	*2%*	*9%*	*12%*	*7%*	*8%*	*2%*	*10%*	*14%*
Mean	**6.45**	6.40	6.49	6.20	6.83	6.56	7.11	5.55	6.57	6.68	6.27	6.49	6.40	6.46	6.49	6.44	6.43	6.74	6.60	6.17
Standard Deviation	**2.07**	1.97	2.16	2.05	1.44	1.87	1.73	2.92	2.36	1.63	2.33	2.03	1.77	2.14	2.44	1.98	2.08	1.85	2.28	2.47

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 268

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC3

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**278**	53	197	26	-	278	185	76	89	152	73	219	59	152	125	103	111	61	109	153	121
Weighted Base	**306**	67*	208	28**	-**	306	199	85*	102*	162	73*	241	65*	158	148	109*	122*	73*	113*	174	126*
1 - LOWEST score	**10**	2	5	3	-	10	8	2	2	3	2	9	*	5	5	5	5	3	5	6	3
	3%	*2%*	*2%*	*12%*	-	*3%*	*4%*	*2%*	*2%*	*2%*	*2%*	*4%*	*	*3%*	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*
2	**6**	-	5	*	-	6	4	-	2	*	*	4	2	2	3	4	*	*	3	2	3
	2%	-	*2%*	*2%*	-	*2%*	*2%*	-	*2%*	*	*1%*	*2%*	*3%*	*1%*	*2%*	*3%*	*	*	*3%*	*1%*	*3%*
3	**8**	*	8	-	-	8	2	4	6	4	2	4	4	3	4	2	1	*	1	4	4
	3%	*	*4%*	-	-	*3%*	*1%*	*5%*	*6%*	*2%*	*3%*	*2%*	*6%*	*2%*	*3%*	*2%*	*1%*	*	*1%*	*2%*	*3%*
4	**11**	3	6	2	-	11	7	3	5	6	3	10	2	5	6	4	5	4	3	4	6
	4%	*4%*	*3%*	*7%*	-	*4%*	*3%*	*4%*	*5%*	*4%*	*4%*	*4%*	*2%*	*3%*	*4%*	*4%*	*4%*	*5%*	*2%*	*2%*	*5%*
5	**43**	9	30	4	-	43	25	17	18	27	10	32	11	17	26	20	17	11	13	24	19
	14%	*14%*	*14%*	*14%*	-	*14%*	*13%*	*19%*	*18%*	*17%*	*13%*	*13%*	*17%*	*11%*	*18%*	*19%*	*14%*	*15%*	*11%*	*14%*	*15%*
6	**58**	12	40	5	-	58	43	15	15	26	13	47	12	31	27	20	26	21	20	35	24
	19%	*18%*	*19%*	*17%*	-	*19%*	*22%*	*17%*	*15%*	*16%*	*18%*	*19%*	*18%*	*20%*	*19%*	*18%*	*21%*	*29%*	*17%*	*20%*	*19%*
7	**54**	8	43	3	-	54	35	15	19	30	14	43	11	30	24	19	27	7	27	31	23
	18%	*12%*	*21%*	*10%*	-	*18%*	*18%*	*18%*	*18%*	*18%*	*19%*	*18%*	*17%*	*19%*	*16%*	*18%*	*22%*	*10%*	*23%*	*18%*	*18%*
8	**41**	17	23	2	-	41	28	9	11	20	6	30	11	24	17	11	15	9	17	26	16
	13%	*25%*	*11%*	*6%*	-	*13%*	*14%*	*11%*	*11%*	*13%*	*9%*	*13%*	*17%*	*15%*	*12%*	*10%*	*12%*	*12%*	*15%*	*15%*	*12%*
9	**22**	4	18	1	-	22	10	7	11	18	7	14	8	8	14	5	4	6	4	12	7
	7%	*6%*	*8%*	*2%*	-	*7%*	*5%*	*8%*	*10%*	*11%*	*10%*	*6%*	*13%*	*5%*	*9%*	*5%*	*4%*	*8%*	*3%*	*7%*	*6%*
10 - HIGHEST score	**19**	8	8	1	-	19	15	3	5	8	4	17	2	11	9	5	9	4	9	12	7
	6%	*12%*	*4%*	*5%*	-	*6%*	*7%*	*4%*	*5%*	*5%*	*6%*	*7%*	*4%*	*7%*	*6%*	*5%*	*7%*	*5%*	*8%*	*7%*	*6%*
Don't know	**33**	3	23	7	-	33	24	10	10	20	12	31	2	22	11	15	13	8	12	19	15
	11%	*5%*	*11%*	*25%*	-	*11%*	*12%*	*11%*	*10%*	*12%*	*16%*	*13%*	*4%*	*14%*	*8%*	*14%*	*11%*	*12%*	*10%*	*11%*	*12%*
SUMMARY: NET: 9-10	**42**	13	26	2	-	42	24	10	16	25	11	31	11	18	23	10	13	9	13	24	14
	14%	*19%*	*12%*	*7%*	-	*14%*	*12%*	*12%*	*15%*	*16%*	*16%*	*13%*	*17%*	*12%*	*16%*	*9%*	*11%*	*13%*	*11%*	*14%*	*11%*
NET: 7-10	**137**	37	91	7	-	137	87	35	45	75	32	104	33	72	64	40	55	25	57	81	53
	45%	*56%*	*44%*	*24%*	-	*45%*	*44%*	*41%*	*45%*	*46%*	*44%*	*43%*	*51%*	*46%*	*43%*	*36%*	*45%*	*34%*	*50%*	*46%*	*42%*
NET: 4-6	**113**	24	76	11	-	113	75	34	38	60	25	89	24	53	60	44	48	36	35	62	48
	37%	*36%*	*37%*	*38%*	-	*37%*	*38%*	*40%*	*37%*	*37%*	*35%*	*37%*	*37%*	*34%*	*41%*	*41%*	*39%*	*49%*	*31%*	*36%*	*38%*
NET: 1-3	**23**	2	17	4	-	23	14	6	9	7	4	17	6	10	13	10	6	4	10	12	11
	7%	*3%*	*8%*	*14%*	-	*7%*	*7%*	*7%*	*9%*	*4%*	*6%*	*7%*	*9%*	*6%*	*9%*	*9%*	*5%*	*5%*	*8%*	*7%*	*9%*
Mean	**6.45**	7.01	6.35	5.40	-	6.45	6.45	6.33	6.36	6.61	6.57	6.42	6.56	6.55	6.34	6.03	6.46	6.31	6.48	6.54	6.28
Standard Deviation	**2.07**	1.99	1.98	2.58	-	2.07	2.08	1.91	2.05	1.89	1.98	2.11	1.95	2.01	2.13	2.11	1.98	2.01	2.14	2.07	2.06

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 269

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC3

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**278**	43	10	18	17	21	4	8	41	13	42	35	26
Weighted Base	**306**	23*	16**	28**	26**	33**	7**	13**	14*	20**	68*	54*	5**
1 - LOWEST score	**10**	-	2	2	1	-	-	-	-	2	2	2	*
	3%	-	*10%*	*6%*	*5%*	-	-	-	-	*8%*	*3%*	*3%*	*4%*
2	**6**	-	-	-	-	-	-	-	1	-	3	2	*
	2%	-	-	-	-	-	-	-	*5%*	-	*5%*	*3%*	*3%*
3	**8**	1	-	-	-	3	-	-	1	-	-	3	*
	3%	*2%*	-	-	-	*9%*	-	-	*5%*	-	-	*6%*	*8%*
4	**11**	2	-	3	-	3	2	-	-	-	2	-	*
	4%	*7%*	-	*11%*	-	*10%*	*23%*	-	-	-	*3%*	-	*4%*
5	**43**	3	2	3	8	6	-	2	1	3	8	8	*
	14%	*12%*	*10%*	*11%*	*30%*	*20%*	-	*13%*	*8%*	*16%*	*11%*	*14%*	*8%*
6	**58**	3	2	5	3	3	2	5	2	5	16	14	*
	19%	*11%*	*10%*	*17%*	*11%*	*9%*	*24%*	*37%*	*14%*	*24%*	*23%*	*26%*	*4%*
7	**54**	3	3	2	2	9	2	-	2	3	16	11	2
	18%	*12%*	*20%*	*6%*	*6%*	*28%*	*26%*	-	*17%*	*15%*	*23%*	*20%*	*33%*
8	**41**	4	5	6	-	2	-	-	2	3	13	6	1
	13%	*16%*	*30%*	*22%*	-	*5%*	-	-	*12%*	*15%*	*20%*	*11%*	*15%*
9	**22**	3	2	5	3	-	-	3	*	2	3	1	*
	7%	*11%*	*11%*	*17%*	*12%*	-	-	*25%*	*2%*	*8%*	*5%*	*3%*	*7%*
10 - HIGHEST score	**19**	1	-	2	5	-	2	-	1	-	5	5	-
	6%	*2%*	-	*6%*	*18%*	-	*27%*	-	*10%*	-	*7%*	*9%*	-
Don't know	**33**	6	2	1	5	6	-	3	4	3	-	3	1
	11%	**26%akl**	*10%*	*5%*	*18%*	*19%*	-	*25%*	**27%akl**	*15%*	-	*6%*	*15%*
SUMMARY:													
NET: 9-10	**42**	3	2	6	8	-	2	3	2	2	8	6	*
	14%	*14%*	*11%*	*22%*	*30%*	-	*27%*	*25%*	*12%*	*8%*	*12%*	*11%*	*7%*
NET: 7-10	**137**	9	9	14	9	11	4	3	6	8	38	23	3
	45%	*41%*	*60%*	*50%*	*36%*	*33%*	*53%*	*25%*	*41%*	*38%*	*55%*	*43%*	*55%*
NET: 4-6	**113**	7	3	11	11	13	3	6	3	8	25	22	1
	37%	*30%*	*20%*	*39%*	*41%*	*38%*	*47%*	*50%*	*22%*	*40%*	*37%*	*40%*	*16%*
NET: 1-3	**23**	1	2	2	1	3	-	-	1	2	5	6	1
	7%	*2%*	*10%*	*6%*	*5%*	*9%*	-	-	*10%*	*8%*	*7%*	*11%*	*14%*
Mean	**6.45**	6.74	6.56	6.66	6.68	5.65	6.87	6.83	6.60	6.16	6.58	6.31	6.17
Standard Deviation	**2.07**	1.85	2.37	2.31	2.58	1.52	2.35	1.67	2.28	2.11	1.99	2.08	2.47

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 270

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC3

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**278**	264	165	255	17	227	272	248	278	192	207	152	91	96	5	73	193	100	278	64	96
Weighted Base	**306**	294	257	283	6	248	298	273	306	204	234	162	140	101	2	73	217	106	306	72	112
1 - LOWEST score	**10**	10	9	9	-	6	6	10	10	8	5	3	3	5	-	2	6	5	10	5	3
	3%	*3%*	*4%*	*3%*	-	*2%*	*2%*	*4%*	*3%*	*4%*	*2%*	*2%*	*2%*	*5%*	-	*2%*	*3%*	*5%*	*3%*	*6%*	*3%*
2	**6**	5	5	6	-	3	6	6	6	1	3	*	-	*	-	*	6	2	6	*	3
	2%	*2%*	*2%*	*2%*	-	*1%*	*2%*	*2%*	*2%*	*	*1%*	*	-	*	-	*1%*	*3%*	*2%*	*2%*	*	*3%*
3	**8**	6	5	7	1	7	8	8	8	7	4	4	3	3	-	2	7	4	8	5	2
	3%	*2%*	*2%*	*3%*	*12%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	-	*3%*	*3%*	*4%*	*3%*	*7%*	*2%*
4	**11**	11	9	11	-	8	11	11	11	8	9	6	4	4	-	3	9	7	11	5	3
	4%	*4%*	*4%*	*4%*	-	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	-	*4%*	*4%*	*7%*	*4%*	*7%*	*3%*
5	**43**	43	39	38	*	40	43	38	43	22	29	27	25	13	*	10	24	13	43	7	16
	14%	*15%*	*15%*	*13%*	*6%*	*16%*	*14%*	*14%*	*14%*	*11%*	*12%*	*17%*	*18%*	*12%*	*21%*	*13%*	*11%*	*12%*	*14%*	*10%*	*15%*
6	**58**	58	53	56	1	49	58	51	58	36	46	26	25	24	-	13	48	16	58	10	21
	19%	*20%*	*21%*	*20%*	*24%*	*20%*	*20%*	*19%*	*19%*	*17%*	*20%*	*16%*	*18%*	*24%*	-	*18%*	*22%*	*15%*	*19%*	*13%*	*19%*
7	**54**	52	46	49	1	43	54	51	54	37	44	30	26	14	*	14	35	15	54	11	17
	18%	*18%*	*18%*	*17%*	*12%*	*17%*	*18%*	*19%*	*18%*	*18%*	*19%*	*18%*	*18%*	*14%*	*21%*	*19%*	*16%*	*14%*	*18%*	*15%*	*15%*
8	**41**	37	32	36	*	31	41	35	41	29	35	20	17	7	-	6	27	15	41	5	13
	13%	*13%*	*13%*	*13%*	*5%*	*13%*	*14%*	*13%*	*13%*	*14%*	*15%*	*13%*	*12%*	*7%*	-	*9%*	*13%*	*14%*	*13%*	*8%*	*11%*
9	**22**	22	19	22	*	20	21	17	22	17	20	18	16	8	*	7	15	7	22	4	10
	7%	*8%*	*7%*	*8%*	*6%*	*8%*	*7%*	*6%*	*7%*	*8%*	*9%*	*11%*	*11%*	*8%*	*18%*	*10%*	*7%*	*7%*	*7%*	*6%*	*9%*
10 - HIGHEST score	**19**	17	16	18	*	12	16	16	19	13	12	8	6	8	*	4	12	8	19	4	6
	6%	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*6%*	*6%*	*5%*	*5%*	*5%*	*8%*	*20%*	*6%*	*5%*	*7%*	*6%*	*5%*	*5%*
Don't know	**33**	32	23	31	2	30	33	30	33	27	26	20	14	15	*	12	27	14	33	16	17
	11%	*11%*	*9%*	*11%*	*30%*	*12%*	*11%*	*11%*	*11%*	*13%*	*11%*	*12%*	*10%*	*15%*	*20%*	*16%*	*12%*	*13%*	*11%*	*22%*	*15%*
SUMMARY:																					
NET: 9-10	**42**	40	35	40	1	32	37	33	42	30	33	25	22	16	1	11	27	15	42	8	16
	14%	*14%*	*14%*	*14%*	*12%*	*13%*	*13%*	*12%*	*14%*	*15%*	*14%*	*16%*	*16%*	*15%*	*38%*	*16%*	*13%*	*14%*	*14%*	*11%*	*14%*
NET: 7-10	**137**	129	113	125	2	106	132	119	137	96	112	75	65	37	1	32	90	45	137	24	46
	45%	*44%*	*44%*	*44%*	*29%*	*43%*	*44%*	*44%*	*45%*	*47%*	*48%*	*46%*	*47%*	*37%*	*59%*	*44%*	*41%*	*43%*	*45%*	*34%*	*41%*
NET: 4-6	**113**	112	102	105	2	96	113	100	113	66	84	60	54	41	*	25	81	36	113	22	41
	37%	*38%*	*40%*	*37%*	*30%*	*39%*	*38%*	*37%*	*37%*	*32%*	*36%*	*37%*	*39%*	*41%*	*21%*	*35%*	*37%*	*34%*	*37%*	*30%*	*36%*
NET: 1-3	**23**	21	19	22	1	16	20	23	23	16	12	7	6	8	-	4	19	11	23	10	9
	7%	*7%*	*7%*	*8%*	*12%*	*6%*	*7%*	*8%*	*7%*	*8%*	*5%*	*4%*	*4%*	*8%*	-	*6%*	*9%*	*10%*	*7%*	*14%*	*8%*
Mean	**6.45**	6.42	6.40	6.42	6.30	6.43	6.46	6.34	6.45	6.53	6.61	6.61	6.60	6.34	7.68	6.57	6.34	6.29	6.45	5.87	6.39
Standard Deviation	**2.07**	2.06	2.07	2.10	2.34	1.95	1.97	2.09	2.07	2.11	1.92	1.89	1.88	2.18	-	1.98	2.09	2.31	2.07	2.42	2.11

* = Less than .5

J20427 PSB Tracker 2013

Table 271

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**150**	76	74	8	14	29	26	30	43	41	58	51	20	130	8	141	93	22	20	15
Weighted Base	**166**	79*	86*	9**	18**	32**	29**	36**	41*	51*	58*	56*	21**	144	10**	154	144*	12**	6**	3**
1 - LOWEST score	**8**	1	8	-	*	3	-	4	1	2	5	1	3	5	-	8	7	1	*	*
	5%	*1%*	*9%*	-	*1%*	*11%*	-	*12%*	*1%*	*5%*	*8%*	*3%*	*14%*	*4%*	-	*5%*	*5%*	*4%*	*6%*	*7%*
2	**3**	3	-	-	-	-	*	3	-	-	3	-	-	3	-	3	3	-	-	*
	2%	*4%*	-	-	-	-	*1%*	*8%*	-	-	*5%*	-	-	*2%*	-	*2%*	*2%*	-	-	*5%*
3	**16**	13	3	-	2	4	2	3	7	6	4	6	2	15	1	15	16	1	*	-
	10%	*16%*	*4%*	-	*8%*	*11%*	*5%*	*9%*	*16%*	*12%*	*7%*	*11%*	*9%*	*10%*	*14%*	*10%*	*11%*	*4%*	*5%*	-
4	**10**	-	10	-	2	1	2	1	4	4	2	5	-	10	-	10	9	1	-	-
	6%	-	**12%a**	-	*8%*	*5%*	*8%*	*1%*	*11%*	*7%*	*3%*	*8%*	-	*7%*	-	*7%*	*6%*	*9%*	-	-
5	**18**	12	7	3	2	2	5	5	2	7	7	5	7	12	2	17	16	2	1	*
	11%	*15%*	*8%*	*38%*	*9%*	*6%*	*16%*	*13%*	*5%*	*13%*	*13%*	*8%*	*31%*	*8%*	*19%*	*11%*	*11%*	*14%*	*11%*	*12%*
6	**13**	5	9	4	2	3	2	*	3	2	8	4	3	10	2	11	11	1	1	1
	8%	*6%*	*10%*	*43%*	*8%*	*10%*	*7%*	*1%*	*7%*	*4%*	*13%*	*7%*	*16%*	*7%*	*20%*	*7%*	*8%*	*5%*	*15%*	*26%*
7	**18**	10	7	-	5	4	4	3	2	3	5	9	2	16	2	16	15	1	*	1
	11%	*13%*	*8%*	-	*26%*	*12%*	*13%*	*9%*	*5%*	*6%*	*9%*	*16%*	*8%*	*11%*	*15%*	*10%*	*11%*	*9%*	*5%*	*28%*
8	**23**	9	14	-	3	4	4	5	7	5	7	10	2	21	2	21	21	1	2	*
	14%	*11%*	*16%*	-	*18%*	*11%*	*12%*	*14%*	*18%*	*10%*	*12%*	*18%*	*9%*	*15%*	*15%*	*14%*	*14%*	*4%*	*23%*	*7%*
9	**10**	4	6	2	-	2	2	-	5	7	3	-	1	10	2	8	10	1	-	-
	6%	*5%*	*8%*	*19%*	-	*6%*	*6%*	-	*12%*	*14%*	*5%*	-	*2%*	*7%*	*16%*	*5%*	*7%*	*4%*	-	-
10 - HIGHEST score	**2**	-	2	-	-	-	2	-	1	2	-	1	-	2	-	2	2	1	-	-
	1%	-	*3%*	-	-	-	*6%*	-	*1%*	*3%*	-	*1%*	-	*2%*	-	*1%*	*1%*	*5%*	-	-
Don't know	**43**	24	19	-	4	9	8	12	10	13	14	16	3	40	-	41	36	5	2	*
	26%	*30%*	*22%*	-	*22%*	*29%*	*27%*	*33%*	*24%*	*26%*	*23%*	*29%*	*12%*	*28%*	-	*27%*	*25%*	*41%*	*36%*	*15%*
SUMMARY:																				
NET: 9-10	**12**	4	9	2	-	2	3	-	5	9	3	1	1	12	2	11	11	1	-	-
	7%	*5%*	*10%*	*19%*	-	*6%*	*11%*	-	*13%*	*17%*	*5%*	*1%*	*2%*	*8%*	*16%*	*7%*	*8%*	*9%*	-	-
NET: 7-10	**53**	23	30	2	8	9	10	8	15	17	16	20	4	48	5	48	47	3	2	1
	32%	*29%*	*35%*	*19%*	*43%*	*29%*	*36%*	*23%*	*36%*	*33%*	*27%*	*35%*	*19%*	*34%*	*47%*	*31%*	*33%*	*23%*	*28%*	*35%*
NET: 4-6	**42**	16	26	7	5	7	9	6	9	12	17	13	10	32	4	38	36	3	2	1
	25%	*20%*	*30%*	*81%*	*25%*	*20%*	*30%*	*15%*	*23%*	*24%*	*29%*	*23%*	*46%*	*22%*	*39%*	*25%*	*25%*	*27%*	*26%*	*38%*
NET: 1-3	**28**	17	11	-	2	7	2	10	7	8	12	8	5	23	1	26	26	1	1	*
	17%	*21%*	*13%*	-	*10%*	*22%*	*6%*	*29%*	*17%*	*17%*	*21%*	*13%*	*23%*	*16%*	*14%*	*17%*	*18%*	*9%*	*11%*	*13%*
Mean	**5.67**	5.50	5.80	6.19	6.06	5.32	6.38	4.53	6.00	5.93	5.31	5.82	4.93	5.80	6.33	5.61	5.65	5.72	5.96	5.66
Standard Deviation	**2.38**	2.17	2.55	1.52	1.82	2.63	2.07	2.64	2.41	2.60	2.45	2.09	2.25	2.39	2.00	2.41	2.40	2.57	2.46	2.59

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 272

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**150**	21	97	26	-	150	80	54	65	69	44	120	30	82	68	56	62	35	38	84	62
Weighted Base	**166**	26**	103*	28**	-**	166	87*	60*	74*	73*	45*	136*	30**	93*	73*	70*	62*	47*	34**	91*	70*
1 - LOWEST score	**8**	4	4	-	-	8	7	1	1	6	2	8	-	5	4	5	4	4	2	4	4
	5%	*17%*	*4%*	-	-	*5%*	*8%*	*2%*	*2%*	*8%*	*4%*	*6%*	-	*5%*	*5%*	*7%*	*6%*	*9%*	*6%*	*4%*	*6%*
2	**3**	-	3	*	-	3	*	3	3	*	*	3	-	2	2	3	-	-	*	3	-
	2%	-	*3%*	*1%*	-	*2%*	*	*5%*	*4%*	*	*	*2%*	-	*2%*	*2%*	*4%*	-	-	*	*3%*	-
3	**16**	2	10	5	-	16	10	5	5	5	5	13	3	8	8	10	4	7	3	8	8
	10%	*6%*	*10%*	*16%*	-	*10%*	*11%*	*9%*	*7%*	*8%*	*12%*	*10%*	*10%*	*9%*	*11%*	*14%*	*6%*	*14%*	*9%*	*9%*	*12%*
4	**10**	1	5	4	-	10	3	4	7	10	3	7	4	7	4	2	6	2	2	2	8
	6%	*6%*	*4%*	*15%*	-	*6%*	*4%*	*6%*	*9%*	*13%*	*6%*	*5%*	*12%*	*7%*	*5%*	*2%*	*9%*	*3%*	*6%*	*2%*	*11%*
5	**18**	4	8	7	-	18	11	6	8	8	2	14	5	12	6	13	3	7	4	14	4
	11%	*14%*	*7%*	*26%*	-	*11%*	*12%*	*10%*	*10%*	*11%*	*5%*	*10%*	*15%*	*13%*	*9%*	*18%*	*5%*	*14%*	*12%*	*15%*	*6%*
6	**13**	3	9	1	-	13	9	4	4	5	4	11	3	5	8	4	7	8	1	9	4
	8%	*12%*	*9%*	*2%*	-	*8%*	*10%*	*7%*	*6%*	*7%*	*9%*	*8%*	*9%*	*6%*	*11%*	*5%*	*12%*	*16%*	*2%*	*10%*	*6%*
7	**18**	3	12	2	-	18	7	9	10	10	9	15	2	9	9	5	9	-	7	10	7
	11%	*13%*	*12%*	*7%*	-	*11%*	*8%*	*15%*	*14%*	*14%*	*21%*	*11%*	*7%*	*9%*	*12%*	*8%*	*14%*	-	*21%*	*11%*	*11%*
8	**23**	3	18	1	-	23	6	11	15	6	3	16	7	13	10	8	5	4	2	7	14
	14%	*13%*	*17%*	*5%*	-	*14%*	*7%*	*19%*	*21%*	*8%*	*8%*	*12%*	*23%*	*14%*	*13%*	*12%*	*8%*	*8%*	*7%*	*8%*	*20%*
9	**10**	2	3	1	-	10	6	2	4	5	2	8	2	6	4	3	4	3	3	5	5
	6%	*6%*	*3%*	*2%*	-	*6%*	*7%*	*4%*	*5%*	*7%*	*4%*	*6%*	*5%*	*7%*	*5%*	*5%*	*6%*	*7%*	*9%*	*5%*	*8%*
10 - HIGHEST score	**2**	-	2	-	-	2	2	-	-	2	2	2	-	2	-	-	2	2	1	2	-
	1%	-	*2%*	-	-	*1%*	*3%*	-	-	*3%*	*5%*	*2%*	-	*2%*	-	-	*3%*	*3%*	*2%*	*2%*	-
Don't know	**43**	3	29	8	-	43	25	14	16	15	12	38	5	24	19	18	19	12	9	27	15
	26%	*13%*	*28%*	*27%*	-	*26%*	*29%*	*23%*	*22%*	*21%*	*27%*	*28%*	*18%*	*26%*	*26%*	*25%*	*31%*	*25%*	*26%*	*29%*	*21%*
SUMMARY: NET: 9-10	**12**	2	5	1	-	12	9	2	4	7	4	11	2	8	4	3	5	5	4	7	5
	7%	*6%*	*5%*	*2%*	-	*7%*	*10%*	*4%*	*5%*	*10%*	*9%*	*8%*	*5%*	*9%*	*5%*	*5%*	*9%*	*10%*	*11%*	*8%*	*8%*
NET: 7-10	**53**	8	35	4	-	53	22	22	29	23	17	42	11	30	22	17	19	8	13	24	27
	32%	*32%*	*34%*	*14%*	-	*32%*	*25%*	*37%*	*40%*	*31%*	*37%*	*31%*	*35%*	*33%*	*31%*	*24%*	*31%*	*18%*	*39%*	*27%*	*38%*
NET: 4-6	**42**	8	21	12	-	42	23	14	19	23	9	31	11	24	18	18	16	16	7	25	16
	25%	*32%*	*21%*	*42%*	-	*25%*	*27%*	*24%*	*25%*	*32%*	*20%*	*23%*	*37%*	*26%*	*25%*	*26%*	*26%*	*34%*	*20%*	*27%*	*23%*
NET: 1-3	**28**	6	17	5	-	28	17	10	10	12	7	25	3	14	13	17	7	11	5	15	13
	17%	*23%*	*17%*	*17%*	-	*17%*	*19%*	*16%*	*13%*	*16%*	*16%*	*18%*	*10%*	*16%*	*19%*	*25%*	*12%*	*23%*	*15%*	*17%*	*18%*
Mean	**5.67**	5.20	5.81	4.86	-	5.67	5.43	5.76	5.93	5.49	5.92	5.59	5.98	5.75	5.56	5.06	5.82	5.20	5.84	5.56	5.73
Standard Deviation	**2.38**	2.64	2.37	1.65	-	2.38	2.54	2.23	2.18	2.47	2.38	2.48	1.96	2.44	2.32	2.39	2.40	2.58	2.45	2.36	2.45

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 273

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**150**	22	7	6	9	11	3	6	20	12	22	17	15
Weighted Base	**166**	12**	11**	9**	14**	17**	5**	10**	6**	18**	35**	26**	3**
1 - LOWEST score	**8**	1	-	-	1	1	-	2	*	1	-	1	*
	5%	*4%*	-	-	*10%*	*9%*	-	*16%*	*6%*	*8%*	-	*6%*	*7%*
2	**3**	-	-	2	-	-	-	-	-	-	2	-	*
	2%	-	-	*16%*	-	-	-	-	-	-	*4%*	-	*5%*
3	**16**	1	2	-	3	3	2	-	*	2	2	3	-
	10%	*4%*	*15%*	-	*22%*	*18%*	*31%*	-	*5%*	*8%*	*5%*	*12%*	-
4	**10**	1	1	1	-	-	-	-	-	5	-	2	-
	6%	*9%*	*13%*	*16%*	-	-	-	-	-	*26%*	-	*6%*	-
5	**18**	2	-	2	2	2	-	2	1	3	3	3	*
	11%	*14%*	-	*18%*	*11%*	*9%*	-	*17%*	*11%*	*16%*	*9%*	*12%*	*12%*
6	**13**	1	-	2	-	-	2	2	1	-	5	2	1
	8%	*5%*	-	*17%*	-	-	*33%*	*16%*	*15%*	-	*14%*	*6%*	*26%*
7	**18**	1	2	-	-	6	-	-	*	2	5	1	1
	11%	*9%*	*14%*	-	-	*36%*	-	-	*5%*	*8%*	*13%*	*6%*	*28%*
8	**23**	1	2	-	2	2	2	3	2	2	5	4	*
	14%	*4%*	*15%*	-	*12%*	*9%*	*36%*	*34%*	*23%*	*9%*	*13%*	*17%*	*7%*
9	**10**	1	2	-	-	-	-	-	-	-	5	3	-
	6%	*4%*	*15%*	-	-	-	-	-	-	-	*14%*	*12%*	-
10 - HIGHEST score	**2**	1	-	-	2	-	-	-	-	-	-	-	-
	1%	*5%*	-	-	*12%*	-	-	-	-	-	-	-	-
Don't know	**43**	5	3	3	5	3	-	2	2	5	9	6	*
	26%	*41%*	*28%*	*33%*	*33%*	*18%*	-	*16%*	*36%*	*25%*	*27%*	*23%*	*15%*
SUMMARY:													
NET: 9-10	**12**	1	2	-	2	-	-	-	-	-	5	3	-
	7%	*9%*	*15%*	-	*12%*	-	-	-	-	-	*14%*	*12%*	-
NET: 7-10	**53**	3	5	-	3	8	2	3	2	3	14	9	1
	32%	*23%*	*44%*	-	*24%*	*45%*	*36%*	*34%*	*28%*	*17%*	*41%*	*35%*	*35%*
NET: 4-6	**42**	3	1	5	2	2	2	3	2	8	8	6	1
	25%	*27%*	*13%*	*51%*	*11%*	*9%*	*33%*	*33%*	*26%*	*42%*	*23%*	*24%*	*38%*
NET: 1-3	**28**	1	2	2	5	5	2	2	1	3	3	5	*
	17%	*9%*	*15%*	*16%*	*32%*	*27%*	*31%*	*16%*	*11%*	*16%*	*9%*	*18%*	*13%*
Mean	**5.67**	5.72	6.23	4.28	5.13	5.36	5.77	5.66	5.96	4.58	6.56	5.85	5.66
Standard Deviation	**2.38**	2.57	2.49	1.60	3.31	2.37	2.30	2.72	2.46	2.01	2.04	2.54	2.59

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 274

Q15D Rating on statement - It shows high quality soaps or dramas made in the UK
BBC4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**150**	130	82	142	10	118	150	145	116	150	122	69	40	70	6	44	121	103	64	150	72
Weighted Base	**166**	145	127	155	3	129	166	161	127	166	140	73	62	76	2	45	130	113	72	166	77
1 - LOWEST score	**8**	8	7	8	-	8	8	8	8	8	8	6	6	7	-	2	8	5	4	8	5
	5%	*5%*	*6%*	*5%*	-	*6%*	*5%*	*5%*	*6%*	*5%*	*6%*	*8%*	*10%*	*10%*	-	*4%*	*6%*	*5%*	*6%*	*5%*	*6%*
2	**3**	2	2	3	-	3	3	3	2	3	3	*	-	*	-	*	*	*	*	3	-
	2%	*1%*	*1%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*	-	*	-	*	*	*	*	*2%*	-
3	**16**	15	14	16	*	16	16	16	13	16	16	5	5	6	*	5	12	11	7	16	8
	10%	*10%*	*11%*	*11%*	*10%*	*13%*	*10%*	*10%*	*11%*	*10%*	*11%*	*8%*	*7%*	*8%*	*17%*	*12%*	*9%*	*10%*	*10%*	*10%*	*10%*
4	**10**	10	9	10	-	10	10	10	10	10	6	10	9	3	-	3	9	6	5	10	2
	6%	*7%*	*7%*	*7%*	-	*8%*	*6%*	*6%*	*8%*	*6%*	*5%*	*13%*	*15%*	*3%*	-	*6%*	*7%*	*5%*	*7%*	*6%*	*3%*
5	**18**	16	14	17	*	14	18	18	17	18	15	8	6	11	*	2	13	15	10	18	7
	11%	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*	*13%*	*11%*	*11%*	*11%*	*10%*	*14%*	*18%*	*5%*	*10%*	*14%*	*14%*	*11%*	*9%*
6	**13**	12	11	13	*	11	13	11	11	13	11	5	5	7	-	4	10	3	5	13	6
	8%	*9%*	*9%*	*8%*	*11%*	*9%*	*8%*	*7%*	*9%*	*8%*	*8%*	*7%*	*8%*	*10%*	-	*9%*	*8%*	*3%*	*7%*	*8%*	*8%*
7	**18**	16	14	18	-	16	18	17	17	18	17	10	9	11	-	9	16	15	12	18	12
	11%	*11%*	*11%*	*11%*	-	*12%*	*11%*	*11%*	*13%*	*11%*	*12%*	*14%*	*15%*	*15%*	-	*21%*	*12%*	*14%*	*16%*	*11%*	*15%*
8	**23**	19	17	21	1	12	23	23	13	23	15	6	5	7	1	3	13	14	6	23	10
	14%	*13%*	*14%*	*13%*	*28%*	*9%*	*14%*	*14%*	*10%*	*14%*	*11%*	*8%*	*8%*	*9%*	*32%*	*8%*	*10%*	*13%*	*8%*	*14%*	*13%*
9	**10**	10	10	9	-	5	10	10	7	10	10	5	5	3	-	2	8	9	4	10	5
	6%	*7%*	*8%*	*5%*	-	*4%*	*6%*	*6%*	*6%*	*6%*	*7%*	*7%*	*8%*	*4%*	-	*4%*	*7%*	*8%*	*5%*	*6%*	*6%*
10 - HIGHEST score	**2**	2	2	2	-	2	2	2	2	2	2	2	2	2	-	2	2	2	2	2	2
	1%	*2%*	*1%*	*1%*	-	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*3%*	*3%*	*3%*	-	*5%*	*2%*	*2%*	*3%*	*1%*	*3%*
Don't know	**43**	34	28	39	1	31	43	41	28	43	36	15	11	19	1	12	39	32	17	43	21
	26%	*23%*	*22%*	*25%*	*40%*	*24%*	*26%*	*25%*	*22%*	*26%*	*26%*	*21%*	*17%*	*24%*	*33%*	*27%*	*30%*	*29%*	*23%*	*26%*	*27%*
SUMMARY:																					
NET: 9-10	**12**	12	11	11	-	7	12	12	9	12	12	7	6	5	-	4	11	11	6	12	7
	7%	*8%*	*9%*	*7%*	-	*6%*	*7%*	*8%*	*7%*	*7%*	*9%*	*10%*	*10%*	*7%*	-	*9%*	*8%*	*10%*	*8%*	*7%*	*9%*
NET: 7-10	**53**	48	42	49	1	35	53	52	39	53	44	23	20	23	1	17	39	40	23	53	29
	32%	*33%*	*33%*	*31%*	*28%*	*27%*	*32%*	*32%*	*31%*	*32%*	*31%*	*31%*	*33%*	*31%*	*32%*	*37%*	*30%*	*36%*	*33%*	*32%*	*37%*
NET: 4-6	**42**	39	34	40	1	35	42	40	37	42	33	23	20	21	*	9	31	24	20	42	15
	25%	*27%*	*27%*	*26%*	*21%*	*27%*	*25%*	*25%*	*29%*	*25%*	*23%*	*32%*	*32%*	*27%*	*18%*	*20%*	*24%*	*21%*	*28%*	*25%*	*19%*
NET: 1-3	**28**	24	23	28	*	28	28	28	23	28	27	12	11	14	*	7	20	17	11	28	12
	17%	*17%*	*18%*	*18%*	*10%*	*22%*	*17%*	*17%*	*18%*	*17%*	*19%*	*16%*	*17%*	*18%*	*17%*	*16%*	*15%*	*15%*	*16%*	*17%*	*16%*
Mean	**5.67**	5.70	5.66	5.59	6.25	5.26	5.67	5.66	5.49	5.67	5.58	5.49	5.45	5.51	5.91	5.92	5.66	5.90	5.63	5.67	5.95
Standard Deviation	**2.38**	2.38	2.40	2.39	-	2.38	2.38	2.40	2.36	2.38	2.47	2.47	2.51	2.49	-	2.38	2.43	2.38	2.36	2.38	2.46

* = Less than .5

J20427 PSB Tracker 2013

Table 275

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1235**	533	702	144	178	239	236	195	243	267	602	366	245	990	48	1181	633	200	173	229
Weighted Base	**1186**	523	662	128*	156	235	241	183	243	264	571	351	226	960	68*	1111	980	107	56	43
1 - LOWEST score	**23**	15	8	3	3	2	6	4	5	11	11	2	9	13	3	20	21	1	-	1
	2%	*3%*	*1%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	**4%k**	*2%*	*	*4%*	*1%*	*5%*	*2%*	*2%*	*1%*	-	*1%*
2	**14**	6	9	2	-	5	4	1	3	3	10	1	5	9	2	13	12	1	1	*
	1%	*1%*	*1%*	*1%*	-	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*	*2%*	*1%*	*2%*	*1%*	*1%*	*	*2%*	*
3	**33**	9	24	-	6	2	15	1	9	5	14	14	7	26	-	33	28	2	2	1
	3%	*2%*	*4%*	-	*4%*	*1%*	**6%eg**	*	*4%*	*2%*	*3%*	*4%*	*3%*	*3%*	-	*3%*	*3%*	*2%*	*4%*	*2%*
4	**51**	29	22	2	4	20	11	6	8	14	20	17	12	39	4	47	45	4	1	1
	4%	*6%*	*3%*	*1%*	*3%*	*8%*	*4%*	*3%*	*3%*	*5%*	*4%*	*5%*	*5%*	*4%*	*6%*	*4%*	*5%*	*4%*	*2%*	*2%*
5	**144**	67	78	15	17	26	35	26	25	37	70	37	27	117	15	130	129	8	4	4
	12%	*13%*	*12%*	*12%*	*11%*	*11%*	*14%*	*14%*	*10%*	*14%*	*12%*	*11%*	*12%*	*12%*	*21%*	*12%*	*13%*	*7%*	*8%*	*8%*
6	**152**	64	87	9	23	39	17	22	41	33	71	49	37	115	8	143	126	10	9	6
	13%	*12%*	*13%*	*7%*	*15%*	**17%l**	*7%*	*12%*	**17%f**	*12%*	*12%*	*14%*	*16%*	*12%*	*12%*	*13%*	*13%*	*10%*	*16%*	*15%*
7	**238**	115	123	30	33	41	41	41	51	45	117	76	40	198	9	228	192	27	12	7
	20%	*22%*	*19%*	*23%*	*21%*	*18%*	*17%*	*23%*	*21%*	*17%*	*21%*	*22%*	*18%*	*21%*	*13%*	*21%*	*20%*	*25%*	*21%*	*17%*
8	**257**	115	142	32	41	45	60	40	40	62	129	66	33	224	11	244	196	34	15	13
	22%	*22%*	*21%*	*25%*	*26%*	*19%*	*25%*	*22%*	*17%*	*24%*	*23%*	*19%*	*15%*	*23%*	*16%*	*22%*	*20%*	**32%p**	*26%*	**30%p**
9	**106**	49	58	9	12	25	17	13	31	16	57	33	19	88	5	101	82	11	7	6
	9%	*9%*	*9%*	*7%*	*8%*	*11%*	*7%*	*7%*	*13%*	*6%*	*10%*	*9%*	*8%*	*9%*	*8%*	*9%*	*8%*	*11%*	*12%*	**14%p**
10 - HIGHEST score	**76**	22	53	15	8	10	12	15	16	20	29	28	16	60	8	66	63	9	2	3
	6%	*4%*	*8%*	*11%*	*5%*	*4%*	*5%*	*8%*	*7%*	*7%*	*5%*	*8%*	*7%*	*6%*	*12%*	*6%*	*6%*	*8%*	*3%*	*7%*
Don't know	**91**	33	58	11	9	21	24	13	13	18	43	30	21	70	3	87	86	1	3	1
	8%	*6%*	*9%*	*9%*	*5%*	*9%*	*10%*	*7%*	*6%*	*7%*	*8%*	*8%*	*9%*	*7%*	*5%*	*8%*	**9%qs**	*1%*	**6%q**	*3%*
SUMMARY:																				
NET: 9-10	**182**	71	111	23	20	35	29	28	47	36	86	60	35	148	13	167	145	20	8	9
	15%	*14%*	*17%*	*18%*	*13%*	*15%*	*12%*	*15%*	*19%*	*14%*	*15%*	*17%*	*15%*	*15%*	*20%*	*15%*	*15%*	*19%*	*15%*	*22%*
NET: 7-10	**678**	301	377	85	94	121	129	109	139	144	332	202	108	570	33	640	533	81	35	30
	57%	*57%*	*57%*	*67%*	*60%*	*52%*	*54%*	*60%*	*57%*	*54%*	*58%*	*58%*	*48%*	**59%l**	*49%*	*58%*	*54%*	**75%pr**	*62%*	**69%p**
NET: 4-6	**347**	160	187	27	44	84	63	55	75	83	161	103	76	271	27	320	300	22	15	11
	29%	*31%*	*28%*	*21%*	*28%*	*36%*	*26%*	*30%*	*31%*	*32%*	*28%*	*29%*	*34%*	*28%*	*39%*	*29%*	**31%q**	*21%*	*26%*	*25%*
NET: 1-3	**70**	30	40	5	10	9	25	6	16	18	35	16	21	49	5	65	61	3	3	2
	6%	*6%*	*6%*	*4%*	*6%*	*4%*	*10%*	*3%*	*6%*	*7%*	*6%*	*5%*	*9%*	*5%*	*7%*	*6%*	*6%*	*3%*	*6%*	*4%*
Mean	**6.79**	6.68	6.88	7.18	6.84	6.68	6.51	6.91	6.82	6.63	6.79	6.91	6.43	6.87	6.55	6.79	6.70	**7.27p**	6.92	**7.27p**
Standard Deviation	**1.96**	1.96	1.96	1.93	1.84	1.88	2.14	1.88	1.97	2.13	1.94	1.85	2.22	1.88	2.33	1.93	2.00	1.70	1.75	1.76

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 276

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1235**	145	918	160	72	1163	827	274	325	1235	256	912	323	719	511	323	661	253	503	747	470
Weighted Base	**1186**	157	849	166	80*	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
1 - LOWEST score	**23**	8	8	7	3	20	11	5	8	23	8	20	3	13	8	12	8	3	6	13	8
	2%	*5%b*	*1%*	*4%b*	*4%*	*2%*	*1%*	*2%*	*3%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	*4%*	*1%*	*1%*	*1%*	*2%*	*2%*
2	**14**	-	11	3	2	12	12	*	*	14	4	12	2	9	5	6	6	6	5	13	1
	1%	-	*1%*	*2%*	*2%*	*1%*	*2%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*
3	**33**	5	21	7	2	31	17	8	13	33	5	17	15	13	19	8	17	8	8	18	15
	3%	*3%*	*2%*	*4%*	*2%*	*3%*	*2%*	*3%*	*4%*	*3%*	*2%*	*2%*	*5%*	*2%*	*4%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*
4	**51**	5	33	12	4	47	37	10	10	51	12	40	11	30	21	10	30	5	22	22	28
	4%	*3%*	*4%*	*7%*	*4%*	*4%*	*5%*	*4%*	*3%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*3%*	*5%*	*2%*	*5%*	*3%*	*7%s*
5	**144**	13	103	28	14	130	97	28	33	144	22	113	32	86	57	34	86	36	57	103	38
	12%	*8%*	*12%*	*17%*	*18%*	*12%*	*12%*	*10%*	*10%*	*12%*	*9%*	*13%*	*11%*	*12%*	*12%*	*11%*	*14%*	*13%*	*13%*	*14%*	*9%*
6	**152**	14	108	26	10	142	101	31	38	152	28	104	48	78	74	35	84	42	46	90	59
	13%	*9%*	*13%*	*16%*	*13%*	*13%*	*13%*	*12%*	*12%*	*13%*	*12%*	*12%*	*16%*	*11%*	*15%*	*11%*	*13%*	*16%*	*10%*	*12%*	*14%*
7	**238**	23	183	28	12	227	153	63	72	238	48	177	61	140	99	60	129	39	101	143	93
	20%	*15%*	*22%*	*17%*	*14%*	*21%*	*20%*	*23%*	*23%*	*20%*	*20%*	*20%*	*21%*	*20%*	*20%*	*19%*	*20%*	*15%*	*23%*	*19%*	*22%*
8	**257**	34	191	31	18	239	171	54	66	257	66	207	50	169	86	70	144	59	99	166	88
	22%	*22%*	*23%*	*19%*	*23%*	*22%*	*22%*	*20%*	*21%*	*22%*	*27%*	*23%*	*17%*	*24%*	*18%*	*22%*	*23%*	*22%*	*22%*	*22%*	*21%*
9	**106**	19	79	9	2	105	72	25	30	106	15	75	32	55	51	27	51	27	40	68	37
	9%	*12%*	*9%*	*5%*	*2%*	*9%*	*9%*	*9%*	*9%*	*9%*	*6%*	*8%*	*11%*	*8%*	*10%*	*8%*	*8%*	*10%*	*9%*	*9%*	*9%*
10 - HIGHEST score	**76**	24	42	6	5	71	47	21	23	76	18	51	25	37	39	19	31	15	30	53	20
	6%	*15%bc*	*5%*	*4%*	*7%*	*6%*	*6%*	*8%*	*7%*	*6%*	*8%*	*6%*	*9%*	*5%*	*8%*	*6%*	*5%*	*6%*	*7%*	*7%*	*5%*
Don't know	**91**	12	69	7	9	82	57	23	25	91	16	76	15	63	28	32	46	23	29	60	31
	8%	*8%*	*8%*	*4%*	*12%*	*7%*	*7%*	*9%*	*8%*	*8%*	*6%*	*9%*	*5%*	*9%*	*6%*	*10%*	*7%*	*9%*	*7%*	*8%*	*7%*
SUMMARY: NET: 9-10	**182**	42	121	15	7	175	120	46	54	182	33	126	57	92	90	46	83	42	69	121	57
	15%	*27%bc*	*14%*	*9%*	*9%*	*16%*	*15%*	*17%*	*17%*	*15%*	*14%*	*14%*	*19%*	*13%*	*18%*	*15%*	*13%*	*16%*	*16%*	*16%*	*14%*
NET: 7-10	**678**	100	496	75	37	641	443	164	192	678	147	510	168	401	275	176	356	141	269	429	238
	57%	*64%c*	*58%c*	*45%*	*46%*	*58%*	*57%*	*61%*	*60%*	*57%*	*61%*	*57%*	*57%*	*58%*	*56%*	*56%*	*56%*	*53%*	*61%*	*57%*	*57%*
NET: 4-6	**347**	32	244	67	28	319	235	69	81	347	63	256	91	193	152	79	200	83	125	215	125
	29%	*20%*	*29%*	*40%a*	*35%*	*29%*	*30%*	*26%*	*25%*	*29%*	*26%*	*29%*	*31%*	*28%*	*31%*	*25%*	*32%*	*31%*	*28%*	*29%*	*30%*
NET: 1-3	**70**	12	40	17	6	63	40	13	22	70	17	49	21	35	32	26	30	18	19	45	23
	6%	*8%*	*5%*	*10%*	*8%*	*6%*	*5%*	*5%*	*7%*	*6%*	*7%*	*6%*	*7%*	*5%*	*7%*	*8%*	*5%*	*7%*	*4%*	*6%*	*6%*
Mean	**6.79**	7.16c	6.84c	6.14	6.36	6.82	6.80	6.95	6.86	6.79	6.80	6.77	6.83	6.80	6.79	6.70	6.75	6.78	6.87	6.82	6.72
Standard Deviation	**1.96**	2.34	1.82	2.10	2.14	1.94	1.92	1.91	1.99	1.96	2.07	1.96	1.97	1.91	2.00	2.15	1.84	1.96	1.89	1.98	1.90

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 277

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	1235	200	41	65	102	77	29	36	173	65	77	141	229
Weighted Base	1186	107	63*	100*	157	119*	47**	58*	56	101*	122*	213	43
1 - LOWEST score	23	1	-	5	2	2	-	-	-	3	2	9	1
	2%	1%	-	5%	1%	1%	-	-	-	3%	1%	4%	1%
2	14	1	1	-	-	6	-	-	1	-	-	5	*
	1%	*	2%	-	-	5%a	-	-	2%	-	-	2%	*
3	33	2	2	3	8	2	2	2	2	3	2	6	1
	3%	2%	2%	3%	5%	1%	3%	3%	4%	3%	1%	3%	2%
4	51	4	6	5	5	8	2	-	1	3	5	12	1
	4%	4%	10%	5%	3%	6%	3%	-	2%	3%	4%	6%	2%
5	144	8	9	9	20	11	6	8	4	8	25	32	4
	12%	7%	15%	9%	13%	9%	14%	14%	8%	8%	21%b	15%	8%
6	152	10	8	14	15	15	3	6	9	22	16	27	6
	13%	10%	12%	14%	10%	13%	7%	11%	16%	21%	13%	13%	15%
7	238	27	8	23	33	23	7	14	12	20	21	43	7
	20%	25%	12%	23%	21%	20%	14%	25%	21%	20%	17%	20%	17%
8	257	34	12	22	37	23	10	10	15	20	21	41	13
	22%	32%akl	19%	22%	23%	19%	21%	17%	26%	20%	17%	19%	30%a
9	106	11	8	9	14	8	6	3	7	9	10	15	6
	9%	11%	13%	9%	9%	6%	14%	6%	12%	9%	8%	7%	14%
10 - HIGHEST score	76	9	9	6	12	9	5	5	2	-	11	4	3
	6%	8%jl	15%jl	6%	8%	8%	11%	8%	3%	-	9%	2%	7%jl
Don't know	91	1	-	4	13	12	6	9	3	12	11	18	1
	8%bm	1%	-	4%	8%b	10%b	14%	16%b	6%b	12%b	9%b	8%b	3%
SUMMARY:													
NET: 9-10	182	20	17	16	26	17	11	8	8	9	21	19	9
	15%	19%l	27%l	16%	16%	14%	24%	14%	15%	9%	17%	9%	22%l
NET: 7-10	678	81	37	60	95	63	28	32	35	50	62	104	30
	57%	75%afijkl	59%	60%	61%	53%	59%	56%	62%	50%	51%	49%	69%ajkl
NET: 4-6	347	22	23	27	40	34	11	15	15	33	46	71	11
	29%	21%	36%	27%	26%	28%	24%	25%	26%	33%	37%b	33%	25%
NET: 1-3	70	3	3	8	9	9	2	2	3	6	3	20	2
	6%	3%	5%	8%	6%	8%	3%	3%	6%	6%	3%	9%	4%
Mean	6.79l	7.27ajl	6.98	6.73	6.94	6.63	7.25	7.02	6.92l	6.57	6.80	6.26	7.27ajl
Standard Deviation	1.96	1.70	2.16	2.10	1.90	2.15	1.93	1.66	1.75	1.78	1.89	2.07	1.76

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 278

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1235**	1235	633	1137	67	1000	1200	1057	779	618	864	1235	633	394	21	256	820	298	152	69	399
Weighted Base	**1186**	1186	980	1104	22	970	1155	1016	743	585	809	1186	980	379	7	242	813	286	162	73	367
1 - LOWEST score	**23**	23	21	23	-	20	23	19	10	8	18	23	21	10	-	8	17	4	-	1	8
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*3%*	-	*3%*	*2%*	*1%*	-	*1%*	*2%*
2	**14**	14	12	13	*	12	14	14	11	4	6	14	12	4	-	4	9	2	-	-	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	-	*1%*
3	**33**	33	28	30	1	26	32	23	19	12	22	33	28	11	*	5	23	11	2	3	12
	3%	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*5%*	*2%*	*3%*	*4%*	*1%*	*4%*	*3%*
4	**51**	51	45	48	1	39	51	44	24	22	26	51	45	14	*	12	30	12	3	1	14
	4%	*4%*	*5%*	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*3%*	*4%*	*5%*	*4%*	*5%*	*5%*	*4%*	*4%*	*2%*	*2%*	*4%*
5	**144**	144	129	139	1	110	138	128	85	65	98	144	129	57	1	22	107	38	17	9	51
	12%	*12%*	*13%*	*13%*	*5%*	*11%*	*12%*	*13%*	*11%*	*11%*	*12%*	*12%*	*13%*	*15%*	*10%*	*9%*	*13%*	*13%*	*11%*	*13%*	*14%*
6	**152**	152	126	137	3	128	150	134	97	73	113	152	126	39	1	28	109	42	22	10	42
	13%	*13%*	*13%*	*12%*	*13%*	*13%*	*13%*	*13%*	*13%*	*13%*	*14%*	*13%*	*13%*	*10%*	*14%*	*12%*	*13%*	*15%*	*13%*	*14%*	*12%*
7	**238**	238	192	226	4	198	228	209	170	133	181	238	192	64	1	48	154	49	36	9	83
	20%	*20%*	*20%*	*20%*	*16%*	*20%*	*20%*	*21%*	*23%*	*23%*	*22%*	*20%*	*20%*	*17%*	*9%*	*20%*	*19%*	*17%*	*22%*	*13%*	*23%*
8	**257**	257	196	239	6	211	254	217	156	130	172	257	196	79	2	66	166	48	28	14	73
	22%	*22%*	*20%*	*22%*	*26%*	*22%*	*22%*	*21%*	*21%*	*22%*	*21%*	*22%*	*20%*	*21%*	*24%*	*27%*	*20%*	*17%*	*17%*	*19%*	*20%*
9	**106**	106	82	95	4	99	103	92	73	62	79	106	82	38	1	15	80	35	25	8	32
	9%	*9%*	*8%*	*9%*	*16%*	*10%*	*9%*	*9%*	*10%*	*11%*	*10%*	*9%*	*8%*	*10%*	*10%*	*6%*	*10%*	*12%*	*16%*	*10%*	*9%*
10 - HIGHEST score	**76**	76	63	70	1	56	70	58	46	34	51	76	63	29	*	18	43	17	16	10	34
	6%	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*8%*	*5%*	*8%*	*5%*	*6%*	*10%*	*13%*	*9%*
Don't know	**91**	91	86	85	2	72	91	79	50	42	44	91	86	33	1	16	76	28	12	8	17
	8%	*8%*	*9%*	*8%*	*10%*	*7%*	*8%*	*8%*	*7%*	*7%*	*5%*	*8%*	*9%*	*9%*	*19%*	*6%*	*9%*	*10%*	*7%*	*11%*	*5%*
SUMMARY:																					
NET: 9-10	**182**	182	145	165	5	155	173	150	119	96	129	182	145	67	1	33	123	52	42	17	65
	15%	*15%*	*15%*	*15%*	*21%*	*16%*	*15%*	*15%*	*16%*	*16%*	*16%*	*15%*	*15%*	*18%*	*15%*	*14%*	*15%*	*18%*	*26%*	*24%*	*18%*
NET: 7-10	**678**	678	533	630	14	564	655	576	445	358	482	678	533	210	3	147	442	149	106	40	222
	57%	*57%*	*54%*	*57%*	*63%*	*58%*	*57%*	*57%*	*60%*	*61%*	*60%*	*57%*	*54%*	*55%*	*47%*	*61%*	*54%*	*52%*	*65%*	*55%*	*60%*
NET: 4-6	**347**	347	300	324	5	277	339	306	207	161	237	347	300	110	2	63	245	92	43	21	107
	29%	*29%*	*31%*	*29%*	*21%*	*29%*	*29%*	*30%*	*28%*	*27%*	*29%*	*29%*	*31%*	*29%*	*29%*	*26%*	*30%*	*32%*	*26%*	*29%*	*29%*
NET: 1-3	**70**	70	61	65	1	58	69	56	41	24	45	70	61	25	*	17	49	17	2	4	22
	6%	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*4%*	*6%*	*6%*	*6%*	*7%*	*5%*	*7%*	*6%*	*6%*	*1%*	*5%*	*6%*
Mean	**6.79**	6.79	6.70	6.76	7.17	6.81	6.77	6.76	6.86	6.94	6.83	6.79	6.70	6.77	6.87	6.80	6.73	6.76	7.37	7.12	6.85
Standard Deviation	**1.96**	1.96	2.00	1.96	1.87	1.95	1.96	1.93	1.89	1.82	1.91	1.96	2.00	2.10	2.06	2.07	1.97	1.96	1.65	2.04	2.00

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 279

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
Channel 4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**591**	257	334	78	97	132	105	84	95	148	290	153	139	452	30	558	316	101	72	102
Weighted Base	**586**	252	335	81*	95*	123*	109*	83*	95*	161	284	142	135	451	45**	537	489	54	24*	19
1 - LOWEST score	**27**	9	18	2	3	9	6	6	2	9	15	3	12	15	2	26	24	2	1	1
	5%	*4%*	*5%*	*2%*	*3%*	*7%*	*6%*	*8%*	*2%*	*6%*	*5%*	*2%*	*9%*	*3%*	*3%*	*5%*	*5%*	*3%*	*4%*	*3%*
2	**30**	13	17	3	7	2	7	7	4	7	13	10	7	23	2	28	21	6	2	1
	5%	*5%*	*5%*	*4%*	*7%*	*2%*	*7%*	*8%*	*4%*	*4%*	*4%*	*7%*	*5%*	*5%*	*3%*	*5%*	*4%*	*11%*	*7%*	*3%*
3	**20**	9	11	-	6	1	2	5	6	5	8	7	2	18	-	20	17	2	1	1
	3%	*4%*	*3%*	-	*7%*	*1%*	*2%*	*6%*	*7%*	*3%*	*3%*	*5%*	*1%*	*4%*	-	*4%*	*3%*	*3%*	*4%*	*3%*
4	**36**	11	25	*	3	12	10	5	6	8	20	8	6	30	-	36	31	2	2	1
	6%	*4%*	*7%*	*	*4%*	*9%*	*9%*	*5%*	*6%*	*5%*	*7%*	*5%*	*4%*	*7%*	-	*7%*	*6%*	*4%*	*7%*	*5%*
5	**98**	41	57	11	16	19	23	14	16	24	51	23	22	75	8	89	83	10	2	4
	17%	*16%*	*17%*	*14%*	*17%*	*15%*	*21%*	*17%*	*17%*	*15%*	*18%*	*16%*	*17%*	*17%*	*18%*	*17%*	*17%*	*18%*	*9%*	*20%*
6	**65**	29	36	13	17	15	7	6	7	22	33	10	20	45	3	62	49	9	4	3
	11%	*11%*	*11%*	*16%*	*18%*	*12%*	*7%*	*7%*	*8%*	*13%*	*12%*	*7%*	*15%*	*10%*	*7%*	*12%*	*10%*	*17%*	*18%*	*16%*
7	**94**	52	42	18	18	24	13	11	11	16	49	28	15	79	12	81	75	11	4	3
	16%	*21%*	*13%*	*22%*	*19%*	*19%*	*12%*	*14%*	*12%*	*10%*	*17%*	*20%*	*11%*	*18%*	*26%*	*15%*	*15%*	*21%*	*18%*	*18%*
8	**85**	35	51	16	6	17	22	11	14	26	45	14	21	64	8	77	73	5	4	4
	15%	*14%*	*15%*	*20%*	*6%*	*14%*	*20%*	*13%*	*14%*	*16%*	*16%*	*10%*	*15%*	*14%*	*18%*	*14%*	*15%*	*9%*	*15%*	***21%q***
9	**25**	13	13	3	3	8	2	2	7	7	15	4	8	17	2	24	23	1	1	1
	4%	*5%*	*4%*	*4%*	*3%*	*7%*	*2%*	*2%*	*7%*	*4%*	*5%*	*3%*	*6%*	*4%*	*3%*	*4%*	*5%*	*2%*	*3%*	*3%*
10 - HIGHEST score	**19**	5	14	5	2	5	3	2	3	8	5	6	8	11	8	11	17	1	*	*
	3%	*2%*	*4%*	*6%*	*2%*	*4%*	*3%*	*3%*	*3%*	*5%*	*2%*	*4%*	*6%*	*2%*	*18%*	*2%*	*4%*	*2%*	*1%*	*1%*
Don't know	**87**	35	52	10	14	13	15	15	20	28	31	28	14	73	2	84	76	6	3	2
	15%	*14%*	*16%*	*12%*	*15%*	*10%*	*14%*	*18%*	*21%*	*17%*	*11%*	*20%*	*10%*	*16%*	*3%*	*16%*	*16%*	*11%*	*14%*	*8%*
SUMMARY:																				
NET: 9-10	**44**	18	26	8	5	13	5	4	9	15	20	10	16	28	10	35	40	2	1	1
	8%	*7%*	*8%*	*10%*	*5%*	*11%*	*5%*	*5%*	*10%*	*9%*	*7%*	*7%*	*12%*	*6%*	*21%*	*6%*	*8%*	*4%*	*4%*	*4%*
NET: 7-10	**224**	105	119	42	28	54	39	26	34	57	114	52	52	172	29	193	188	18	9	8
	38%	*42%*	*36%*	*52%*	*30%*	*44%*	*36%*	*31%*	*36%*	*36%*	*40%*	*37%*	*38%*	*38%*	*65%*	*36%*	*38%*	*34%*	*37%*	*43%*
NET: 4-6	**199**	81	118	25	36	46	39	24	30	54	104	41	49	150	11	187	163	21	8	8
	34%	*32%*	*35%*	*31%*	*38%*	*37%*	*36%*	*29%*	*31%*	*34%*	*37%*	*29%*	*36%*	*33%*	*25%*	*35%*	*33%*	*39%*	*33%*	*40%*
NET: 1-3	**77**	32	45	5	17	11	15	18	12	21	35	21	21	56	3	74	62	9	4	2
	13%	*13%*	*13%*	*6%*	*17%*	*9%*	*14%*	*22%*	*12%*	*13%*	*12%*	*14%*	*15%*	*12%*	*7%*	*14%*	*13%*	*17%*	*15%*	*9%*
Mean	**5.86**	5.95	5.80	**6.65dg**	5.50	6.06	5.66	5.27	6.00	5.94	5.86	5.78	5.87	5.86	6.98	5.75	5.90	5.55	5.73	6.10
Standard Deviation	**2.25**	2.15	2.33	1.92	2.10	2.26	2.32	2.48	2.21	2.38	2.19	2.25	2.53	2.16	2.25	2.23	2.29	2.13	2.23	1.95

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 280

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
Channel 4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**591**	92	400	94	34	557	382	136	168	394	197	463	128	342	246	217	287	142	208	376	201
Weighted Base	**586**	92*	386	100*	42**	545	374	127*	163	379	180	470	116*	339	244	230	272	155	188	376	196
1 - LOWEST score	**27**	11	7	9	3	24	19	1	3	23	10	26	2	22	5	17	9	11	8	20	7
	5%	***12%b***	*2%*	***9%b***	*7%*	*4%*	*5%*	*1%*	*2%*	*6%*	*6%*	*5%*	*1%*	*7%*	*2%*	*7%*	*3%*	*7%*	*4%*	*5%*	*4%*
2	**30**	3	18	8	3	27	18	4	9	13	11	25	4	20	9	15	12	7	9	21	8
	5%	*3%*	*5%*	*8%*	*7%*	*5%*	*5%*	*3%*	*5%*	*3%*	*6%*	*5%*	*4%*	*6%*	*4%*	*7%*	*4%*	*5%*	*5%*	*6%*	*4%*
3	**20**	5	8	7	-	20	14	4	6	13	9	17	3	14	6	6	9	8	4	12	6
	3%	*5%*	*2%*	*7%*	-	*4%*	*4%*	*3%*	*4%*	*3%*	*5%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*5%*	*2%*	*3%*	*3%*
4	**36**	3	21	10	2	34	25	6	9	25	10	28	8	20	16	9	22	7	14	15	19
	6%	*4%*	*5%*	*10%*	*4%*	*6%*	*7%*	*5%*	*6%*	*7%*	*5%*	*6%*	*7%*	*6%*	*7%*	*4%*	*8%*	*5%*	*7%*	*4%*	*10%*
5	**98**	10	67	20	5	93	65	24	28	69	27	76	22	59	39	37	52	23	36	69	27
	17%	*11%*	*17%*	*20%*	*11%*	*17%*	*17%*	*19%*	*17%*	*18%*	*15%*	*16%*	*19%*	*17%*	*16%*	*16%*	*19%*	*15%*	*19%*	*18%*	*14%*
6	**65**	10	48	7	4	61	48	10	13	34	19	60	5	44	22	30	28	19	27	41	25
	11%	*11%*	*12%*	*7%*	*10%*	*11%*	*13%*	*8%*	*8%*	*9%*	*11%*	*13%*	*5%*	*13%*	*9%*	*13%*	*10%*	*12%*	*14%*	*11%*	*13%*
7	**94**	13	68	14	6	88	58	18	29	63	30	74	20	47	47	35	39	28	26	58	34
	16%	*14%*	*18%*	*14%*	*14%*	*16%*	*15%*	*14%*	*18%*	*17%*	*17%*	*16%*	*17%*	*14%*	*19%*	*15%*	*14%*	*18%*	*14%*	*15%*	*17%*
8	**85**	7	63	15	10	76	52	20	23	52	32	62	23	49	36	31	44	16	31	62	22
	15%	*7%*	*16%*	*15%*	*23%*	*14%*	*14%*	*16%*	*14%*	*14%*	*18%*	*13%*	*20%*	*14%*	*15%*	*13%*	*16%*	*10%*	*16%*	*16%*	*11%*
9	**25**	7	14	5	2	24	17	5	7	20	7	20	6	11	14	12	8	11	4	16	8
	4%	*8%*	*4%*	*5%*	*4%*	*4%*	*5%*	*4%*	*4%*	*5%*	*4%*	*4%*	*5%*	*3%*	*6%*	*5%*	*3%*	*7%*	*2%*	*4%*	*4%*
10 - HIGHEST score	**19**	8	9	-	2	17	12	5	5	12	5	12	7	6	13	8	5	5	7	13	5
	3%	*9%*	*2%*	-	*4%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*6%*	*2%*	*5%*	*3%*	*2%*	*3%*	*4%*	*3%*	*2%*
Don't know	**87**	14	63	5	6	81	46	29	31	56	20	71	16	48	36	31	44	19	22	50	35
	15%	*16%*	*16%*	*5%*	*15%*	*15%*	*12%*	*23%*	*19%*	*15%*	*11%*	*15%*	*14%*	*14%*	*15%*	*13%*	*16%*	*12%*	*12%*	*13%*	*18%*
SUMMARY: NET: 9-10	**44**	15	23	5	3	41	29	10	12	32	12	32	12	16	28	20	13	16	11	28	13
	8%	***16%b***	*6%*	*5%*	*8%*	*8%*	*8%*	*8%*	*7%*	*8%*	*7%*	*7%*	*11%*	*5%*	*11%*	*9%*	*5%*	*10%*	*6%*	*7%*	*7%*
NET: 7-10	**224**	34	154	34	18	205	139	49	64	146	74	168	55	113	110	85	96	61	68	148	69
	38%	*37%*	*40%*	*33%*	*44%*	*38%*	*37%*	*39%*	*39%*	*39%*	*41%*	*36%*	*48%*	*33%*	*45%*	*37%*	*35%*	*39%*	*36%*	*39%*	*35%*
NET: 4-6	**199**	24	136	37	11	188	139	39	49	128	56	164	36	122	77	75	102	49	77	125	70
	34%	*26%*	*35%*	*37%*	*26%*	*35%*	*37%*	*31%*	*30%*	*34%*	*31%*	*35%*	*31%*	*36%*	*32%*	*33%*	*37%*	*32%*	*41%*	*33%*	*36%*
NET: 1-3	**77**	19	33	25	6	71	51	9	18	48	30	68	9	56	21	38	29	26	21	54	21
	13%	***21%b***	*9%*	***24%b***	*14%*	*13%*	*14%*	*7%*	*11%*	*13%*	*17%*	*14%*	*8%*	*17%*	*8%*	*17%*	*11%*	*17%*	*11%*	*14%*	*11%*
Mean	**5.86**	5.73	6.10c	5.13	6.02	5.85	5.81	6.25	6.02	5.85	5.79	5.74	6.38	5.55	6.30m	5.74	5.82	5.78	5.85	5.87	5.81
Standard Deviation	**2.25**	2.84	1.99	2.37	2.53	2.24	2.25	2.05	2.16	2.29	2.36	2.27	2.13	2.28	2.14	2.42	2.09	2.40	2.16	2.30	2.15

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 281

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
Channel 4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**591**	101	12	26	41	38	14	17	72	27	65	76	102
Weighted Base	**586**	54	18**	40**	63*	59*	22**	27**	24*	41**	103*	114*	19
1 - LOWEST score	**27**	2	1	2	3	5	2	2	1	3	-	8	1
	5%	*3%*	*8%*	*4%*	*5%*	*8%*	*7%*	*6%*	***4%k***	*7%*	-	*7%*	***3%k***
2	**30**	6	-	2	3	3	-	3	2	3	3	4	1
	5%	*11%*	-	*4%*	*5%*	*5%*	-	*12%*	*7%*	*7%*	*3%*	*4%*	*3%*
3	**20**	2	2	1	2	2	-	3	1	-	2	6	1
	3%	*3%*	*8%*	*4%*	*2%*	*3%*	-	*12%*	*4%*	-	*1%*	*5%*	*3%*
4	**36**	2	3	5	5	3	-	3	2	6	3	3	1
	6%	*4%*	*17%*	*12%*	*7%*	*5%*	-	*12%*	*7%*	*15%*	*3%*	*3%*	*5%*
5	**98**	10	3	1	15	16	6	-	2	6	16	18	4
	17%	*18%*	*17%*	*4%*	*25%*	*26%*	*28%*	-	*9%*	*16%*	*15%*	*16%*	*20%*
6	**65**	9	3	2	3	2	2	-	4	2	18	19	3
	11%	*17%*	*16%*	*4%*	*5%*	*3%*	*7%*	-	***18%f***	*4%*	*17%*	*17%*	***16%f***
7	**94**	11	3	6	3	8	5	5	4	5	21	20	3
	16%	***21%e***	*17%*	*15%*	*5%*	*14%*	*22%*	*17%*	*18%*	*11%*	*20%*	*17%*	***18%e***
8	**85**	5	-	9	9	11	5	2	4	3	16	18	4
	15%	*9%*	-	*23%*	*15%*	*18%*	*21%*	*6%*	*15%*	*7%*	*16%*	*16%*	***21%b***
9	**25**	1	-	-	6	3	2	2	1	2	5	4	1
	4%	*2%*	-	-	*10%*	*5%*	*7%*	*6%*	*3%*	*4%*	*5%*	*4%*	*3%*
10 - HIGHEST score	**19**	1	-	3	2	3	-	-	*	-	10	-	*
	3%	*2%*	-	*8%*	*2%*	*5%*	-	-	*1%*	-	***9%l***	-	*1%*
Don't know	**87**	6	3	9	13	5	2	8	3	12	11	13	2
	15%	*11%*	*17%*	*23%*	*20%*	*8%*	*7%*	*29%*	*14%*	*30%*	*11%*	*12%*	*8%*
SUMMARY:													
NET: 9-10	**44**	2	-	3	8	6	2	2	1	2	14	4	1
	8%	*4%*	-	*8%*	*12%*	*11%*	*7%*	*6%*	*4%*	*4%*	*14%*	*4%*	*4%*
NET: 7-10	**224**	18	3	18	20	25	11	8	9	9	51	42	8
	38%	*34%*	*17%*	*46%*	*32%*	*42%*	*50%*	*29%*	*37%*	*22%*	*50%*	*37%*	*43%*
NET: 4-6	**199**	21	9	8	23	20	8	3	8	14	36	41	8
	34%	*39%*	*50%*	*20%*	*36%*	*34%*	*36%*	*12%*	*33%*	*34%*	*35%*	*36%*	*40%*
NET: 1-3	**77**	9	3	5	8	9	2	8	4	6	5	18	2
	13%	***17%k***	*17%*	*11%*	*12%*	*15%*	*7%*	*30%*	*15%*	*14%*	*4%*	*16%*	*9%*
Mean	**5.86**	5.55	4.81	6.23	5.80	5.82	6.26	4.73	5.73	4.95	**6.72abil**	5.72	6.10
Standard Deviation	**2.25**	2.13	1.83	2.52	2.41	2.50	2.02	2.64	2.23	2.32	1.89	2.16	1.95

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

Prepared by BDRC Continental

* = Less than .5

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
Channel 4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**591**	548	300	591	37	492	577	520	394	318	400	394	205	591	18	197	442	236	96	70	211
Weighted Base	**586**	551	465	586	12	492	574	524	397	325	394	379	316	586	6	180	448	239	101	76	205
1 - LOWEST score	**27**	27	24	27	*	26	27	24	17	10	20	23	21	27	*	10	24	11	3	7	9
	5%	*5%*	*5%*	*5%*	*3%*	*5%*	*5%*	*5%*	*4%*	*3%*	*5%*	*6%*	*7%*	*5%*	*6%*	*6%*	*5%*	*5%*	*3%*	*9%*	*5%*
2	**30**	24	18	30	1	24	30	27	16	13	12	13	9	30	-	11	22	19	3	2	9
	5%	*4%*	*4%*	*5%*	*6%*	*5%*	*5%*	*5%*	*4%*	*4%*	*3%*	*3%*	*3%*	*5%*	-	*6%*	*5%*	*8%*	*3%*	*2%*	*5%*
3	**20**	18	15	20	*	15	19	19	16	11	15	13	11	20	*	9	16	13	5	2	8
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*3%*	*3%*	*6%*	*5%*	*4%*	*5%*	*5%*	*2%*	*4%*
4	**36**	34	30	36	1	31	36	29	29	26	25	25	22	36	*	10	27	17	6	5	7
	6%	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*6%*	*7%*	*8%*	*6%*	*7%*	*7%*	*6%*	*6%*	*5%*	*6%*	*7%*	*6%*	*6%*	*4%*
5	**98**	93	80	98	2	80	97	94	63	57	64	69	58	98	1	27	75	39	12	14	36
	17%	*17%*	*17%*	*17%*	*14%*	*16%*	*17%*	*18%*	*16%*	*18%*	*16%*	*18%*	*18%*	*17%*	*12%*	*15%*	*17%*	*16%*	*12%*	*19%*	*18%*
6	**65**	59	45	65	2	62	65	62	53	38	41	34	23	65	*	19	50	21	17	9	24
	11%	*11%*	*10%*	*11%*	*13%*	*13%*	*11%*	*12%*	*13%*	*12%*	*10%*	*9%*	*7%*	*11%*	*5%*	*11%*	*11%*	*9%*	*17%*	*11%*	*12%*
7	**94**	91	73	94	2	76	90	85	67	51	71	63	51	94	1	30	67	37	15	12	38
	16%	*16%*	*16%*	*16%*	*19%*	*15%*	*16%*	*16%*	*17%*	*16%*	*18%*	*17%*	*16%*	*16%*	*23%*	*17%*	*15%*	*16%*	*15%*	*16%*	*18%*
8	**85**	81	70	85	3	71	82	72	53	45	57	52	45	85	1	32	66	34	15	7	31
	15%	*15%*	*15%*	*15%*	*24%*	*14%*	*14%*	*14%*	*13%*	*14%*	*15%*	*14%*	*14%*	*15%*	*21%*	*18%*	*15%*	*14%*	*15%*	*9%*	*15%*
9	**25**	25	23	25	1	24	24	21	16	12	20	20	18	25	1	7	19	9	7	4	10
	4%	*5%*	*5%*	*4%*	*5%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*6%*	*4%*	*10%*	*4%*	*4%*	*4%*	*7%*	*5%*	*5%*
10 - HIGHEST score	**19**	17	16	19	-	16	17	16	12	9	16	12	11	19	-	5	13	4	7	4	13
	3%	*3%*	*3%*	*3%*	-	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	-	*3%*	*3%*	*2%*	*7%*	*5%*	*6%*
Don't know	**87**	82	71	87	1	69	86	76	55	52	52	56	48	87	1	20	70	37	10	11	19
	15%	*15%*	*15%*	*15%*	*8%*	*14%*	*15%*	*14%*	*14%*	*16%*	*13%*	*15%*	*15%*	*15%*	*11%*	*11%*	*16%*	*15%*	*10%*	*15%*	*9%*
SUMMARY:																					
NET: 9-10	**44**	42	39	44	1	39	41	36	28	22	36	32	29	44	1	12	31	13	14	7	23
	8%	*8%*	*8%*	*8%*	*5%*	*8%*	*7%*	*7%*	*7%*	*7%*	*9%*	*8%*	*9%*	*8%*	*10%*	*7%*	*7%*	*5%*	*14%*	*10%*	*11%*
NET: 7-10	**224**	214	182	224	6	187	213	193	148	117	164	146	126	224	3	74	165	84	44	27	91
	38%	*39%*	*39%*	*38%*	*48%*	*38%*	*37%*	*37%*	*37%*	*36%*	*42%*	*39%*	*40%*	*38%*	*55%*	*41%*	*37%*	*35%*	*44%*	*35%*	*45%*
NET: 4-6	**199**	186	154	199	4	172	198	186	145	121	130	128	102	199	1	56	152	76	36	28	68
	34%	*34%*	*33%*	*34%*	*32%*	*35%*	*34%*	*35%*	*37%*	*37%*	*33%*	*34%*	*32%*	*34%*	*23%*	*31%*	*34%*	*32%*	*35%*	*36%*	*33%*
NET: 1-3	**77**	69	58	77	1	64	76	70	49	35	48	48	41	77	1	30	62	43	11	11	27
	13%	*13%*	*12%*	*13%*	*11%*	*13%*	*13%*	*13%*	*12%*	*11%*	*12%*	*13%*	*13%*	*13%*	*11%*	*17%*	*14%*	*18%*	*11%*	*14%*	*13%*
Mean	**5.86**	5.90	5.92	5.86	6.14	5.87	5.82	5.81	5.85	5.88	6.00	5.85	5.87	5.86	6.31	5.79	5.80	5.54	6.30	5.72	6.11
Standard Deviation	**2.25**	2.25	2.28	2.25	2.12	2.27	2.25	2.22	2.17	2.11	2.26	2.29	2.35	2.25	2.43	2.36	2.28	2.31	2.25	2.44	2.30

* = Less than .5

J20427 PSB Tracker 2013

Table 283

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
Channel 5

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**360**	156	204	40	56	82	61	47	74	71	172	117	85	275	22	336	176	55	77	52
Weighted Base	**337**	141	196	45*	48*	73*	60*	40*	72*	66*	158	113*	81*	256	31**	302	273	30*	25*	10*
1 - LOWEST score	**25**	9	16	6	2	4	8	1	3	7	14	5	9	16	3	20	21	2	2	*
	7%	*7%*	*8%*	*13%*	*5%*	*6%*	*14%*	*2%*	*5%*	*10%*	*9%*	*4%*	*11%*	*6%*	*11%*	*7%*	*8%*	*6%*	*6%*	*3%*
2	**14**	9	6	-	5	2	5	3	*	5	5	5	5	9	-	14	11	2	1	1
	4%	*6%*	*3%*	-	*11%*	*2%*	*8%*	*7%*	*	*8%*	*3%*	*4%*	*6%*	*4%*	-	*5%*	*4%*	*7%*	*4%*	*7%*
3	**16**	13	3	-	3	3	3	1	6	3	6	7	3	12	2	14	11	2	2	*
	5%	**9%b**	*1%*	-	*6%*	*5%*	*4%*	*1%*	*8%*	*4%*	*4%*	*6%*	*4%*	*5%*	*5%*	*5%*	*4%*	*7%*	*9%*	*3%*
4	**20**	8	11	-	2	6	5	1	6	2	5	13	5	15	3	16	17	2	*	*
	6%	*6%*	*6%*	-	*3%*	*8%*	*8%*	*3%*	*9%*	*2%*	*3%*	*12%*	*6%*	*6%*	*10%*	*5%*	*6%*	*7%*	*1%*	*2%*
5	**55**	20	35	6	7	11	8	8	14	10	23	22	12	43	5	50	42	6	5	2
	16%	*14%*	*18%*	*14%*	*16%*	*16%*	*13%*	*20%*	*19%*	*16%*	*14%*	*19%*	*15%*	*17%*	*16%*	*16%*	*15%*	*22%*	*19%*	*17%*
6	**37**	15	22	7	7	12	4	4	4	5	23	8	11	26	2	35	30	3	3	1
	11%	*10%*	*11%*	*15%*	*14%*	*16%*	*7%*	*10%*	*5%*	*8%*	*15%*	*7%*	*13%*	*10%*	*6%*	*12%*	*11%*	*11%*	*10%*	*14%*
7	**54**	22	33	8	8	10	12	4	12	13	23	18	11	43	8	46	45	4	3	2
	16%	*15%*	*17%*	*19%*	*16%*	*14%*	*20%*	*9%*	*17%*	*19%*	*15%*	*16%*	*14%*	*17%*	*25%*	*15%*	*17%*	*13%*	*13%*	*20%*
8	**39**	19	21	10	3	9	2	7	7	7	24	8	7	32	5	34	33	1	4	2
	12%	*13%*	*11%*	*23%*	*6%*	*13%*	*4%*	*19%*	*10%*	*11%*	*15%*	*7%*	*9%*	*13%*	*16%*	*11%*	*12%*	*2%*	**17%q**	**16%q**
9	**4**	2	2	-	2	*	-	*	2	-	3	1	-	4	-	4	3	-	*	*
	1%	*1%*	*1%*	-	*3%*	*	-	*1%*	*2%*	-	*2%*	*1%*	-	*1%*	-	*1%*	*1%*	-	*1%*	*4%*
10 - HIGHEST score	**13**	3	10	3	-	2	-	2	5	2	2	9	1	12	2	11	11	1	*	*
	4%	*2%*	*5%*	*7%*	-	*3%*	-	*4%*	*7%*	*3%*	*2%*	*8%*	*1%*	*5%*	*5%*	*4%*	*4%*	*4%*	*1%*	*2%*
Don't know	**60**	22	38	4	9	12	13	10	12	13	30	18	17	43	2	57	49	6	4	1
	18%	*16%*	*19%*	*8%*	*20%*	*17%*	*22%*	*24%*	*17%*	*19%*	*19%*	*16%*	*21%*	*17%*	*5%*	*19%*	*18%*	*22%*	*17%*	*10%*
SUMMARY:																				
NET: 9-10	**17**	5	12	3	2	3	-	2	7	2	5	9	1	15	2	15	14	1	1	1
	5%	*3%*	*6%*	*7%*	*3%*	*4%*	-	*5%*	*10%*	*3%*	*3%*	*8%*	*1%*	*6%*	*5%*	*5%*	*5%*	*4%*	*3%*	*6%*
NET: 7-10	**110**	45	65	22	12	22	14	13	26	22	53	35	19	91	15	95	92	5	8	4
	33%	*32%*	*33%*	*49%*	*25%*	*31%*	*24%*	*33%*	*37%*	*33%*	*34%*	*31%*	*23%*	*36%*	*47%*	*31%*	*34%*	*18%*	*33%*	**43%q**
NET: 4-6	**111**	43	68	13	16	29	17	13	24	17	51	43	27	84	10	101	88	12	8	3
	33%	*30%*	*35%*	*30%*	*33%*	*40%*	*28%*	*33%*	*33%*	*26%*	*32%*	*38%*	*34%*	*33%*	*32%*	*33%*	*32%*	*40%*	*31%*	*33%*
NET: 1-3	**55**	31	24	6	10	9	15	4	10	14	24	17	18	38	5	49	43	6	5	1
	16%	*22%*	*12%*	*13%*	*22%*	*13%*	*26%*	*11%*	*13%*	*22%*	*15%*	*15%*	*22%*	*15%*	*16%*	*16%*	*16%*	*20%*	*20%*	*14%*
Mean	**5.53**	5.31	5.70	6.14	5.12	5.63	4.52	5.97	5.84	5.23	5.64	5.56	4.94	5.71	5.71	5.54	5.58	4.93	5.50	5.97
Standard Deviation	**2.35**	2.33	2.36	2.53	2.23	2.16	2.35	2.25	2.33	2.49	2.31	2.33	2.37	2.32	2.43	2.32	2.38	2.19	2.32	2.29

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 284

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
Channel 5

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**360**	47	248	60	28	332	225	93	106	256	360	273	87	203	156	103	178	81	124	220	136
Weighted Base	**337**	52*	226	52*	28**	308	207	91*	102*	242	337	259	78*	187	150	93*	175	83*	104*	207	125*
1 - LOWEST score	**25**	5	13	7	3	22	14	6	8	20	25	23	2	16	9	9	12	5	9	15	10
	7%	*10%*	*6%*	*13%*	*11%*	*7%*	*7%*	*7%*	*8%*	*8%*	*7%*	*9%*	*3%*	*8%*	*6%*	*10%*	*7%*	*6%*	*9%*	*7%*	*8%*
2	**14**	1	9	5	3	11	10	2	2	6	14	13	1	10	4	6	7	4	5	9	5
	4%	*1%*	*4%*	*9%*	*10%*	*4%*	*5%*	*2%*	*2%*	*2%*	*4%*	*5%*	*1%*	*6%*	*3%*	*6%*	*4%*	*5%*	*5%*	*5%*	*4%*
3	**16**	-	12	4	*	15	12	2	3	11	16	14	1	9	7	5	7	6	5	12	4
	5%	-	*5%*	*7%*	*1%*	*5%*	*6%*	*2%*	*3%*	*4%*	*5%*	*5%*	*2%*	*5%*	*5%*	*6%*	*4%*	*7%*	*4%*	*6%*	*3%*
4	**20**	4	11	5	3	17	12	4	4	18	20	12	8	8	12	6	8	4	5	13	7
	6%	*7%*	*5%*	*10%*	*11%*	*5%*	*6%*	*5%*	*4%*	*7%*	*6%*	*5%*	*10%*	*4%*	*8%*	*7%*	*5%*	*5%*	*4%*	*6%*	*6%*
5	**55**	12	32	10	4	51	29	20	21	37	55	42	13	33	22	15	32	13	13	35	19
	16%	*23%*	*14%*	*19%*	*14%*	*16%*	*14%*	*22%*	*21%*	*15%*	*16%*	*16%*	*16%*	*18%*	*15%*	*16%*	*18%*	*16%*	*13%*	*17%*	*16%*
6	**37**	3	29	5	2	35	22	13	13	30	37	28	9	16	21	14	16	9	12	20	16
	11%	*5%*	*13%*	*9%*	*6%*	*11%*	*11%*	*14%*	*13%*	*12%*	*11%*	*11%*	*12%*	*8%*	*14%*	*15%*	*9%*	*11%*	*12%*	*10%*	*13%*
7	**54**	7	38	9	2	52	39	11	13	38	54	40	14	32	22	9	35	10	25	33	20
	16%	*13%*	*17%*	*17%*	*7%*	*17%*	*19%*	*12%*	*13%*	*16%*	*16%*	*15%*	*18%*	*17%*	*14%*	*10%*	*20%*	*13%*	*24%*	*16%*	*16%*
8	**39**	7	29	3	4	36	25	9	11	28	39	30	10	22	17	11	21	13	9	27	13
	12%	*14%*	*13%*	*5%*	*12%*	*12%*	*12%*	*10%*	*11%*	*12%*	*12%*	*11%*	*13%*	*12%*	*11%*	*12%*	*12%*	*15%*	*9%*	*13%*	*10%*
9	**4**	*	2	2	-	4	2	2	2	2	4	3	1	1	2	2	2	1	-	2	2
	1%	*	*1%*	*3%*	-	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	-	*1%*	*1%*
10 - HIGHEST score	**13**	5	6	-	2	11	8	3	3	11	13	5	8	3	10	3	-	4	4	6	3
	4%	*9%*	*3%*	-	*5%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*2%*	***10%k***	*2%*	*6%*	*3%*	-	*5%*	*4%*	*3%*	*3%*
Don't know	**60**	9	43	4	6	54	33	18	21	42	60	50	11	36	25	14	36	13	16	35	25
	18%	*18%*	*19%*	*8%*	*21%*	*18%*	*16%*	*20%*	*21%*	*17%*	*18%*	*19%*	*14%*	*19%*	*16%*	*15%*	*20%*	*15%*	*15%*	*17%*	*20%*
SUMMARY: NET: 9-10	**17**	5	8	2	2	15	10	5	5	13	17	8	8	5	12	4	2	6	4	8	5
	5%	*9%*	*4%*	*3%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*3%*	*11%*	*2%*	*8%*	*5%*	*1%*	*7%*	*4%*	*4%*	*4%*
NET: 7-10	**110**	19	76	13	7	103	73	25	29	79	110	77	33	60	50	24	57	29	38	68	37
	33%	*36%*	*34%*	*25%*	*25%*	*33%*	*36%*	*28%*	*29%*	*33%*	*33%*	*30%*	*42%*	*32%*	*34%*	*26%*	*33%*	*35%*	*37%*	*33%*	*30%*
NET: 4-6	**111**	18	72	19	9	102	64	37	39	84	111	82	30	57	55	35	56	27	30	68	43
	33%	*35%*	*32%*	*37%*	*31%*	*33%*	*31%*	*41%*	*38%*	*35%*	*33%*	*32%*	*38%*	*30%*	*36%*	*38%*	*32%*	*32%*	*29%*	*33%*	*34%*
NET: 1-3	**55**	6	34	15	6	49	36	10	13	36	55	50	5	35	20	20	26	15	19	36	20
	16%	*11%*	*15%*	*29%*	*22%*	*16%*	*17%*	*11%*	*13%*	*15%*	*16%*	*19%*	*6%*	*19%*	*13%*	*21%*	*15%*	*18%*	*19%*	*17%*	*16%*
Mean	**5.53**	5.85	5.66	4.63	4.97	5.58	5.57	5.65	5.60	5.58	5.53	5.29	6.27	5.33	5.78	5.21	5.45	5.64	5.49	5.48	5.46
Standard Deviation	**2.35**	2.55	2.24	2.34	2.73	2.31	2.35	2.20	2.25	2.35	2.35	2.36	2.17	2.34	2.34	2.43	2.14	2.43	2.38	2.32	2.33

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 285

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
Channel 5

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**360**	55	8	10	25	24	9	10	77	14	30	46	52
Weighted Base	**337**	30*	13**	15**	38**	37**	15**	16**	25*	22**	48**	69*	10*
1 - LOWEST score	**25**	2	2	2	3	3	-	-	2	2	3	8	*
	7%	*6%*	*12%*	*10%*	*8%*	*8%*	-	-	*6%*	*8%*	*7%*	*11%*	*3%*
2	**14**	2	-	-	-	2	-	2	1	3	2	3	1
	4%	*7%*	-	-	-	*4%*	-	*10%*	*4%*	*14%*	*3%*	*4%*	*7%*
3	**16**	2	2	-	-	2	-	2	2	-	-	6	*
	5%	*7%*	*12%*	-	-	*4%*	-	*10%*	*9%*	-	-	*9%*	*3%*
4	**20**	2	-	2	3	3	2	-	*	-	6	1	*
	6%	*7%*	-	*10%*	*8%*	*8%*	*11%*	-	*1%*	-	*13%*	*2%*	*2%*
5	**55**	6	-	2	3	3	3	2	5	5	10	15	2
	16%	*22%*	-	*10%*	*8%*	*8%*	*21%*	*10%*	*19%*	*23%*	*20%*	*22%*	*17%*
6	**37**	3	2	3	4	-	3	2	3	3	5	7	1
	11%	*11%*	*13%*	*20%*	*12%*	-	*23%*	*10%*	*10%*	*14%*	*10%*	*11%*	*14%*
7	**54**	4	5	4	5	9	2	3	3	2	6	9	2
	16%	*13%*	*37%*	*30%*	*12%*	*25%*	*11%*	*20%*	*13%*	*8%*	*13%*	*13%*	*20%*
8	**39**	1	2	2	6	9	2	2	4	2	7	3	2
	12%	*2%*	*12%*	*10%*	*16%*	*25%*	*11%*	*10%*	**17%b**	*7%*	*14%*	*4%*	**16%b**
9	**4**	-	-	-	-	-	-	-	*	-	2	1	*
	1%	-	-	-	-	-	-	-	*1%*	-	*3%*	*2%*	*4%*
10 - HIGHEST score	**13**	1	2	-	2	2	-	-	*	-	5	2	*
	4%	*4%*	*13%*	-	*4%*	*4%*	-	-	*1%*	-	*10%*	*2%*	*2%*
Don't know	**60**	6	-	1	12	5	3	5	4	6	3	14	1
	18%	*22%*	-	*10%*	*32%*	*12%*	*22%*	*31%*	*17%*	*27%*	*7%*	*20%*	*10%*
SUMMARY:													
NET: 9-10	**17**	1	2	-	2	2	-	-	1	-	6	3	1
	5%	*4%*	*13%*	-	*4%*	*4%*	-	-	*3%*	-	*13%*	*4%*	*6%*
NET: 7-10	**110**	5	8	6	13	20	3	5	8	3	19	15	4
	33%	*18%*	*63%*	*40%*	*33%*	*55%*	*23%*	*30%*	*33%*	*15%*	*40%*	*22%*	**43%b**
NET: 4-6	**111**	12	2	6	11	6	8	3	8	8	21	24	3
	33%	*40%*	*13%*	*40%*	*28%*	*17%*	*56%*	*20%*	*31%*	*37%*	*43%*	*35%*	*33%*
NET: 1-3	**55**	6	3	2	3	6	-	3	5	5	5	17	1
	16%	*20%*	*24%*	*10%*	*8%*	*16%*	-	*20%*	*20%*	*22%*	*10%*	*24%*	*14%*
Mean	**5.53**	4.93	6.17	5.65	5.97	5.98	5.88	5.41	5.50	4.69	5.99	4.92	5.97
Standard Deviation	**2.35**	2.19	2.76	2.08	2.41	2.53	1.30	2.16	2.32	2.26	2.45	2.36	2.29

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 286

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
Channel 5

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**360**	332	166	337	33	360	356	315	230	182	237	256	129	197	10	360	245	106	73	44	116
Weighted Base	**337**	313	256	316	11	337	334	295	209	167	215	242	198	180	3	337	237	95	73	45	108
1 - LOWEST score	**25**	25	21	25	1	25	25	18	9	3	14	20	18	15	*	25	13	6	*	*	8
	7%	*8%*	*8%*	*8%*	*12%*	*7%*	*8%*	*6%*	*4%*	*2%*	*6%*	*8%*	*9%*	*8%*	*10%*	*7%*	*6%*	*6%*	*1%*	*1%*	*7%*
2	**14**	10	7	13	*	14	13	14	3	3	5	6	4	10	-	14	9	5	-	-	2
	4%	*3%*	*3%*	*4%*	*3%*	*4%*	*4%*	*5%*	*2%*	*2%*	*2%*	*2%*	*2%*	*5%*	-	*4%*	*4%*	*5%*	-	-	*2%*
3	**16**	13	9	13	*	16	15	15	14	11	8	11	8	10	-	16	13	8	5	2	4
	5%	*4%*	*4%*	*4%*	*3%*	*5%*	*5%*	*5%*	*7%*	*7%*	*4%*	*4%*	*4%*	*5%*	-	*5%*	*5%*	*8%*	*7%*	*4%*	*4%*
4	**20**	20	17	19	-	20	20	16	13	9	12	18	15	8	-	20	12	1	7	4	3
	6%	*6%*	*7%*	*6%*	-	*6%*	*6%*	*5%*	*6%*	*5%*	*6%*	*7%*	*8%*	*4%*	-	*6%*	*5%*	*1%*	*10%*	*8%*	*3%*
5	**55**	51	39	53	3	55	55	47	35	32	42	37	28	36	1	55	42	14	11	13	23
	16%	*16%*	*15%*	*17%*	*25%*	*16%*	*16%*	*16%*	*17%*	*19%*	*20%*	*15%*	*14%*	*20%*	*21%*	*16%*	*18%*	*15%*	*14%*	*30%*	*21%*
6	**37**	35	28	37	1	37	37	33	32	26	27	30	23	21	-	37	22	7	10	2	14
	11%	*11%*	*11%*	*12%*	*6%*	*11%*	*11%*	*11%*	*15%*	*16%*	*13%*	*12%*	*12%*	*12%*	-	*11%*	*9%*	*7%*	*14%*	*4%*	*13%*
7	**54**	51	42	49	2	54	54	50	40	27	38	38	31	22	1	54	34	21	8	6	18
	16%	*16%*	*16%*	*16%*	*15%*	*16%*	*16%*	*17%*	*19%*	*16%*	*18%*	*16%*	*16%*	*12%*	*30%*	*16%*	*14%*	*22%*	*11%*	*13%*	*17%*
8	**39**	37	32	39	2	39	38	34	24	21	25	28	24	24	1	39	29	10	14	8	13
	12%	*12%*	*12%*	*12%*	*19%*	*12%*	*11%*	*12%*	*12%*	*12%*	*11%*	*12%*	*12%*	*13%*	*19%*	*12%*	*12%*	*11%*	*19%*	*18%*	*12%*
9	**4**	4	3	4	*	4	4	2	2	2	4	2	1	4	*	4	2	2	2	*	2
	1%	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*9%*	*1%*	*1%*	*2%*	*3%*	*1%*	*2%*
10 - HIGHEST score	**13**	11	10	13	*	13	13	10	10	8	8	11	10	7	*	13	13	8	6	5	7
	4%	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*5%*	*5%*	*4%*	*4%*	*5%*	*4%*	*11%*	*4%*	*5%*	*8%*	*9%*	*12%*	*7%*
Don't know	**60**	58	47	51	1	60	60	56	28	26	33	42	35	24	-	60	48	15	10	4	13
	18%	*19%*	*19%*	*16%*	*12%*	*18%*	*18%*	*19%*	*13%*	*15%*	*15%*	*17%*	*18%*	*13%*	-	*18%*	*20%*	*16%*	*13%*	*9%*	*13%*
SUMMARY:																					
NET: 9-10	**17**	15	13	17	1	17	17	12	12	10	11	13	11	11	1	17	15	10	8	6	9
	5%	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*4%*	*6%*	*6%*	*5%*	*5%*	*6%*	*6%*	*20%*	*5%*	*6%*	*10%*	*11%*	*13%*	*9%*
NET: 7-10	**110**	103	86	105	4	110	108	96	75	58	74	79	66	57	2	110	78	41	30	20	40
	33%	*33%*	*34%*	*33%*	*39%*	*33%*	*32%*	*33%*	*36%*	*34%*	*34%*	*33%*	*33%*	*31%*	*69%*	*33%*	*33%*	*43%*	*42%*	*44%*	*37%*
NET: 4-6	**111**	106	84	109	3	111	111	96	80	66	82	84	67	65	1	111	76	21	27	19	40
	33%	*34%*	*33%*	*35%*	*30%*	*33%*	*33%*	*33%*	*38%*	*40%*	*38%*	*35%*	*34%*	*36%*	*21%*	*33%*	*32%*	*22%*	*38%*	*42%*	*37%*
NET: 1-3	**55**	47	38	50	2	55	53	47	26	17	27	36	31	34	*	55	35	18	5	2	14
	16%	*15%*	*15%*	*16%*	*18%*	*16%*	*16%*	*16%*	*12%*	*10%*	*13%*	*15%*	*15%*	*19%*	*10%*	*16%*	*15%*	*19%*	*7%*	*5%*	*13%*
Mean	**5.53**	5.57	5.59	5.56	5.62	5.53	5.54	5.55	5.85	5.97	5.72	5.58	5.57	5.46	6.65	5.53	5.70	5.90	6.40	6.39	5.89
Standard Deviation	**2.35**	2.33	2.37	2.36	2.67	2.35	2.34	2.28	2.09	1.97	2.18	2.35	2.42	2.42	2.93	2.35	2.35	2.52	2.07	2.12	2.33

* = Less than .5

J20427 PSB Tracker 2013

Table 287

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC1

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1552**	735	817	162	204	291	279	246	370	385	722	445	290	1262	84	1460	875	238	235	204
Weighted Base	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123*	1467	1359	127	76	38
1 - LOWEST score	**28**	17	12	3	1	6	7	6	5	13	11	5	10	19	3	25	24	2	1	1
	2%	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*3%*	*1%*	*1%*	*3%*	*1%*	*3%*	*2%*	*2%*	*2%*	*1%*	*2%*
2	**26**	15	11	4	4	3	6	3	6	7	12	7	3	23	4	22	20	3	2	*
	2%	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*1%*	*1%*	*3%*	*3%*	*1%*
3	**43**	18	25	1	6	10	11	6	8	8	19	16	12	30	2	41	34	4	3	1
	3%	*2%*	*3%*	*	*3%*	*3%*	*4%*	*3%*	*2%*	*2%*	*3%*	*4%*	*4%*	*2%*	*1%*	*3%*	*3%*	*3%*	*4%*	*4%*
4	**70**	36	34	6	4	18	19	9	14	26	27	17	13	57	5	65	55	9	3	3
	4%	*5%*	*4%*	*3%*	*2%*	*6%*	*6%*	*4%*	*4%*	*6%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*7%*	*4%*	*7%*
5	**200**	93	107	23	21	44	36	31	45	54	91	55	34	166	20	180	173	14	9	4
	12%	*12%*	*13%*	*14%*	*10%*	*14%*	*12%*	*13%*	*12%*	*13%*	*12%*	*13%*	*12%*	*13%*	*16%*	*12%*	*13%*	*11%*	*12%*	*10%*
6	**176**	88	88	15	31	37	18	31	45	39	85	52	36	139	12	162	137	18	15	5
	11%	*12%*	*10%*	*9%*	***15%i***	*12%*	*6%*	*13%*	*12%*	*9%*	*11%*	*12%*	*13%*	*11%*	*10%*	*11%*	*10%*	*14%*	***20%p***	*14%*
7	**350**	153	197	41	56	59	67	54	72	87	163	100	66	284	27	321	300	29	13	9
	22%	*20%*	*23%*	*24%*	*27%*	*19%*	*23%*	*23%*	*19%*	*21%*	*22%*	*23%*	*23%*	*22%*	*22%*	*22%*	*22%*	*23%*	*17%*	*22%*
8	**343**	178	165	41	41	64	57	51	90	83	166	94	49	295	16	326	287	29	18	9
	21%	*24%*	*19%*	*24%*	*20%*	*21%*	*19%*	*22%*	*24%*	*20%*	*22%*	*22%*	*17%*	*22%*	*13%*	*22%*	*21%*	*23%*	*24%*	*24%*
9	**141**	66	75	11	15	31	30	22	33	36	75	30	22	119	10	131	125	8	5	2
	9%	*9%*	*9%*	*6%*	*7%*	*10%*	*10%*	*9%*	*9%*	*8%*	*10%*	*7%*	*8%*	*9%*	*8%*	*9%*	*9%*	*6%*	*7%*	*6%*
10 - HIGHEST score	**90**	41	49	14	7	14	18	10	27	28	36	25	14	76	13	75	79	8	2	2
	6%	*5%*	*6%*	*8%*	*4%*	*4%*	*6%*	*4%*	*7%*	*7%*	*5%*	*6%*	*5%*	*6%*	*11%*	*5%*	*6%*	*6%*	*2%*	*5%*
Don't know	**134**	50	84	13	21	23	26	15	36	44	54	36	29	105	10	119	125	2	4	2
	8%	*7%*	*10%*	*8%*	*10%*	*7%*	*9%*	*6%*	*9%*	*10%*	*7%*	*8%*	*10%*	*8%*	*8%*	*8%*	***9%q***	*2%*	*6%*	***6%q***
SUMMARY:																				
NET: 9-10	**231**	107	124	24	22	44	48	32	60	64	111	56	36	195	23	206	204	16	7	4
	14%	*14%*	*15%*	*14%*	*11%*	*14%*	*16%*	*14%*	*16%*	*15%*	*15%*	*13%*	*12%*	*15%*	*19%*	*14%*	*15%*	*13%*	*9%*	*11%*
NET: 7-10	**924**	438	486	106	119	167	172	138	222	235	440	249	151	773	66	854	790	75	38	22
	58%	*58%*	*57%*	*62%*	*57%*	*54%*	*59%*	*58%*	*58%*	*55%*	*60%*	*57%*	*52%*	*59%*	*54%*	*58%*	*58%*	*59%*	*49%*	*57%*
NET: 4-6	**446**	217	229	44	56	98	72	71	104	119	204	124	83	362	38	407	366	40	28	12
	28%	*29%*	*27%*	*26%*	*27%*	*32%*	*25%*	*30%*	*27%*	*28%*	*28%*	*28%*	*29%*	*28%*	*31%*	*28%*	*27%*	*32%*	***37%p***	*31%*
NET: 1-3	**97**	50	47	8	12	19	24	15	19	29	42	27	25	72	9	88	79	10	6	3
	6%	*7%*	*6%*	*4%*	*6%*	*6%*	*8%*	*6%*	*5%*	*7%*	*6%*	*6%*	*9%*	*6%*	*7%*	*6%*	*6%*	*8%*	*8%*	*7%*
Mean	**6.75**	6.72	6.78	6.90	6.75	6.63	6.67	6.69	6.89	6.65	6.81	6.74	6.49	6.81	6.65	6.76	6.79	6.61	6.46	6.59
Standard Deviation	**1.95**	2.00	1.91	1.93	1.74	1.97	2.12	1.94	1.93	2.12	1.90	1.89	2.07	1.92	2.22	1.93	1.95	2.00	1.87	1.98

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 288

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC1

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1552**	182	1109	237	105	1447	968	388	457	820	245	1161	391	871	675	467	788	315	567	942	590
Weighted Base	**1601**	205	1101	268	120*	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
1 - LOWEST score	**28**	3	19	6	3	25	18	4	7	17	5	25	4	22	5	12	14	5	11	20	7
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*
2	**26**	*	15	11	*	25	21	3	3	9	5	19	7	13	13	9	15	7	14	20	6
	2%	*	*1%*	*4%*	*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*
3	**43**	2	31	11	5	38	20	14	17	18	5	32	11	25	18	19	17	9	10	25	17
	3%	*1%*	*3%*	*4%*	*4%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*4%*	*2%*	*3%*	*2%*	*3%*	*3%*
4	**70**	3	47	19	2	69	48	17	19	33	11	53	17	39	31	19	40	17	26	42	27
	4%	*1%*	*4%*	*7%*	*1%*	*5%*	*5%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*5%*	*4%*	*5%*	*5%*	*5%*	*4%*	*4%*
5	**200**	16	140	42	17	183	123	49	56	105	22	155	45	115	83	58	114	41	68	121	77
	12%	*8%*	*13%*	*16%*	*14%*	*12%*	*13%*	*12%*	*12%*	*13%*	*9%*	*13%*	*12%*	*13%*	*12%*	*12%*	*14%*	*12%*	*12%*	*12%*	*13%*
6	**176**	25	115	31	18	158	113	31	43	86	27	138	38	105	71	58	87	47	52	106	66
	11%	*12%*	*10%*	*12%*	*15%*	*11%*	*12%*	*8%*	*9%*	*11%*	*12%*	*11%*	*10%*	*12%*	*10%*	*12%*	*11%*	*14%*	*9%*	*11%*	*11%*
7	**350**	37	253	60	16	334	223	87	105	173	50	270	80	208	140	104	182	69	136	223	124
	22%	*18%*	*23%*	*22%*	*13%*	*23%*	*23%*	*22%*	*22%*	*21%*	*21%*	*22%*	*21%*	*23%*	*20%*	*21%*	*22%*	*21%*	*24%*	*23%*	*21%*
8	**343**	48	245	49	27	316	204	89	107	184	60	259	84	192	150	106	161	63	131	222	119
	21%	*24%*	*22%*	*18%*	*22%*	*21%*	*21%*	*22%*	*22%*	*23%*	*25%*	*21%*	*22%*	*21%*	*22%*	*21%*	*20%*	*19%*	*23%*	*23%*	*20%*
9	**141**	31	92	16	10	131	86	40	45	74	13	102	39	73	68	40	70	30	46	83	54
	9%	***15%c***	*8%*	*6%*	*8%*	*9%*	*9%*	*10%*	*10%*	*9%*	*6%*	*8%*	*10%*	*8%*	*10%*	*8%*	*9%*	*9%*	*8%*	*8%*	*9%*
10 - HIGHEST score	**90**	26	47	11	11	79	50	28	29	48	20	60	30	37	53	29	41	15	31	53	34
	6%	***13%bc***	*4%*	*4%*	*9%*	*5%*	*5%*	*7%*	*6%*	*6%*	*9%*	*5%*	*8%*	*4%*	*8%*	*6%*	*5%*	*5%*	*6%*	*5%*	*6%*
Don't know	**134**	13	98	12	12	121	75	42	45	66	17	104	29	74	59	43	69	33	35	73	61
	8%	*6%*	*9%*	*4%*	*10%*	*8%*	*8%*	*10%*	*9%*	*8%*	*7%*	*9%*	*8%*	*8%*	*9%*	*9%*	*8%*	*10%*	*6%*	*7%*	*10%*
SUMMARY: NET: 9-10	**231**	57	140	27	21	210	136	68	74	122	34	162	68	110	121	69	110	46	77	136	88
	14%	***28%bc***	*13%*	*10%*	*17%*	*14%*	*14%*	*17%*	*16%*	*15%*	*14%*	*13%*	*18%*	*12%*	*18%*	*14%*	*14%*	*14%*	*14%*	*14%*	*15%*
NET: 7-10	**924**	142	638	136	63	861	563	244	286	479	144	691	233	510	411	278	453	177	345	581	331
	58%	***70%bc***	*58%*	*51%*	*53%*	*58%*	*57%*	*61%*	*60%*	*59%*	*61%*	*57%*	*61%*	*57%*	*59%*	*56%*	*56%*	*53%*	*62%*	*59%*	*56%*
NET: 4-6	**446**	44	302	92	36	409	284	97	119	224	60	346	100	259	185	134	241	105	145	268	170
	28%	*22%*	*27%*	*34%*	*30%*	*28%*	*29%*	*24%*	*25%*	*28%*	*25%*	*28%*	*26%*	*29%*	*27%*	*27%*	*30%*	*31%*	*26%*	*27%*	*29%*
NET: 1-3	**97**	5	64	28	8	89	59	21	26	44	16	76	22	59	36	40	46	22	35	65	31
	6%	*3%*	*6%*	***10%a***	*7%*	*6%*	*6%*	*5%*	*6%*	*5%*	*7%*	*6%*	*6%*	*7%*	*5%*	*8%*	*6%*	*7%*	*6%*	*7%*	*5%*
Mean	**6.75**	7.49bc	6.73c	6.25	6.84	6.75	6.70	6.95	6.88	6.81	6.83	6.70	6.92	6.64	6.92	6.67	6.68	6.62	6.77	6.73	6.78
Standard Deviation	**1.95**	1.83	1.89	2.09	2.07	1.94	1.95	1.91	1.91	1.94	2.05	1.95	1.96	1.94	1.94	2.05	1.94	1.96	1.96	1.97	1.90

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 289

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC1

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	1552	238	45	84	111	103	43	54	235	98	135	202	204
Weighted Base	1601	127	69*	129*	172	160	69*	87*	76	152*	215	305	38
1 - LOWEST score	28	2	4	5	-	-	2	-	1	1	3	9	1
	2%	2%	6%ef	4%	-	-	2%	-	1%	1%	2%	3%	2%ef
2	26	3	2	3	3	5	3	-	2	-	-	5	*
	2%	3%	2%	2%	2%	3%	4%	-	3%k	-	-	2%	1%
3	43	4	-	5	5	5	5	1	3	2	2	11	1
	3%	3%	-	4%	3%	3%	7%	2%	4%	1%	1%	3%	4%
4	70	9	7	6	6	5	5	2	3	5	11	9	3
	4%	7%	11%	5%	4%	3%	7%	2%	4%	3%	5%	3%	7%
5	200	14	9	9	17	20	8	10	9	17	34	49	4
	12%	11%	13%	7%	10%	13%	11%	11%	12%	11%	16%	16%	10%
6	176	18	12	16	22	14	3	11	15	20	13	26	5
	11%	14%k	18%	12%	13%	9%	5%	13%	20%afgkl	13%	6%	8%	14%k
7	350	29	11	30	40	42	8	24	13	34	51	61	9
	22%	23%	15%	23%	23%	26%	12%	27%	17%	22%	24%	20%	22%
8	343	29	9	24	45	32	19	16	18	33	38	69	9
	21%	23%	13%	19%	26%	20%	28%	18%	24%	22%	18%	23%	24%
9	141	8	6	19	11	14	5	10	5	16	27	18	2
	9%	6%	9%	14%	6%	9%	7%	11%	7%	10%	13%	6%	6%
10 - HIGHEST score	90	8	6	2	8	13	2	2	2	5	22	20	2
	6%	6%	9%	1%	4%	8%	2%	2%	2%	3%	10%i	7%	5%
Don't know	134	2	2	12	16	11	10	11	4	20	14	30	2
	8%b	2%	2%	9%b	9%b	7%	14%b	13%b	6%	13%b	7%	10%b	6%b
SUMMARY:													
NET: 9-10	231	16	13	20	19	27	7	11	7	20	50	38	4
	14%	13%	18%	16%	11%	17%	10%	13%	9%	13%	23%aim	12%	11%
NET: 7-10	924	75	32	74	103	101	34	51	38	87	139	168	22
	58%	59%	47%	57%	60%	63%	49%	59%	49%	57%	65%l	55%	57%
NET: 4-6	446	40	29	31	45	39	16	23	28	42	58	83	12
	28%	32%	42%	24%	26%	24%	23%	26%	37%a	28%	27%	27%	31%
NET: 1-3	97	10	6	12	8	10	9	1	6	3	5	24	3
	6%	8%	9%	9%	5%	6%	14%jk	2%	8%k	2%	2%	8%	7%
Mean	6.75	6.61	6.30	6.60	6.88	6.91	6.27	6.97	6.46	6.96	7.10i	6.62	6.59
Standard Deviation	1.95	2.00	2.38	2.11	1.71	1.89	2.32	1.46	1.87	1.62	1.92	2.08	1.98

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 290

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC1

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1552**	1412	814	1402	97	1163	1552	1405	968	825	1102	820	446	442	29	245	1552	573	193	121	586
Weighted Base	**1601**	1467	1260	1449	31	1200	1601	1445	1005	838	1125	813	687	448	9	237	1601	594	217	130	576
1 - LOWEST score	**28**	26	23	25	*	25	28	27	13	12	20	17	15	11	*	5	28	9	2	3	8
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*3%*	*4%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*
2	**26**	23	20	20	*	17	26	20	21	8	16	9	6	6	-	5	26	7	1	2	9
	2%	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*2%*	*2%*	*1%*	*	*1%*	*2%*
3	**43**	34	28	42	2	30	43	37	27	21	26	18	14	17	1	5	43	16	4	4	13
	3%	*2%*	*2%*	*3%*	*5%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*4%*	*10%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*
4	**70**	62	49	67	2	48	70	61	42	44	46	33	26	29	-	11	70	39	8	7	27
	4%	*4%*	*4%*	*5%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*6%*	-	*5%*	*4%*	*7%*	*4%*	*5%*	*5%*
5	**200**	188	164	183	3	141	200	183	120	89	138	105	90	59	1	22	200	62	22	11	70
	12%	*13%*	*13%*	*13%*	*9%*	*12%*	*12%*	*13%*	*12%*	*11%*	*12%*	*13%*	*13%*	*13%*	*7%*	*9%*	*12%*	*10%*	*10%*	*9%*	*12%*
6	**176**	166	133	156	6	130	176	154	103	80	123	86	68	38	1	27	176	66	24	11	66
	11%	*11%*	*11%*	*11%*	*20%*	*11%*	*11%*	*11%*	*10%*	*10%*	*11%*	*11%*	*10%*	*9%*	*14%*	*12%*	*11%*	*11%*	*11%*	*9%*	*11%*
7	**350**	322	277	321	4	263	350	317	243	197	278	173	146	99	2	50	350	130	52	33	138
	22%	*22%*	*22%*	*22%*	*12%*	*22%*	*22%*	*22%*	*24%*	*23%*	*25%*	*21%*	*21%*	*22%*	*17%*	*21%*	*22%*	*22%*	*24%*	*26%*	*24%*
8	**343**	313	264	309	10	278	343	310	208	193	233	184	154	97	2	60	343	125	44	23	123
	21%	*21%*	*21%*	*21%*	*31%*	*23%*	*21%*	*21%*	*21%*	*23%*	*21%*	*23%*	*22%*	*22%*	*24%*	*25%*	*21%*	*21%*	*20%*	*18%*	*21%*
9	**141**	126	113	123	3	101	141	129	100	78	100	74	64	32	1	13	141	59	31	16	50
	9%	*9%*	*9%*	*8%*	*10%*	*8%*	*9%*	*9%*	*10%*	*9%*	*9%*	*9%*	*9%*	*7%*	*10%*	*6%*	*9%*	*10%*	*14%*	*12%*	*9%*
10 - HIGHEST score	**90**	77	69	80	*	66	90	80	57	48	63	48	42	28	-	20	90	37	12	11	29
	6%	*5%*	*5%*	*6%*	*1%*	*5%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	-	*9%*	*6%*	*6%*	*6%*	*9%*	*5%*
Don't know	**134**	128	120	125	1	101	134	126	72	68	81	66	61	34	1	17	134	44	17	9	42
	8%	*9%*	*10%*	*9%*	*4%*	*8%*	*8%*	*9%*	*7%*	*8%*	*7%*	*8%*	*9%*	*8%*	*14%*	*7%*	*8%*	*7%*	*8%*	*7%*	*7%*
SUMMARY:																					
NET: 9-10	**231**	204	182	203	3	166	231	209	157	126	163	122	106	59	1	34	231	97	43	27	79
	14%	*14%*	*14%*	*14%*	*11%*	*14%*	*14%*	*14%*	*16%*	*15%*	*14%*	*15%*	*15%*	*13%*	*10%*	*14%*	*14%*	*16%*	*20%*	*21%*	*14%*
NET: 7-10	**924**	838	723	833	17	708	924	836	607	515	674	479	407	255	5	144	924	352	139	83	340
	58%	*57%*	*57%*	*57%*	*55%*	*59%*	*58%*	*58%*	*60%*	*61%*	*60%*	*59%*	*59%*	*57%*	*51%*	*61%*	*58%*	*59%*	*64%*	*64%*	*59%*
NET: 4-6	**446**	417	346	405	11	319	446	398	264	214	307	224	184	126	2	60	446	168	54	30	163
	28%	*28%*	*27%*	*28%*	*34%*	*27%*	*28%*	*28%*	*26%*	*26%*	*27%*	*28%*	*27%*	*28%*	*21%*	*25%*	*28%*	*28%*	*25%*	*23%*	*28%*
NET: 1-3	**97**	84	71	87	2	73	97	84	62	41	62	44	35	34	1	16	97	32	7	8	31
	6%	*6%*	*6%*	*6%*	*7%*	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*5%*	*5%*	*8%*	*14%*	*7%*	*6%*	*5%*	*3%*	*6%*	*5%*
Mean	**6.75**	6.74	6.77	6.74	6.67	6.78	6.75	6.77	6.80	6.87	6.79	6.81	6.85	6.60	6.44	6.83	6.75	6.81	7.08	6.94	6.77
Standard Deviation	**1.95**	1.93	1.94	1.94	1.86	1.95	1.95	1.94	1.93	1.89	1.90	1.94	1.94	2.06	2.23	2.05	1.95	1.95	1.77	2.06	1.88

* = Less than .5

J20427 PSB Tracker 2013

Table 291

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC2

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**618**	335	283	41	74	95	109	120	179	171	274	173	87	531	31	586	352	94	102	70
Weighted Base	**642**	339	303	41**	80*	99*	123*	110*	189	192	282	169	91*	551	44**	597	546	50*	33	13*
1 - LOWEST score	**22**	11	11	2	-	3	8	8	2	7	8	6	3	19	2	21	19	2	1	*
	3%	*3%*	*4%*	*4%*	*-*	*3%*	*6%*	*7%*	*1%*	*4%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*
2	**20**	13	7	-	2	1	5	7	6	8	6	7	3	17	-	20	17	3	*	*
	3%	*4%*	*2%*	*-*	*2%*	*1%*	*4%*	*6%*	*3%*	*4%*	*2%*	*4%*	*3%*	*3%*	*-*	*3%*	*3%*	*5%*	*1%*	*2%*
3	**33**	21	11	2	2	6	9	6	8	14	16	3	5	28	3	30	29	1	2	1
	5%	*6%*	*4%*	*4%*	*2%*	*6%*	*8%*	*5%*	*4%*	*7%*	*6%*	*2%*	*6%*	*5%*	*7%*	*5%*	*5%*	*1%*	*7%*	*4%*
4	**35**	12	23	*	4	10	10	4	7	8	19	8	8	27	2	34	28	4	2	1
	6%	*4%*	*8%*	*1%*	*5%*	*10%*	*8%*	*4%*	*4%*	*4%*	*7%*	*5%*	*9%*	*5%*	*4%*	*6%*	*5%*	*8%*	*6%*	*8%*
5	**87**	42	45	5	12	9	17	17	26	32	36	19	11	76	5	82	74	6	4	3
	13%	*12%*	*15%*	*13%*	*15%*	*9%*	*14%*	*15%*	*14%*	*16%*	*13%*	*11%*	*12%*	*14%*	*11%*	*14%*	*14%*	*13%*	*11%*	*21%*
6	**82**	44	39	5	12	13	12	11	30	21	37	24	7	75	8	74	67	7	6	2
	13%	*13%*	*13%*	*13%*	*15%*	*13%*	*9%*	*10%*	*16%*	*11%*	*13%*	*14%*	*8%*	*14%*	*19%*	*12%*	*12%*	*15%*	*17%*	*12%*
7	**107**	64	43	7	11	20	24	14	31	26	53	28	20	88	11	96	91	10	4	2
	17%	*19%*	*14%*	*17%*	*14%*	*20%*	*19%*	*13%*	*16%*	*14%*	*19%*	*17%*	*22%*	*16%*	*25%*	*16%*	*17%*	*20%*	*13%*	*11%*
8	**91**	44	47	10	14	11	12	14	30	19	38	34	11	79	5	86	72	8	8	3
	14%	*13%*	*15%*	*24%*	*17%*	*11%*	*10%*	*13%*	*16%*	*10%*	*14%*	*20%*	*13%*	*14%*	*11%*	*14%*	*13%*	*16%*	***24%p***	*23%*
9	**54**	28	26	3	10	10	10	8	13	18	22	14	8	47	-	54	49	2	2	1
	8%	*8%*	*9%*	*8%*	*12%*	*10%*	*8%*	*7%*	*7%*	*10%*	*8%*	*8%*	*8%*	*8%*	*-*	*9%*	*9%*	*4%*	*6%*	*7%*
10 - HIGHEST score	**29**	17	12	3	2	4	7	3	10	12	9	8	5	24	4	25	24	4	1	*
	5%	*5%*	*4%*	*8%*	*2%*	*4%*	*6%*	*3%*	*5%*	*6%*	*3%*	*5%*	*5%*	*4%*	*9%*	*4%*	*4%*	*9%*	*3%*	*2%*
Don't know	**82**	41	41	3	12	13	9	18	26	26	37	19	10	72	5	75	76	2	3	1
	13%	*12%*	*13%*	*8%*	*15%*	*13%*	*7%*	*17%*	*14%*	*14%*	*13%*	*11%*	*11%*	*13%*	*11%*	*13%*	*14%*	*4%*	*9%*	*7%*
SUMMARY:																				
NET: 9-10	**83**	46	38	7	12	14	17	11	23	30	31	22	12	71	4	79	73	6	3	1
	13%	*13%*	*12%*	*16%*	*14%*	*14%*	*14%*	*10%*	*12%*	*16%*	*11%*	*13%*	*14%*	*13%*	*9%*	*13%*	*13%*	*13%*	*9%*	*9%*
NET: 7-10	**281**	155	127	23	37	45	53	40	83	75	123	83	43	238	20	262	236	24	15	6
	44%	*46%*	*42%*	*57%*	*46%*	*46%*	*43%*	*36%*	*44%*	*39%*	*44%*	*49%*	*48%*	*43%*	*45%*	*44%*	*43%*	*49%*	*46%*	*43%*
NET: 4-6	**204**	98	107	11	28	32	39	32	62	61	92	51	26	178	15	189	169	18	11	5
	32%	*29%*	*35%*	*27%*	*35%*	*32%*	*32%*	*29%*	*33%*	*32%*	*33%*	*30%*	*29%*	*32%*	*34%*	*32%*	*31%*	*36%*	*34%*	*41%*
NET: 1-3	**75**	45	29	3	3	9	22	21	17	29	30	16	11	64	5	70	65	5	4	1
	12%	*13%*	*10%*	*8%*	*4%*	*9%*	*18%*	*19%*	*9%*	*15%*	*11%*	*9%*	*12%*	*12%*	*11%*	*12%*	*12%*	*11%*	*11%*	*9%*
Mean	**6.22**	6.23	6.20	6.83	6.64	6.31	5.85	5.67	6.41	6.05	6.19	6.45	6.17	6.22	6.27	6.21	6.21	6.24	6.31	6.14
Standard Deviation	**2.23**	2.27	2.20	2.12	1.83	2.12	2.47	2.52	2.05	2.41	2.13	2.20	2.31	2.22	2.08	2.25	2.24	2.32	2.09	2.13

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 292

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC2

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**618**	74	425	105	52	566	352	166	198	298	106	470	148	337	280	215	280	126	187	363	243
Weighted Base	**642**	81*	429	115*	58*	584	362	168	205	286	95*	494	148	357	283	224	291	139*	187	383	245
1 - LOWEST score	**22**	2	9	11	3	19	10	4	7	9	5	20	2	15	7	12	9	4	5	12	10
	3%	*2%*	*2%*	***10%b***	*5%*	*3%*	*3%*	*3%*	*4%*	*3%*	*6%*	*4%*	*1%*	*4%*	*2%*	*6%*	*3%*	*3%*	*3%*	*3%*	*4%*
2	**20**	2	16	1	2	18	9	10	10	8	3	15	5	12	8	9	9	2	5	13	7
	3%	*2%*	*4%*	*1%*	*3%*	*3%*	*2%*	*6%*	*5%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*1%*	*3%*	*4%*	*3%*
3	**33**	3	19	10	*	33	19	7	10	15	6	24	8	17	16	8	18	5	13	19	13
	5%	*4%*	*4%*	*9%*	*	*6%*	*5%*	*4%*	*5%*	*5%*	*6%*	*5%*	*6%*	*5%*	*6%*	*4%*	*6%*	*4%*	*7%*	*5%*	*6%*
4	**35**	3	23	9	1	34	21	11	13	22	3	28	7	25	10	11	19	9	11	19	14
	6%	*4%*	*5%*	*8%*	*3%*	*6%*	*6%*	*6%*	*6%*	*8%*	*3%*	*6%*	*5%*	*7%*	*4%*	*5%*	*7%*	*6%*	*6%*	*5%*	*6%*
5	**87**	10	55	17	8	79	45	25	31	34	13	74	13	61	26	27	49	19	17	57	30
	13%	*13%*	*13%*	*15%*	*13%*	*13%*	*12%*	*15%*	*15%*	*12%*	*13%*	*15%*	*9%*	*17%*	*9%*	*12%*	*17%*	*14%*	*9%*	*15%*	*12%*
6	**82**	8	62	12	8	74	52	13	20	36	12	62	20	36	46	26	36	25	26	49	30
	13%	*10%*	*14%*	*11%*	*14%*	*13%*	*14%*	*8%*	*10%*	*12%*	*13%*	*13%*	*14%*	*10%*	*16%*	*11%*	*12%*	*18%*	*14%*	*13%*	*12%*
7	**107**	14	72	22	10	97	68	22	26	49	19	84	23	63	42	41	40	21	38	74	33
	17%	*17%*	*17%*	*19%*	*18%*	*17%*	*19%*	*13%*	*13%*	*17%*	*20%*	*17%*	*15%*	*18%*	*15%*	*18%*	*14%*	*15%*	*20%*	*19%*	*14%*
8	**91**	15	64	11	12	79	46	25	32	37	12	65	26	47	44	30	33	14	28	51	36
	14%	*19%*	*15%*	*10%*	*21%*	*13%*	*13%*	*15%*	*16%*	*13%*	*12%*	*13%*	*17%*	*13%*	*16%*	*14%*	*11%*	*10%*	*15%*	*13%*	*15%*
9	**54**	12	36	5	2	53	29	22	22	26	5	38	16	21	34	24	24	10	17	26	26
	8%	*14%*	*8%*	*5%*	*3%*	*9%*	*8%*	*13%*	*11%*	*9%*	*5%*	*8%*	*11%*	*6%*	*12%*	*11%*	*8%*	*7%*	*9%*	*7%*	*11%*
10 - HIGHEST score	**29**	4	20	1	2	27	22	3	4	12	6	20	9	17	12	9	11	10	12	15	11
	5%	*5%*	*5%*	*1%*	*4%*	*5%*	*6%*	*2%*	*2%*	*4%*	*6%*	*4%*	*6%*	*5%*	*4%*	*4%*	*4%*	*7%*	*6%*	*4%*	*5%*
Don't know	**82**	8	53	14	10	72	43	26	29	38	12	64	18	44	38	27	43	20	16	48	33
	13%	*10%*	*12%*	*12%*	*17%*	*12%*	*12%*	*15%*	*14%*	*13%*	*13%*	*13%*	*12%*	*12%*	*13%*	*12%*	*15%*	*15%*	*9%*	*13%*	*14%*
SUMMARY: NET: 9-10	**83**	15	56	6	4	79	51	24	26	39	10	58	26	38	45	33	35	20	28	41	38
	13%	*19%*	*13%*	*6%*	*7%*	*14%*	*14%*	*15%*	*13%*	*13%*	*11%*	*12%*	*17%*	*11%*	*16%*	*15%*	*12%*	*15%*	*15%*	*11%*	*15%*
NET: 7-10	**281**	44	191	40	26	255	164	72	84	124	41	207	74	148	132	104	108	55	94	165	107
	44%	*55%*	*45%*	*34%*	*45%*	*44%*	*45%*	*43%*	*41%*	*43%*	*43%*	*42%*	*50%*	*41%*	*47%*	*46%*	*37%*	*40%*	*50%*	*43%*	*44%*
NET: 4-6	**204**	21	140	39	17	187	118	49	64	92	28	164	40	122	82	63	104	52	53	125	74
	32%	*27%*	*33%*	*34%*	*30%*	*32%*	*33%*	*29%*	*31%*	*32%*	*29%*	*33%*	*27%*	*34%*	*29%*	*28%*	*36%*	*38%*	*28%*	*33%*	*30%*
NET: 1-3	**75**	7	44	22	5	70	38	21	27	32	14	59	16	44	31	30	37	11	24	44	30
	12%	*8%*	*10%*	*19%*	*8%*	*12%*	*10%*	*12%*	*13%*	*11%*	*15%*	*12%*	*11%*	*12%*	*11%*	*13%*	*13%*	*8%*	*13%*	*12%*	*12%*
Mean	**6.22**	6.72c	6.31c	5.40	6.30	6.21	6.33	6.15	6.05	6.20	6.05	6.10	6.60	6.01	6.47	6.19	5.98	6.34	6.39	6.14	6.25
Standard Deviation	**2.23**	2.14	2.16	2.31	2.16	2.24	2.17	2.31	2.30	2.23	2.37	2.23	2.20	2.26	2.19	2.38	2.23	2.15	2.23	2.16	2.34

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 293

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC2

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**618**	94	18	28	44	34	13	27	102	41	60	87	70
Weighted Base	**642**	50*	27**	44**	68*	53*	21**	44**	33	63*	96*	131*	13*
1 - LOWEST score	**22**	2	1	-	2	2	2	5	1	2	2	5	*
	3%	*4%*	*5%*	-	*2%*	*3%*	*7%*	*11%*	*3%*	*2%*	*2%*	*3%*	*3%*
2	**20**	3	-	3	-	2	-	2	*	3	2	6	*
	3%	*5%*	-	*7%*	-	*3%*	-	*4%*	*1%*	*5%*	*2%*	*5%*	*2%*
3	**33**	1	4	-	3	2	5	2	2	2	5	8	1
	5%	*1%*	*16%*	-	*5%*	*3%*	*23%*	*4%*	*7%*	*3%*	*5%*	*6%*	*4%*
4	**35**	4	-	3	3	5	-	2	2	9	2	5	1
	6%	*8%*	-	*7%*	*4%*	*9%*	-	*4%*	*6%*	*15%*	*2%*	*3%*	*8%*
5	**87**	6	5	6	11	9	-	10	4	3	10	21	3
	13%	*13%*	*17%*	*14%*	*16%*	*17%*	-	*22%*	*11%*	*5%*	*10%*	*16%*	**21%j**
6	**82**	7	4	6	6	3	3	5	6	11	15	14	2
	13%	*15%*	*16%*	*14%*	*9%*	*6%*	*16%*	*11%*	*17%*	*17%*	*15%*	*10%*	*12%*
7	**107**	10	3	5	11	9	2	8	4	9	24	21	2
	17%	*20%*	*11%*	*11%*	*16%*	*17%*	*8%*	*18%*	*13%*	*14%*	*25%*	*16%*	*11%*
8	**91**	8	2	6	6	9	3	5	8	8	14	18	3
	14%	*16%*	*6%*	*14%*	*9%*	*18%*	*15%*	*11%*	**24%a**	*12%*	*15%*	*14%*	*23%*
9	**54**	2	3	6	8	5	2	-	2	5	5	16	1
	8%	*4%*	*11%*	*14%*	*11%*	*9%*	*7%*	-	*6%*	*7%*	*5%*	*12%*	*7%*
10 - HIGHEST score	**29**	4	2	-	5	2	-	-	1	3	8	5	*
	5%	*9%*	*6%*	-	*7%*	*3%*	-	-	*3%*	*5%*	*8%*	*4%*	*2%*
Don't know	**82**	2	3	8	14	6	5	7	3	9	11	13	1
	13%	*4%*	*11%*	*17%*	*20%*	*12%*	*23%*	*15%*	*9%*	*14%*	*11%*	*10%*	*7%*
SUMMARY:													
NET: 9-10	**83**	6	5	6	12	7	2	-	3	8	13	21	1
	13%	*13%*	*17%*	*14%*	*18%*	*12%*	*7%*	-	*9%*	*12%*	*13%*	*16%*	*9%*
NET: 7-10	**281**	24	9	17	30	25	6	13	15	25	51	60	6
	44%	*49%*	*34%*	*39%*	*43%*	*47%*	*31%*	*29%*	*46%*	*39%*	*53%*	*46%*	*43%*
NET: 4-6	**204**	18	9	16	20	17	3	16	11	23	26	39	5
	32%	*36%*	*33%*	*36%*	*30%*	*32%*	*16%*	*38%*	*34%*	*37%*	*27%*	*30%*	*41%*
NET: 1-3	**75**	5	6	3	5	5	6	8	4	6	8	18	1
	12%	*11%*	*22%*	*7%*	*7%*	*9%*	*30%*	*18%*	*11%*	*10%*	*8%*	*14%*	*9%*
Mean	**6.22**	6.24	5.86	6.29	6.58	6.25	5.42	5.16	6.31	6.10	6.68	6.22	6.14
Standard Deviation	**2.23**	2.32	2.48	2.09	2.17	2.20	2.63	2.24	2.09	2.27	2.00	2.32	2.13

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 294

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC2

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**618**	555	327	569	49	457	614	618	407	406	459	298	155	236	16	106	573	618	100	103	276
Weighted Base	**642**	587	506	593	16	472	637	642	422	425	474	286	239	239	5	95	594	642	106	113	269
1 - LOWEST score	**22**	19	17	20	1	19	22	22	13	14	17	9	8	13	1	5	22	22	*	6	10
	3%	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*5%*	*12%*	*6%*	*4%*	*3%*	*	*5%*	*4%*
2	**20**	18	15	20	-	17	20	20	14	13	14	8	6	8	-	3	19	20	5	5	10
	3%	*3%*	*3%*	*3%*	-	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	-	*3%*	*3%*	*3%*	*5%*	*5%*	*4%*
3	**33**	31	29	29	2	19	32	33	19	19	18	15	14	16	1	6	28	33	6	4	9
	5%	*5%*	*6%*	*5%*	*10%*	*4%*	*5%*	*5%*	*5%*	*4%*	*4%*	*5%*	*6%*	*7%*	*19%*	*6%*	*5%*	*5%*	*6%*	*3%*	*3%*
4	**35**	34	28	34	1	28	35	35	25	23	28	22	17	18	-	3	34	35	5	3	16
	6%	*6%*	*6%*	*6%*	*4%*	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*8%*	*7%*	*8%*	-	*3%*	*6%*	*6%*	*5%*	*3%*	*6%*
5	**87**	81	69	80	1	64	87	87	58	63	64	34	28	32	*	13	82	87	14	20	35
	13%	*14%*	*14%*	*14%*	*8%*	*13%*	*14%*	*13%*	*14%*	*15%*	*14%*	*12%*	*12%*	*13%*	*7%*	*13%*	*14%*	*13%*	*13%*	*18%*	*13%*
6	**82**	75	63	72	2	58	81	82	49	54	66	36	29	31	*	12	73	82	14	17	34
	13%	*13%*	*12%*	*12%*	*12%*	*12%*	*13%*	*13%*	*12%*	*13%*	*14%*	*12%*	*12%*	*13%*	*6%*	*13%*	*12%*	*13%*	*14%*	*15%*	*13%*
7	**107**	99	86	98	2	79	107	107	81	67	81	49	42	38	1	19	96	107	23	15	47
	17%	*17%*	*17%*	*17%*	*15%*	*17%*	*17%*	*17%*	*19%*	*16%*	*17%*	*17%*	*17%*	*16%*	*20%*	*20%*	*16%*	*17%*	*22%*	*13%*	*17%*
8	**91**	82	65	84	5	66	89	91	48	57	63	37	28	25	*	12	86	91	15	7	42
	14%	*14%*	*13%*	*14%*	*31%*	*14%*	*14%*	*14%*	*11%*	*13%*	*13%*	*13%*	*12%*	*10%*	*6%*	*12%*	*15%*	*14%*	*14%*	*6%*	*16%*
9	**54**	48	43	51	1	40	54	54	44	38	43	26	23	23	1	5	51	54	7	9	19
	8%	*8%*	*9%*	*9%*	*8%*	*8%*	*9%*	*8%*	*10%*	*9%*	*9%*	*9%*	*10%*	*10%*	*12%*	*5%*	*9%*	*8%*	*6%*	*8%*	*7%*
10 - HIGHEST score	**29**	24	20	27	*	23	29	29	19	20	25	12	9	7	-	6	27	29	6	8	14
	5%	*4%*	*4%*	*5%*	*2%*	*5%*	*5%*	*5%*	*4%*	*5%*	*5%*	*4%*	*4%*	*3%*	-	*6%*	*5%*	*5%*	*6%*	*7%*	*5%*
Don't know	**82**	74	70	77	1	59	80	82	52	57	54	38	35	29	1	12	75	82	11	18	32
	13%	*13%*	*14%*	*13%*	*6%*	*12%*	*13%*	*13%*	*12%*	*13%*	*11%*	*13%*	*15%*	*12%*	*17%*	*13%*	*13%*	*13%*	*10%*	*16%*	*12%*
SUMMARY:																					
NET: 9-10	**83**	72	64	78	2	62	83	83	63	58	68	39	33	30	1	10	78	83	13	17	33
	13%	*12%*	*13%*	*13%*	*10%*	*13%*	*13%*	*13%*	*15%*	*14%*	*14%*	*13%*	*14%*	*12%*	*12%*	*11%*	*13%*	*13%*	*12%*	*15%*	*12%*
NET: 7-10	**281**	254	215	260	9	208	280	281	192	182	213	124	102	93	2	41	261	281	51	39	122
	44%	*43%*	*42%*	*44%*	*55%*	*44%*	*44%*	*44%*	*45%*	*43%*	*45%*	*43%*	*43%*	*39%*	*38%*	*43%*	*44%*	*44%*	*48%*	*34%*	*45%*
NET: 4-6	**204**	190	160	187	4	149	203	204	132	140	158	92	74	81	1	28	189	204	33	41	85
	32%	*32%*	*32%*	*32%*	*25%*	*32%*	*32%*	*32%*	*31%*	*33%*	*33%*	*32%*	*31%*	*34%*	*13%*	*29%*	*32%*	*32%*	*31%*	*36%*	*32%*
NET: 1-3	**75**	69	62	69	2	56	75	75	47	46	48	32	28	37	2	14	69	75	11	15	30
	12%	*12%*	*12%*	*12%*	*14%*	*12%*	*12%*	*12%*	*11%*	*11%*	*10%*	*11%*	*12%*	*15%*	*32%*	*15%*	*12%*	*12%*	*11%*	*13%*	*11%*
Mean	**6.22**	6.18	6.15	6.21	6.42	6.19	6.21	6.22	6.25	6.24	6.29	6.20	6.19	5.87	5.28	6.05	6.21	6.22	6.36	5.99	6.24
Standard Deviation	**2.23**	2.21	2.23	2.25	2.23	2.29	2.24	2.23	2.23	2.23	2.22	2.23	2.24	2.34	3.08	2.37	2.26	2.23	2.09	2.42	2.26

* = Less than .5

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC3

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**278**	127	151	75	34	71	34	24	40	63	127	88	62	216	35	243	168	43	41	26
Weighted Base	**306**	135*	170	88*	33**	75*	34**	28**	47*	76*	134*	96*	59*	247	55*	251	265	23*	14*	5**
1 - LOWEST score	**8**	4	3	2	2	1	*	2	2	2	4	2	2	6	2	6	6	-	1	*
	2%	*3%*	*2%*	*2%*	*5%*	*1%*	*1%*	*6%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	-	*7%*	*3%*
2	**10**	3	7	5	2	-	-	3	*	3	4	4	3	7	3	7	9	*	*	-
	3%	*2%*	*4%*	*6%*	*5%*	-	-	*11%*	*1%*	*4%*	*3%*	*4%*	*5%*	*3%*	*6%*	*3%*	*4%*	*2%*	*2%*	-
3	**6**	3	3	-	2	2	1	-	2	-	2	4	2	4	-	6	5	1	-	*
	2%	*2%*	*2%*	-	*5%*	*2%*	*2%*	-	*5%*	-	*2%*	*4%*	*3%*	*2%*	-	*2%*	*2%*	*5%*	-	*3%*
4	**20**	5	15	3	2	3	7	2	3	3	7	10	4	16	-	20	19	-	*	1
	6%	*3%*	*9%*	*4%*	*6%*	*4%*	*19%*	*6%*	*7%*	*4%*	*5%*	*10%*	*7%*	*6%*	-	*8%*	*7%*	-	*2%*	*12%*
5	**33**	14	19	12	4	6	5	1	4	14	11	8	6	27	5	28	27	4	2	1
	11%	*10%*	*11%*	*14%*	*12%*	*8%*	*16%*	*5%*	*8%*	*19%*	*8%*	*8%*	*11%*	*11%*	*9%*	*11%*	*10%*	*17%*	*13%*	*16%*
6	**39**	24	15	18	3	10	*	4	4	6	25	9	3	36	8	31	33	2	3	1
	13%	*18%*	*9%*	*21%*	*8%*	*13%*	*1%*	*12%*	*9%*	*7%*	*18%*	*10%*	*6%*	*14%*	*15%*	*12%*	*13%*	*7%*	*24%*	*20%*
7	**67**	32	35	23	10	13	8	2	11	19	22	26	9	58	16	51	62	4	1	1
	22%	*24%*	*21%*	*26%*	*31%*	*17%*	*25%*	*7%*	*24%*	*25%*	*17%*	*27%*	*16%*	*24%*	*30%*	*20%*	*23%*	*16%*	*10%*	*13%*
8	**43**	21	22	10	5	15	4	2	7	11	19	13	7	36	10	33	36	4	2	1
	14%	*16%*	*13%*	*12%*	*15%*	*20%*	*12%*	*6%*	*15%*	*14%*	*15%*	*13%*	*12%*	*15%*	*17%*	*13%*	*14%*	*16%*	*17%*	*16%*
9	**15**	7	8	-	2	7	-	4	3	2	10	2	5	11	-	15	13	1	1	*
	5%	*6%*	*5%*	-	*5%*	*9%*	-	*13%*	*7%*	*3%*	*8%*	*3%*	*8%*	*4%*	-	*6%*	*5%*	*5%*	*10%*	*4%*
10 - HIGHEST score	**15**	8	7	5	*	4	2	-	4	4	4	7	4	11	6	8	13	2	*	-
	5%	*6%*	*4%*	*5%*	*1%*	*5%*	*6%*	-	*8%*	*5%*	*3%*	*7%*	*6%*	*4%*	*12%*	*3%*	*5%*	*7%*	*3%*	-
Don't know	**50**	14	36	10	3	16	6	9	7	13	25	12	14	36	5	45	42	6	2	1
	16%	*10%*	*21%*	*11%*	*8%*	*21%*	*18%*	*33%*	*14%*	*17%*	*18%*	*13%*	*24%*	*14%*	*9%*	*18%*	*16%*	*26%*	*12%*	*15%*
SUMMARY:																				
NET: 9-10	**30**	15	15	5	2	10	2	4	7	6	14	9	9	21	6	24	25	3	2	*
	10%	*11%*	*9%*	*5%*	*6%*	*14%*	*6%*	*13%*	*15%*	*8%*	*11%*	*10%*	*15%*	*9%*	*12%*	*9%*	*10%*	*12%*	*12%*	*4%*
NET: 7-10	**140**	69	71	38	17	38	15	8	25	36	56	48	25	115	32	108	123	10	5	1
	46%	*51%*	*42%*	*43%*	*52%*	*50%*	*43%*	*27%*	*54%*	*47%*	*42%*	*50%*	*42%*	*47%*	*59%*	*43%*	*47%*	*44%*	*39%*	*32%*
NET: 4-6	**92**	43	49	34	9	19	12	7	11	23	43	26	14	78	13	79	79	5	5	2
	30%	*32%*	*29%*	*38%*	*26%*	*26%*	*36%*	*24%*	*23%*	*30%*	*32%*	*28%*	*23%*	*32%*	*24%*	*31%*	*30%*	*23%*	*39%*	*47%*
NET: 1-3	**24**	10	13	7	5	2	1	5	4	4	10	9	6	18	5	19	20	2	1	*
	8%	*8%*	*8%*	*8%*	*14%*	*3%*	*3%*	*17%*	*9%*	*6%*	*7%*	*10%*	*10%*	*7%*	*9%*	*8%*	*8%*	*7%*	*10%*	*7%*
Mean	**6.35**	6.51	6.20	6.18	5.99	6.95	6.08	5.55	6.62	6.37	6.38	6.28	6.32	6.35	6.69	6.26	6.34	6.70	6.23	5.88
Standard Deviation	**2.08**	2.02	2.12	1.92	2.19	1.80	1.97	2.75	2.22	2.00	2.07	2.16	2.44	2.00	2.16	2.05	2.07	2.06	2.35	2.08

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

J20427 PSB Tracker 2013

Table 296

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC3

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**278**	53	197	26	-	278	185	76	89	152	73	219	59	152	125	103	111	61	109	153	121
Weighted Base	**306**	67*	208	28**	-**	306	199	85*	102*	162	73*	241	65*	158	148	109*	122*	73*	113*	174	126*
1 - LOWEST score	**8**	-	6	2	-	8	6	2	2	3	1	7	*	4	3	2	5	2	4	6	2
	2%	-	*3%*	*7%*	-	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*3%*	*	*3%*	*2%*	*2%*	*4%*	*3%*	*3%*	*3%*	*1%*
2	**10**	4	6	-	-	10	4	7	7	5	2	8	2	4	7	5	3	-	4	4	5
	3%	*6%*	*3%*	-	-	*3%*	*2%*	*8%*	*7%*	*3%*	*2%*	*3%*	*3%*	*2%*	*4%*	*5%*	*3%*	-	*3%*	*2%*	*4%*
3	**6**	*	6	-	-	6	4	1	2	4	2	4	2	2	4	2	2	2	2	3	3
	2%	*	*3%*	-	-	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
4	**20**	2	12	6	-	20	7	11	11	9	9	13	7	5	15	7	7	2	3	5	15
	6%	*3%*	*6%*	*23%*	-	*6%*	*3%*	*13%*	*11%*	*6%*	*13%*	*5%*	*10%*	*3%*	*10%*	*6%*	*5%*	*2%*	*3%*	*3%*	*12%*
5	**33**	5	22	6	-	33	19	10	13	16	9	21	11	15	18	16	9	5	14	19	13
	11%	*7%*	*11%*	*21%*	-	*11%*	*10%*	*12%*	*13%*	*10%*	*12%*	*9%*	*18%*	*9%*	*12%*	*15%*	*8%*	*7%*	*12%*	*11%*	*10%*
6	**39**	7	31	2	-	39	27	10	12	20	5	36	3	18	21	20	15	7	19	22	18
	13%	*10%*	*15%*	*7%*	-	*13%*	*14%*	*12%*	*12%*	*12%*	*6%*	*15%*	*4%*	*11%*	*14%*	*18%*	*12%*	*9%*	*16%*	*12%*	*14%*
7	**67**	15	46	6	-	67	51	15	15	35	15	54	13	41	26	22	32	22	26	41	26
	22%	*23%*	*22%*	*22%*	-	*22%*	*25%*	*18%*	*15%*	*22%*	*21%*	*23%*	*20%*	*26%*	*18%*	*20%*	*26%*	*30%*	*23%*	*24%*	*21%*
8	**43**	7	33	2	-	43	28	6	14	22	11	34	9	30	13	12	15	8	16	24	17
	14%	*11%*	*16%*	*9%*	-	*14%*	*14%*	*7%*	*14%*	*14%*	*15%*	*14%*	*13%*	*19%*	*9%*	*11%*	*13%*	*11%*	*14%*	*14%*	*14%*
9	**15**	6	10	-	-	15	11	2	4	10	2	11	4	7	8	3	7	7	4	12	3
	5%	*8%*	*5%*	-	-	*5%*	*5%*	*2%*	*4%*	*6%*	*3%*	*5%*	*6%*	*4%*	*5%*	*3%*	*6%*	*9%*	*4%*	*7%*	*3%*
10 - HIGHEST score	**15**	8	4	1	-	15	9	5	6	9	4	13	2	6	9	4	3	2	5	8	5
	5%	**12%b**	*2%*	*5%*	-	*5%*	*5%*	*6%*	*6%*	*5%*	*6%*	*5%*	*3%*	*4%*	*6%*	*4%*	*3%*	*3%*	*5%*	*5%*	*4%*
Don't know	**50**	14	33	2	-	50	34	16	16	29	13	38	12	27	23	15	24	17	15	30	20
	16%	*21%*	*16%*	*5%*	-	*16%*	*17%*	*19%*	*16%*	*18%*	*18%*	*16%*	*19%*	*17%*	*16%*	*14%*	*19%*	*24%*	*14%*	*17%*	*16%*
SUMMARY: NET: 9-10	**30**	14	13	1	-	30	20	7	9	18	7	24	6	13	17	7	10	9	10	20	8
	10%	**20%b**	*6%*	*5%*	-	*10%*	*10%*	*8%*	*9%*	*11%*	*9%*	*10%*	*9%*	*8%*	*11%*	*7%*	*8%*	*12%*	*9%*	*12%*	*7%*
NET: 7-10	**140**	36	92	10	-	140	99	29	39	76	33	113	28	84	56	41	57	38	53	85	52
	46%	*54%*	*44%*	*36%*	-	*46%*	*50%*	*33%*	*38%*	*47%*	*45%*	*47%*	*43%*	*53%*	*38%*	*38%*	*47%*	*53%*	*46%*	*49%*	*41%*
NET: 4-6	**92**	13	65	14	-	92	54	32	36	45	23	71	21	38	54	43	31	14	36	46	45
	30%	*19%*	*31%*	*51%*	-	*30%*	*27%*	*37%*	*36%*	*28%*	*31%*	*29%*	*32%*	*24%*	*37%*	*39%*	*25%*	*19%*	*32%*	*27%*	*36%*
NET: 1-3	**24**	4	18	2	-	24	13	9	10	12	5	20	4	9	14	10	10	3	10	13	9
	8%	*6%*	*9%*	*7%*	-	*8%*	*7%*	*10%*	*10%*	*7%*	*6%*	*8%*	*6%*	*6%*	*10%*	*9%*	*8%*	*5%*	*9%*	*7%*	*7%*
Mean	**6.35**	7.03	6.23	5.54	-	6.35	6.54	5.79	6.02	6.47	6.27	6.38	6.22	6.60	6.07	6.03	6.29	6.78	6.33	6.51	6.12
Standard Deviation	**2.08**	2.14	1.97	2.15	-	2.08	1.97	2.25	2.23	2.07	2.08	2.10	1.99	1.92	2.20	2.00	2.10	1.85	2.04	2.07	2.00

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 297

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC3

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**278**	43	10	18	17	21	4	8	41	13	42	35	26
Weighted Base	**306**	23*	16**	28**	26**	33**	7**	13**	14*	20**	68*	54*	5**
1 - LOWEST score	**8**	-	2	2	-	2	-	-	1	-	2	-	*
	2%	-	*10%*	*6%*	-	*5%*	-	-	*7%*	-	*3%*	-	*3%*
2	**10**	*	-	3	-	-	-	-	*	1	5	-	-
	3%	*2%*	-	*11%*	-	-	-	-	*2%*	*7%*	*7%*	-	-
3	**6**	1	2	-	-	-	-	-	-	-	2	2	*
	2%	*5%*	*10%*	-	-	-	-	-	-	-	*2%*	*3%*	*3%*
4	**20**	-	3	-	-	8	-	2	*	2	3	1	1
	6%	-	*19%*	-	-	*24%*	-	*13%*	*2%*	*8%*	*5%*	*3%*	*12%*
5	**33**	4	-	-	5	2	-	2	2	5	5	9	1
	11%	*17%*	-	-	*17%*	*5%*	-	*13%*	*13%*	*25%*	*7%*	*17%*	*16%*
6	**39**	2	-	3	6	3	-	2	3	3	7	9	1
	13%	*7%*	-	*11%*	*24%*	*10%*	-	*12%*	*24%*	*15%*	*10%*	*17%*	*20%*
7	**67**	4	3	11	2	8	2	3	1	5	18	11	1
	22%	*16%*	*20%*	*40%*	*6%*	*24%*	*26%*	*24%*	*10%*	*23%*	*26%*	*20%*	*13%*
8	**43**	4	2	2	3	6	-	2	2	2	13	8	1
	14%	*16%*	*10%*	*5%*	*12%*	*19%*	-	*13%*	*17%*	*8%*	*19%*	*14%*	*16%*
9	**15**	1	2	-	2	-	3	-	1	-	3	3	*
	5%	*5%*	*11%*	-	*6%*	-	*50%*	-	*10%*	-	*5%*	*5%*	*4%*
10 - HIGHEST score	**15**	2	-	2	3	-	-	-	*	-	5	3	-
	5%	*7%*	-	*6%*	*11%*	-	-	-	*3%*	-	*7%*	*6%*	-
Don't know	**50**	6	3	6	6	5	2	3	2	3	6	8	1
	16%	*26%*	*20%*	*21%*	*23%*	*14%*	*23%*	*24%*	*12%*	*15%*	*9%*	*14%*	*15%*
SUMMARY:													
NET: 9-10	**30**	3	2	2	5	-	3	-	2	-	8	6	*
	10%	*12%*	*11%*	*6%*	*17%*	-	*50%*	-	*12%*	-	*12%*	*11%*	*4%*
NET: 7-10	**140**	10	6	14	9	14	5	5	5	6	39	25	1
	46%	*44%*	*40%*	*50%*	*35%*	*43%*	*77%*	*38%*	*39%*	*30%*	*57%*	*46%*	*32%*
NET: 4-6	**92**	5	3	3	11	13	-	5	5	10	15	20	2
	30%	*23%*	*19%*	*11%*	*41%*	*39%*	-	*38%*	*39%*	*48%*	*22%*	*37%*	*47%*
NET: 1-3	**24**	2	3	5	-	2	-	-	1	1	8	2	*
	8%	*7%*	*20%*	*17%*	-	*5%*	-	-	*10%*	*7%*	*12%*	*3%*	*7%*
Mean	**6.35**	6.70	5.40	5.99	6.99	5.84	8.31	6.15	6.23	5.63	6.47	6.67	5.88
Standard Deviation	**2.08**	2.06	2.73	2.51	1.78	1.94	1.06	1.43	2.35	1.63	2.29	1.67	2.08

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 298

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC3

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**278**	264	165	255	17	227	272	248	278	192	207	152	91	96	5	73	193	100	278	64	96
Weighted Base	**306**	294	257	283	6	248	298	273	306	204	234	162	140	101	2	73	217	106	306	72	112
1 - LOWEST score	**8**	7	6	8	1	7	8	8	8	6	4	3	3	*	*	1	8	3	8	2	2
	2%	*2%*	*2%*	*3%*	*12%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*	*20%*	*1%*	*3%*	*3%*	*2%*	*3%*	*2%*
2	**10**	9	9	9	-	8	10	7	10	6	5	5	5	4	-	2	8	3	10	1	1
	3%	*3%*	*4%*	*3%*	-	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	-	*2%*	*4%*	*3%*	*3%*	*2%*	*1%*
3	**6**	5	5	6	-	4	6	6	6	4	2	4	3	2	-	2	3	2	6	4	-
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	-	*3%*	*1%*	*2%*	*2%*	*6%*	-
4	**20**	20	19	18	*	19	20	20	20	15	16	9	9	10	-	9	13	8	20	8	10
	6%	*7%*	*7%*	*6%*	*6%*	*8%*	*7%*	*7%*	*6%*	*7%*	*7%*	*6%*	*7%*	*10%*	-	*13%*	*6%*	*8%*	*6%*	*11%*	*9%*
5	**33**	33	27	33	1	27	33	28	33	16	23	16	12	14	1	9	24	10	33	6	10
	11%	*11%*	*10%*	*12%*	*12%*	*11%*	*11%*	*10%*	*11%*	*8%*	*10%*	*10%*	*9%*	*13%*	*41%*	*12%*	*11%*	*9%*	*11%*	*8%*	*9%*
6	**39**	39	34	38	1	34	39	36	39	28	33	20	18	7	-	5	22	9	39	4	13
	13%	*13%*	*13%*	*14%*	*23%*	*14%*	*13%*	*13%*	*13%*	*14%*	*14%*	*12%*	*13%*	*7%*	-	*6%*	*10%*	*9%*	*13%*	*5%*	*12%*
7	**67**	62	58	59	*	53	66	61	67	44	53	35	32	20	-	15	46	24	67	11	21
	22%	*21%*	*22%*	*21%*	*6%*	*21%*	*22%*	*22%*	*22%*	*21%*	*23%*	*22%*	*23%*	*20%*	-	*21%*	*21%*	*23%*	*22%*	*15%*	*19%*
8	**43**	41	35	40	1	32	41	39	43	32	34	22	19	16	-	11	29	17	43	12	20
	14%	*14%*	*13%*	*14%*	*17%*	*13%*	*14%*	*14%*	*14%*	*16%*	*14%*	*14%*	*14%*	*16%*	-	*15%*	*13%*	*16%*	*14%*	*16%*	*18%*
9	**15**	14	11	12	1	12	14	10	15	9	11	10	8	7	1	2	10	3	15	2	4
	5%	*5%*	*4%*	*4%*	*24%*	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	*6%*	*6%*	*7%*	*39%*	*3%*	*5%*	*3%*	*5%*	*3%*	*3%*
10 - HIGHEST score	**15**	15	13	13	-	9	12	13	15	10	10	9	8	7	-	4	9	6	15	4	6
	5%	*5%*	*5%*	*4%*	-	*4%*	*4%*	*5%*	*5%*	*5%*	*4%*	*5%*	*6%*	*7%*	-	*6%*	*4%*	*6%*	*5%*	*6%*	*6%*
Don't know	**50**	50	42	48	-	42	50	45	50	35	43	29	23	15	-	13	45	19	50	18	24
	16%	*17%*	*16%*	*17%*	-	*17%*	*17%*	*17%*	*16%*	*17%*	*18%*	*18%*	*17%*	*15%*	-	*18%*	*21%*	*18%*	*16%*	*24%*	*21%*
SUMMARY:																					
NET: 9-10	**30**	28	24	24	1	21	25	24	30	19	22	18	16	14	1	7	19	10	30	7	10
	10%	*10%*	*9%*	*9%*	*24%*	*9%*	*9%*	*9%*	*10%*	*9%*	*9%*	*11%*	*11%*	*14%*	*39%*	*9%*	*9%*	*9%*	*10%*	*9%*	*9%*
NET: 7-10	**140**	131	116	124	3	106	132	123	140	95	108	76	67	50	1	33	94	51	140	29	51
	46%	*45%*	*45%*	*44%*	*47%*	*43%*	*44%*	*45%*	*46%*	*46%*	*46%*	*47%*	*48%*	*49%*	*39%*	*45%*	*43%*	*49%*	*46%*	*41%*	*46%*
NET: 4-6	**92**	91	79	90	2	80	92	84	92	59	72	45	39	30	1	23	59	27	92	18	33
	30%	*31%*	*31%*	*32%*	*41%*	*32%*	*31%*	*31%*	*30%*	*29%*	*31%*	*28%*	*28%*	*30%*	*41%*	*31%*	*27%*	*26%*	*30%*	*24%*	*30%*
NET: 1-3	**24**	22	20	22	1	20	23	20	24	16	11	12	11	7	*	5	19	8	24	8	4
	8%	*7%*	*8%*	*8%*	*12%*	*8%*	*8%*	*7%*	*8%*	*8%*	*5%*	*7%*	*8%*	*7%*	*20%*	*6%*	*9%*	*8%*	*8%*	*11%*	*3%*
Mean	**6.35**	6.33	6.29	6.28	6.29	6.21	6.27	6.31	6.35	6.37	6.48	6.47	6.44	6.50	5.75	6.27	6.23	6.42	6.35	6.16	6.57
Standard Deviation	**2.08**	2.07	2.09	2.06	2.73	2.08	2.05	2.06	2.08	2.09	1.91	2.07	2.10	2.12	-	2.08	2.17	2.14	2.08	2.35	1.96

* = Less than .5

J20427 PSB Tracker 2013

Table 299

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**150**	76	74	8	14	29	26	30	43	41	58	51	20	130	8	141	93	22	20	15
Weighted Base	**166**	79*	86*	9**	18**	32**	29**	36**	41*	51*	58*	56*	21**	144	10**	154	144*	12**	6**	3**
1 - LOWEST score	**13**	4	10	-	-	1	2	5	5	6	4	3	-	13	-	13	11	2	*	*
	8%	*5%*	*11%*	-	-	*3%*	*8%*	*15%*	*11%*	*12%*	*8%*	*5%*	-	*9%*	-	*9%*	*7%*	*18%*	*5%*	*5%*
2	**5**	3	2	-	-	-	-	3	2	1	2	2	1	3	-	5	5	-	*	-
	3%	*4%*	*2%*	-	-	-	-	*8%*	*4%*	*3%*	*3%*	*3%*	*7%*	*2%*	-	*3%*	*3%*	-	*5%*	-
3	**4**	3	2	-	-	1	1	-	2	1	1	2	-	4	1	3	3	1	-	-
	2%	*3%*	*2%*	-	-	*5%*	*2%*	-	*5%*	*3%*	*1%*	*4%*	-	*3%*	*14%*	*2%*	*2%*	*9%*	-	-
4	**10**	5	5	2	-	3	2	2	2	-	5	5	*	10	2	8	9	-	*	*
	6%	*6%*	*6%*	*19%*	-	*10%*	*5%*	*4%*	*4%*	-	*9%*	*9%*	*1%*	*7%*	*15%*	*5%*	*7%*	-	*5%*	*7%*
5	**24**	7	17	-	4	5	7	3	6	8	7	9	5	19	*	24	21	2	1	*
	14%	*8%*	*20%*	-	*20%*	*15%*	*23%*	*8%*	*14%*	*16%*	*12%*	*16%*	*23%*	*13%*	*3%*	*15%*	*15%*	*13%*	*15%*	*7%*
6	**15**	10	5	*	3	3	2	2	5	5	5	5	3	12	2	14	14	1	*	*
	9%	*12%*	*6%*	*2%*	*18%*	*9%*	*7%*	*4%*	*12%*	*10%*	*8%*	*9%*	*15%*	*8%*	*15%*	*9%*	*10%*	*5%*	*5%*	*7%*
7	**25**	11	13	2	3	4	2	9	4	5	5	14	*	24	-	25	20	2	1	1
	15%	*14%*	*15%*	*23%*	*17%*	*13%*	*7%*	*26%*	*10%*	*11%*	*9%*	*24%*	*1%*	*17%*	-	*16%*	*14%*	*18%*	*21%*	*29%*
8	**16**	9	7	-	-	4	3	5	4	6	8	2	2	14	-	16	14	1	1	*
	10%	*12%*	*8%*	-	-	*12%*	*11%*	*13%*	*10%*	*12%*	*14%*	*4%*	*10%*	*10%*	-	*11%*	*10%*	*4%*	*20%*	*6%*
9	**10**	5	5	2	2	2	3	-	2	8	2	1	2	9	2	9	10	-	*	*
	6%	*7%*	*6%*	*19%*	*9%*	*5%*	*12%*	-	*5%*	*16%*	*3%*	*1%*	*7%*	*6%*	*16%*	*6%*	*7%*	-	*5%*	*14%*
10 - HIGHEST score	**9**	5	4	-	3	2	1	2	3	5	1	4	2	8	1	9	8	2	-	-
	6%	*6%*	*5%*	-	*17%*	*5%*	*2%*	*4%*	*7%*	*10%*	*1%*	*7%*	*7%*	*5%*	*5%*	*6%*	*5%*	*14%*	-	-
Don't know	**34**	18	16	3	4	7	6	6	7	4	19	11	6	28	3	29	30	2	1	1
	20%	*22%*	*19%*	*37%*	*20%*	*23%*	*22%*	*17%*	*17%*	*7%*	***33%i***	*19%*	*29%*	*19%*	*30%*	*19%*	*21%*	*19%*	*20%*	*24%*
SUMMARY:																				
NET: 9-10	**20**	11	9	2	5	3	4	2	5	13	2	4	3	17	2	17	17	2	*	*
	12%	*13%*	*11%*	*19%*	*26%*	*10%*	*14%*	*4%*	*12%*	***26%j***	*4%*	*8%*	*15%*	*12%*	*22%*	*11%*	*12%*	*14%*	*5%*	*14%*
NET: 7-10	**61**	31	29	4	8	11	9	16	13	25	16	20	5	55	2	58	52	4	3	1
	37%	*39%*	*34%*	*42%*	*43%*	*35%*	*32%*	*43%*	*31%*	*48%*	*27%*	*36%*	*25%*	*38%*	*22%*	*38%*	*36%*	*36%*	*45%*	*49%*
NET: 4-6	**49**	21	28	2	7	11	10	6	13	14	17	19	8	41	3	46	45	2	2	1
	30%	*27%*	*32%*	*22%*	*38%*	*35%*	*36%*	*17%*	*31%*	*27%*	*28%*	*34%*	*39%*	*28%*	*34%*	*30%*	*31%*	*18%*	*25%*	*21%*
NET: 1-3	**22**	10	13	-	-	2	3	8	8	9	7	6	1	21	1	21	18	3	1	*
	13%	*12%*	*15%*	-	-	*7%*	*10%*	*23%*	*20%*	*18%*	*12%*	*11%*	*7%*	*14%*	*14%*	*13%*	*13%*	*27%*	*10%*	*5%*
Mean	**5.88**	6.18	5.61	6.64	7.14	6.09	5.90	5.34	5.52	6.27	5.51	5.79	6.28	5.83	5.91	5.88	5.90	5.39	6.05	6.47
Standard Deviation	**2.54**	2.47	2.58	2.17	1.95	2.17	2.46	2.83	2.74	2.87	2.42	2.24	2.31	2.57	2.66	2.54	2.50	3.26	2.44	2.93

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 300

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**150**	21	97	26	-	150	80	54	65	69	44	120	30	82	68	56	62	35	38	84	62
Weighted Base	**166**	26**	103*	28**	-**	166	87*	60*	74*	73*	45*	136*	30**	93*	73*	70*	62*	47*	34**	91*	70*
1 - LOWEST score	**13**	1	2	8	-	13	6	4	6	7	*	12	2	8	5	7	4	1	4	10	3
	8%	*6%*	*2%*	*30%*	-	*8%*	*6%*	*7%*	*8%*	*10%*	*1%*	*9%*	*6%*	*9%*	*7%*	*11%*	*7%*	*3%*	*12%*	*11%*	*5%*
2	**5**	-	5	-	-	5	*	3	5	3	-	3	2	3	2	3	*	-	*	3	2
	3%	-	*5%*	-	-	*3%*	*	*5%*	*6%*	*4%*	-	*2%*	*5%*	*3%*	*3%*	*4%*	*	-	*1%*	*3%*	*3%*
3	**4**	-	3	2	-	4	4	1	1	2	2	4	-	1	3	2	1	3	1	1	3
	2%	-	*2%*	*5%*	-	*2%*	*4%*	*1%*	*1%*	*3%*	*5%*	*3%*	-	*2%*	*4%*	*3%*	*1%*	*6%*	*2%*	*2%*	*4%*
4	**10**	-	7	3	-	10	7	3	3	3	3	8	2	8	2	6	2	3	2	5	5
	6%	-	*7%*	*11%*	-	*6%*	*8%*	*6%*	*5%*	*4%*	*7%*	*6%*	*6%*	*9%*	*3%*	*9%*	*3%*	*7%*	*5%*	*6%*	*7%*
5	**24**	4	14	4	-	24	12	6	11	9	9	17	7	13	11	8	14	7	4	16	8
	14%	*17%*	*14%*	*14%*	-	*14%*	*14%*	*10%*	*14%*	*13%*	*20%*	*13%*	*22%*	*14%*	*15%*	*12%*	*22%*	*15%*	*11%*	*17%*	*11%*
6	**15**	3	8	4	-	15	8	6	7	6	4	13	2	5	10	7	5	3	5	7	8
	9%	*12%*	*8%*	*14%*	-	*9%*	*9%*	*9%*	*10%*	*8%*	*8%*	*9%*	*8%*	*5%*	*14%*	*9%*	*8%*	*7%*	*14%*	*8%*	*12%*
7	**25**	6	16	2	-	25	10	13	15	13	8	19	6	13	11	6	10	3	6	8	16
	15%	*23%*	*16%*	*9%*	-	*15%*	*11%*	*22%*	*20%*	*18%*	*19%*	*14%*	*20%*	*14%*	*16%*	*9%*	*16%*	*6%*	*17%*	*9%*	*23%*
8	**16**	*	14	2	-	16	9	6	7	9	6	14	2	10	6	6	4	6	3	10	4
	10%	*1%*	*13%*	*9%*	-	*10%*	*10%*	*9%*	*10%*	*12%*	*14%*	*10%*	*8%*	*11%*	*8%*	*9%*	*7%*	*14%*	*7%*	*11%*	*6%*
9	**10**	4	4	-	-	10	8	2	2	4	2	10	1	6	4	5	4	6	2	7	3
	6%	*13%*	*3%*	-	-	*6%*	*9%*	*3%*	*3%*	*5%*	*4%*	*7%*	*2%*	*7%*	*5%*	*7%*	*6%*	*14%*	*5%*	*7%*	*5%*
10 - HIGHEST score	**9**	2	7	1	-	9	6	2	2	4	2	7	2	4	6	7	-	2	3	6	2
	6%	*6%*	*7%*	*2%*	-	*6%*	*7%*	*3%*	*3%*	*5%*	*5%*	*5%*	*7%*	*4%*	*8%*	*10%*	-	*3%*	*8%*	*6%*	*3%*
Don't know	**34**	6	24	2	-	34	18	15	15	12	8	29	5	20	14	12	18	12	6	18	16
	20%	*23%*	*24%*	*6%*	-	*20%*	*21%*	*25%*	*21%*	*17%*	*17%*	*21%*	*16%*	*22%*	*19%*	*17%*	*29%*	*25%*	*18%*	*20%*	*22%*
SUMMARY: NET: 9-10	**20**	5	11	1	-	20	14	4	4	7	4	17	3	10	10	11	4	8	4	12	6
	12%	*19%*	*11%*	*2%*	-	*12%*	*16%*	*6%*	*6%*	*10%*	*9%*	*13%*	*9%*	*11%*	*13%*	*16%*	*6%*	*17%*	*12%*	*14%*	*8%*
NET: 7-10	**61**	11	41	6	-	61	33	22	26	29	19	50	11	34	27	24	17	17	13	31	26
	37%	*43%*	*39%*	*20%*	-	*37%*	*38%*	*37%*	*36%*	*40%*	*42%*	*37%*	*37%*	*36%*	*37%*	*35%*	*28%*	*37%*	*37%*	*34%*	*37%*
NET: 4-6	**49**	8	29	11	-	49	26	15	21	19	16	38	11	26	23	21	21	14	10	28	21
	30%	*29%*	*28%*	*39%*	-	*30%*	*30%*	*25%*	*29%*	*26%*	*35%*	*28%*	*37%*	*28%*	*31%*	*30%*	*34%*	*29%*	*30%*	*30%*	*30%*
NET: 1-3	**22**	1	9	10	-	22	9	8	11	12	3	19	3	13	10	12	5	4	5	14	8
	13%	*6%*	*9%*	*35%*	-	*13%*	*11%*	*13%*	*15%*	*17%*	*6%*	*14%*	*11%*	*14%*	*13%*	*18%*	*8%*	*9%*	*14%*	*16%*	*11%*
Mean	**5.88**	6.56	6.24	4.24	-	5.88	6.16	5.75	5.63	5.76	6.32	5.89	5.85	5.74	6.04	5.73	5.69	6.33	5.85	5.73	5.90
Standard Deviation	**2.54**	2.25	2.28	2.64	-	2.54	2.50	2.41	2.41	2.62	1.93	2.59	2.36	2.58	2.49	2.85	2.13	2.36	2.69	2.74	2.21

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 301

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**150**	22	7	6	9	11	3	6	20	12	22	17	15
Weighted Base	**166**	12**	11**	9**	14**	17**	5**	10**	6**	18**	35**	26**	3**
1 - LOWEST score	**13**	2	3	2	1	-	2	-	*	2	2	-	*
	8%	*18%*	*27%*	*17%*	*10%*	-	*31%*	-	*5%*	*9%*	*5%*	-	*5%*
2	**5**	-	-	-	-	-	-	-	*	1	2	2	-
	3%	-	-	-	-	-	-	-	*5%*	*8%*	*4%*	*6%*	-
3	**4**	1	-	-	-	2	-	-	-	-	-	1	-
	2%	*9%*	-	-	-	*9%*	-	-	-	-	-	*6%*	-
4	**10**	-	-	-	-	3	-	-	*	2	3	1	*
	6%	-	-	-	-	*19%*	-	-	*5%*	*8%*	*9%*	*6%*	*7%*
5	**24**	2	-	-	3	3	-	2	1	2	3	9	*
	14%	*13%*	-	-	*22%*	*18%*	-	*16%*	*15%*	*8%*	*9%*	*34%*	*7%*
6	**15**	1	-	-	2	-	-	2	*	3	5	3	*
	9%	*5%*	-	-	*12%*	-	-	*16%*	*5%*	*17%*	*14%*	*12%*	*7%*
7	**25**	2	3	3	-	3	2	-	1	3	5	1	1
	15%	*18%*	*29%*	*35%*	-	*18%*	*36%*	-	*21%*	*16%*	*14%*	*6%*	*29%*
8	**16**	1	3	2	2	3	-	2	1	-	2	2	*
	10%	*4%*	*30%*	*16%*	*12%*	*18%*	-	*17%*	*20%*	-	*4%*	*6%*	*6%*
9	**10**	-	2	-	-	-	2	-	*	-	5	2	*
	6%	-	*15%*	-	-	-	*33%*	-	*5%*	-	*14%*	*6%*	*14%*
10 - HIGHEST score	**9**	2	-	-	3	-	-	-	-	2	3	-	-
	6%	*14%*	-	-	*22%*	-	-	-	-	*9%*	*9%*	-	-
Don't know	**34**	2	-	3	3	3	-	5	1	5	6	5	1
	20%	*19%*	-	*32%*	*22%*	*18%*	-	*50%*	*20%*	*25%*	*18%*	*18%*	*24%*
SUMMARY:													
NET: 9-10	**20**	2	2	-	3	-	2	-	*	2	8	2	*
	12%	*14%*	*15%*	-	*22%*	-	*33%*	-	*5%*	*9%*	*23%*	*6%*	*14%*
NET: 7-10	**61**	4	8	5	5	6	3	2	3	5	14	5	1
	37%	*36%*	*73%*	*51%*	*34%*	*37%*	*69%*	*17%*	*45%*	*25%*	*41%*	*18%*	*49%*
NET: 4-6	**49**	2	-	-	5	6	-	3	2	6	11	13	1
	30%	*18%*	-	-	*34%*	*36%*	-	*32%*	*25%*	*33%*	*32%*	*52%*	*21%*
NET: 1-3	**22**	3	3	2	1	2	2	-	1	3	3	3	*
	13%	*27%*	*27%*	*17%*	*10%*	*9%*	*31%*	-	*10%*	*17%*	*9%*	*12%*	*5%*
Mean	**5.88**	5.39	6.00	5.74	6.47	5.67	5.77	6.37	6.05	5.32	6.40	5.40	6.47
Standard Deviation	**2.54**	3.26	3.23	3.01	3.06	1.83	3.75	1.41	2.44	2.71	2.56	1.83	2.93

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 302

Q15E Rating on statement - It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
BBC4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**150**	130	82	142	10	118	150	145	116	150	122	69	40	70	6	44	121	103	64	150	72
Weighted Base	**166**	145	127	155	3	129	166	161	127	166	140	73	62	76	2	45	130	113	72	166	77
1 - LOWEST score	**13**	11	9	12	*	13	13	13	11	13	11	7	6	4	*	*	13	11	4	13	6
	8%	*8%*	*7%*	*8%*	*11%*	*10%*	*8%*	*8%*	*8%*	*8%*	*8%*	*10%*	*10%*	*5%*	*18%*	*1%*	*10%*	*10%*	*6%*	*8%*	*8%*
2	**5**	3	3	5	-	5	5	5	5	5	3	3	3	-	-	-	3	2	3	5	2
	3%	*2%*	*2%*	*3%*	-	*4%*	*3%*	*3%*	*4%*	*3%*	*2%*	*4%*	*5%*	-	-	-	*3%*	*2%*	*4%*	*3%*	*2%*
3	**4**	2	2	4	-	4	4	4	3	4	3	2	2	2	-	2	3	2	3	4	-
	2%	*1%*	*1%*	*3%*	-	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	-	*5%*	*2%*	*2%*	*4%*	*2%*	-
4	**10**	10	9	8	-	8	10	10	10	10	10	3	3	5	-	3	10	6	8	10	3
	6%	*7%*	*7%*	*5%*	-	*6%*	*6%*	*6%*	*8%*	*6%*	*7%*	*4%*	*5%*	*6%*	-	*7%*	*7%*	*6%*	*11%*	*6%*	*4%*
5	**24**	22	20	24	*	20	24	22	19	24	19	9	8	13	*	9	20	19	9	24	9
	14%	*15%*	*15%*	*15%*	*11%*	*16%*	*14%*	*14%*	*15%*	*14%*	*14%*	*13%*	*12%*	*18%*	*18%*	*20%*	*16%*	*17%*	*12%*	*14%*	*11%*
6	**15**	14	13	15	-	10	15	15	6	15	12	6	6	8	-	4	13	13	3	15	7
	9%	*9%*	*10%*	*10%*	-	*8%*	*9%*	*9%*	*5%*	*9%*	*9%*	*8%*	*10%*	*11%*	-	*8%*	*10%*	*12%*	*4%*	*9%*	*9%*
7	**25**	21	17	23	1	18	25	24	21	25	20	13	11	12	*	8	16	11	8	25	11
	15%	*14%*	*13%*	*15%*	*20%*	*14%*	*15%*	*15%*	*17%*	*15%*	*14%*	*18%*	*18%*	*15%*	*17%*	*19%*	*12%*	*9%*	*11%*	*15%*	*14%*
8	**16**	16	14	16	1	15	16	16	13	16	16	9	8	6	*	6	12	8	11	16	9
	10%	*11%*	*11%*	*10%*	*29%*	*12%*	*10%*	*10%*	*10%*	*10%*	*11%*	*12%*	*13%*	*7%*	*15%*	*14%*	*9%*	*7%*	*15%*	*10%*	*11%*
9	**10**	9	8	7	*	4	10	10	10	10	10	4	3	4	-	2	10	9	5	10	4
	6%	*6%*	*6%*	*5%*	*9%*	*3%*	*6%*	*6%*	*8%*	*6%*	*7%*	*5%*	*5%*	*5%*	-	*4%*	*8%*	*8%*	*7%*	*6%*	*5%*
10 - HIGHEST score	**9**	7	6	9	-	6	9	9	6	9	8	4	3	4	-	2	8	8	3	9	8
	6%	*5%*	*5%*	*6%*	-	*4%*	*6%*	*6%*	*5%*	*6%*	*6%*	*5%*	*5%*	*5%*	-	*5%*	*6%*	*7%*	*4%*	*6%*	*10%*
Don't know	**34**	30	27	32	1	25	34	32	24	34	28	12	9	19	1	8	22	24	16	34	19
	20%	*21%*	*21%*	*21%*	*19%*	*20%*	*20%*	*20%*	*19%*	*20%*	*20%*	*17%*	*15%*	*25%*	*32%*	*17%*	*17%*	*21%*	*22%*	*20%*	*25%*
SUMMARY:																					
NET: 9-10	**20**	16	14	16	*	10	20	20	16	20	18	7	6	7	-	4	18	16	8	20	12
	12%	*11%*	*11%*	*10%*	*9%*	*8%*	*12%*	*12%*	*12%*	*12%*	*13%*	*10%*	*10%*	*9%*	-	*9%*	*14%*	*15%*	*11%*	*12%*	*15%*
NET: 7-10	**61**	52	45	55	2	43	61	60	50	61	53	29	25	24	1	19	45	35	27	61	31
	37%	*36%*	*36%*	*36%*	*59%*	*33%*	*37%*	*37%*	*39%*	*37%*	*38%*	*40%*	*41%*	*32%*	*32%*	*42%*	*35%*	*31%*	*37%*	*37%*	*40%*
NET: 4-6	**49**	46	42	47	*	39	49	47	35	49	41	19	17	27	*	16	43	39	20	49	19
	30%	*32%*	*33%*	*31%*	*11%*	*30%*	*30%*	*29%*	*28%*	*30%*	*29%*	*26%*	*27%*	*35%*	*18%*	*35%*	*33%*	*34%*	*28%*	*30%*	*24%*
NET: 1-3	**22**	16	14	21	*	22	22	22	18	22	17	12	11	6	*	3	19	15	10	22	8
	13%	*11%*	*11%*	*13%*	*11%*	*17%*	*13%*	*14%*	*14%*	*13%*	*12%*	*17%*	*17%*	*8%*	*18%*	*6%*	*15%*	*13%*	*13%*	*13%*	*11%*
Mean	**5.88**	5.92	5.94	5.85	6.53	5.53	5.88	5.89	5.81	5.88	5.98	5.76	5.78	5.97	5.11	6.32	5.76	5.81	5.84	5.88	6.27
Standard Deviation	**2.54**	2.46	2.44	2.49	3.09	2.55	2.54	2.55	2.58	2.54	2.53	2.62	2.61	2.22	-	1.93	2.63	2.65	2.52	2.54	2.69

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 303

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1235**	533	702	144	178	239	236	195	243	267	602	366	245	990	48	1181	633	200	173	229
Weighted Base	**1186**	523	662	128*	156	235	241	183	243	264	571	351	226	960	68*	1111	980	107	56	43
1 - LOWEST score	**26**	7	19	6	2	6	5	4	3	7	13	6	9	17	5	22	24	2	-	*
	2%	*1%*	*3%*	*5%*	*2%*	*3%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*4%*	*2%*	*7%*	*2%*	*2%*	*1%*	-	*1%*
2	**16**	7	9	2	2	2	2	3	6	6	3	7	3	13	-	14	14	1	*	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*
3	**43**	22	21	1	3	5	16	2	16	7	16	19	7	36	3	39	37	3	2	1
	4%	*4%*	*3%*	*1%*	*2%*	*2%*	*7%*	*1%*	*6%*	*3%*	*3%*	*6%*	*3%*	*4%*	*5%*	*4%*	*4%*	*2%*	*3%*	*3%*
4	**73**	38	35	7	9	19	16	12	10	14	37	22	19	54	5	69	60	6	3	4
	6%	*7%*	*5%*	*6%*	*6%*	*8%*	*7%*	*6%*	*4%*	*5%*	*7%*	*6%*	*9%*	*6%*	*7%*	*6%*	*6%*	*6%*	*5%*	*8%*
5	**182**	92	90	17	21	47	35	30	33	45	89	48	40	142	6	176	142	21	11	8
	15%	*18%*	*14%*	*13%*	*13%*	*20%*	*14%*	*16%*	*14%*	*17%*	*16%*	*14%*	*18%*	*15%*	*9%*	*16%*	*14%*	*20%*	*20%*	*18%*
6	**194**	85	109	28	32	31	39	27	37	43	96	54	31	163	9	185	159	17	11	8
	16%	*16%*	*17%*	*22%*	*21%*	*13%*	*16%*	*15%*	*15%*	*16%*	*17%*	*15%*	*14%*	*17%*	*13%*	*17%*	*16%*	*16%*	*19%*	*19%*
7	**256**	120	136	29	31	51	57	41	47	62	120	74	51	205	19	234	213	22	12	9
	22%	*23%*	*21%*	*22%*	*20%*	*22%*	*24%*	*23%*	*19%*	*24%*	*21%*	*21%*	*22%*	*21%*	*28%*	*21%*	*22%*	*21%*	*22%*	*21%*
8	**174**	79	95	21	23	36	34	30	30	35	95	44	30	144	11	161	144	17	7	6
	15%	*15%*	*14%*	*16%*	*15%*	*15%*	*14%*	*16%*	*12%*	*13%*	*17%*	*13%*	*13%*	*15%*	*16%*	*15%*	*15%*	*16%*	*12%*	*14%*
9	**54**	27	27	7	8	10	7	7	15	10	32	12	14	40	3	50	45	5	2	1
	5%	*5%*	*4%*	*5%*	*5%*	*4%*	*3%*	*4%*	*6%*	*4%*	*6%*	*3%*	*6%*	*4%*	*5%*	*5%*	*5%*	*4%*	*4%*	*2%*
10 - HIGHEST score	**26**	9	17	4	4	3	3	5	8	9	7	11	4	22	5	21	20	3	1	2
	2%	*2%*	*3%*	*3%*	*3%*	*1%*	*1%*	*3%*	*3%*	*3%*	*1%*	*3%*	*2%*	*2%*	*7%*	*2%*	*2%*	*3%*	*2%*	*4%*
Don't know	**141**	38	103	7	21	26	28	23	38	25	63	53	19	123	2	140	120	11	7	4
	12%	*7%*	***16%a***	*5%*	*13%*	*11%*	*12%*	*12%*	*15%*	*9%*	*11%*	*15%*	*8%*	*13%*	*2%*	*13%*	*12%*	*10%*	*12%*	*8%*
SUMMARY:																				
NET: 9-10	**80**	35	44	11	12	13	10	12	23	19	38	23	18	62	8	71	66	8	3	3
	7%	*7%*	*7%*	*8%*	*7%*	*5%*	*4%*	*7%*	*9%*	*7%*	*7%*	*6%*	*8%*	*6%*	*12%*	*6%*	*7%*	*7%*	*6%*	*6%*
NET: 7-10	**510**	234	276	60	66	100	101	83	100	116	254	140	98	412	39	467	423	47	22	18
	43%	*45%*	*42%*	*47%*	*42%*	*42%*	*42%*	*46%*	*41%*	*44%*	*44%*	*40%*	*44%*	*43%*	*57%*	*42%*	*43%*	*44%*	*40%*	*41%*
NET: 4-6	**450**	215	234	52	62	97	90	68	80	103	223	124	90	360	20	430	361	44	25	19
	38%	*41%*	*35%*	*41%*	*40%*	*41%*	*37%*	*37%*	*33%*	*39%*	*39%*	*35%*	*40%*	*37%*	*29%*	*39%*	*37%*	*41%*	*45%*	*45%*
NET: 1-3	**85**	36	49	8	7	13	23	8	25	21	31	33	19	66	8	75	75	5	2	2
	7%	*7%*	*7%*	*7%*	*5%*	*5%*	*9%*	*5%*	*10%*	*8%*	*5%*	*9%*	*8%*	*7%*	*12%*	*7%*	*8%*	*5%*	*3%*	*5%*
Mean	**6.21**	6.20	6.22	6.29	6.36	6.12	6.07	6.34	6.20	6.17	6.29	6.10	6.05	6.25	6.34	6.20	6.20	6.30	6.27	6.20
Standard Deviation	**1.85**	1.78	1.92	1.95	1.75	1.80	1.81	1.80	1.99	1.91	1.77	1.93	1.99	1.82	2.28	1.81	1.88	1.78	1.55	1.75

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 304

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1235**	145	918	160	72	1163	827	274	325	1235	256	912	323	719	511	323	661	253	503	747	470
Weighted Base	**1186**	157	849	166	80*	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
1 - LOWEST score	**26**	9	10	5	5	22	13	5	9	26	7	18	8	13	12	10	12	6	5	15	10
	2%	***6%b***	*1%*	*3%*	*6%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	*2%*
2	**16**	1	13	2	4	12	6	5	6	16	7	11	4	6	9	7	7	1	2	7	8
	1%	*1%*	*2%*	*1%*	***5%f***	*1%*	*1%*	*2%*	*2%*	*1%*	*3%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*
3	**43**	-	29	13	3	40	30	5	10	43	7	35	8	28	14	11	23	12	17	31	10
	4%	-	*3%*	***8%a***	*4%*	*4%*	*4%*	*2%*	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	*4%*	*2%*
4	**73**	16	46	11	4	69	54	13	15	73	10	55	19	45	29	33	32	19	33	51	23
	6%	*10%*	*5%*	*7%*	*5%*	*6%*	*7%*	*5%*	*5%*	*6%*	*4%*	*6%*	*6%*	*6%*	*6%*	***11%p***	*5%*	*7%*	*7%*	*7%*	*5%*
5	**182**	15	133	32	10	172	119	47	50	182	37	143	39	107	75	45	107	48	68	115	60
	15%	*9%*	*16%*	*20%*	*12%*	*16%*	*15%*	*17%*	*16%*	*15%*	*15%*	*16%*	*13%*	*15%*	*15%*	*14%*	*17%*	*18%*	*15%*	*15%*	*14%*
6	**194**	12	150	28	12	182	139	38	42	194	30	147	47	111	83	40	110	51	72	102	92
	16%	*8%*	***18%a***	*17%*	*15%*	*16%*	*18%*	*14%*	*13%*	*16%*	*12%*	*17%*	*16%*	*16%*	*17%*	*13%*	*17%*	*19%*	*16%*	*14%*	***22%s***
7	**256**	32	187	35	6	250	183	56	65	256	52	192	64	155	99	70	148	45	115	168	88
	22%	*21%*	*22%*	*21%*	*8%*	***23%d***	***24%d***	*21%*	*20%*	*22%*	*22%*	*22%*	*22%*	*22%*	*20%*	*23%*	*23%*	*17%*	*26%*	*22%*	*21%*
8	**174**	33	123	19	14	160	109	34	50	174	40	126	48	99	74	42	87	36	64	108	61
	15%	*21%*	*14%*	*11%*	*18%*	*14%*	*14%*	*13%*	*16%*	*15%*	*17%*	*14%*	*16%*	*14%*	*15%*	*13%*	*14%*	*13%*	*14%*	*14%*	*15%*
9	**54**	8	44	2	6	48	29	15	18	54	17	38	16	30	23	13	26	15	12	38	16
	5%	*5%*	*5%*	*1%*	*8%*	*4%*	*4%*	*6%*	*6%*	*5%*	*7%*	*4%*	*6%*	*4%*	*5%*	*4%*	*4%*	*6%*	*3%*	*5%*	*4%*
10 - HIGHEST score	**26**	5	19	-	6	20	17	3	3	26	7	17	9	11	15	6	8	5	12	19	5
	2%	*3%*	*2%*	-	***7%egh***	*2%*	*2%*	*1%*	*1%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*1%*	*2%*	*3%*	*3%*	*1%*
Don't know	**141**	25	95	18	10	131	75	49	53	141	28	109	33	87	55	36	72	26	42	96	44
	12%	*16%*	*11%*	*11%*	*12%*	*12%*	*10%*	***18%f***	***17%f***	*12%*	*11%*	*12%*	*11%*	*13%*	*11%*	*11%*	*11%*	*10%*	*10%*	*13%*	*10%*
SUMMARY: NET: 9-10	**80**	13	63	2	12	68	46	18	20	80	24	55	25	41	39	19	35	20	24	57	21
	7%	*8%*	*7%*	*1%*	***15%f***	*6%*	*6%*	*7%*	*6%*	*7%*	*10%*	*6%*	*8%*	*6%*	*8%*	*6%*	*6%*	*8%*	*5%*	*8%*	*5%*
NET: 7-10	**510**	78	372	55	32	478	338	108	136	510	117	373	137	295	211	131	270	101	203	333	170
	43%	*50%*	*44%*	*33%*	*40%*	*43%*	*44%*	*40%*	*42%*	*43%*	*48%*	*42%*	*46%*	*43%*	*43%*	*42%*	*43%*	*38%*	*46%*	*44%*	*41%*
NET: 4-6	**450**	43	329	72	27	423	313	97	107	450	77	345	105	262	187	119	249	118	172	268	175
	38%	*28%*	*39%*	*43%*	*33%*	*38%*	*40%*	*36%*	*33%*	*38%*	*32%*	*39%*	*36%*	*38%*	*38%*	*38%*	*39%*	*45%*	*39%*	*36%*	*42%*
NET: 1-3	**85**	10	53	20	11	73	48	15	25	85	21	65	20	48	35	27	42	19	25	53	29
	7%	*7%*	*6%*	*12%*	*14%*	*7%*	*6%*	*6%*	*8%*	*7%*	*9%*	*7%*	*7%*	*7%*	*7%*	*9%*	*7%*	*7%*	*6%*	*7%*	*7%*
Mean	**6.21**	6.34	6.30c	5.66	6.16	6.21	6.22	6.22	6.20	6.21	6.33	6.17	6.33	6.19	6.25	5.99	6.20	6.10	6.27	6.25	6.15
Standard Deviation	**1.85**	2.19	1.77	1.78	2.53	1.79	1.75	1.80	1.91	1.85	2.04	1.83	1.92	1.80	1.91	1.97	1.74	1.85	1.70	1.87	1.77

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 305

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1235**	200	41	65	102	77	29	36	173	65	77	141	229
Weighted Base	**1186**	107	63*	100*	157	119*	47**	58*	56	101*	122*	213	43
1 - LOWEST score	**26**	2	2	3	-	2	2	-	-	3	5	9	*
	2%	*1%*	*2%*	*3%*	-	*1%*	*4%*	-	-	*3%*	*4%*	*4%*	*1%*
2	**16**	1	-	-	6	2	-	-	*	2	2	3	1
	1%	*1%*	-	-	*4%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*
3	**43**	3	3	-	5	5	3	-	2	2	2	18	1
	4%	*2%*	*5%*	-	*3%*	*4%*	*7%*	-	*3%*	*2%*	*1%*	**8%a**	*3%*
4	**73**	6	3	5	8	5	2	3	3	6	9	20	4
	6%	*6%*	*5%*	*5%*	*5%*	*4%*	*3%*	*6%*	*5%*	*6%*	*8%*	*9%*	*8%*
5	**182**	21	15	17	20	8	3	11	11	18	16	33	8
	15%	**20%f**	**24%f**	*17%*	*13%*	*6%*	*7%*	*20%*	**20%f**	*18%*	*13%*	*16%*	**18%f**
6	**194**	17	11	11	26	20	8	14	11	16	19	34	8
	16%	*16%*	*17%*	*11%*	*17%*	*17%*	*17%*	*25%*	*19%*	*16%*	*16%*	*16%*	*19%*
7	**256**	22	9	24	32	29	15	11	12	20	30	42	9
	22%	*21%*	*14%*	*25%*	*20%*	*24%*	*31%*	*19%*	*22%*	*20%*	*25%*	*20%*	*21%*
8	**174**	17	9	17	26	20	8	8	7	11	17	27	6
	15%	*16%*	*15%*	*17%*	*17%*	*17%*	*18%*	*14%*	*12%*	*11%*	*14%*	*13%*	*14%*
9	**54**	5	2	5	12	6	3	1	2	5	7	4	1
	5%	*4%*	*3%*	*5%*	*8%*	*5%*	*7%*	*3%*	*4%*	*5%*	*5%*	*2%*	*2%*
10 - HIGHEST score	**26**	3	2	2	2	3	2	-	1	1	3	6	2
	2%	*3%*	*2%*	*2%*	*1%*	*3%*	*4%*	-	*2%*	*1%*	*3%*	*3%*	*4%*
Don't know	**141**	11	8	17	20	20	2	8	7	17	13	16	4
	12%	*10%*	*13%*	*17%*	*13%*	*17%*	*3%*	*14%*	*12%*	*17%*	*10%*	*8%*	*8%*
SUMMARY:													
NET: 9-10	**80**	8	3	6	14	9	5	1	3	6	10	10	3
	7%	*7%*	*5%*	*7%*	*9%*	*8%*	*10%*	*3%*	*6%*	*6%*	*8%*	*5%*	*6%*
NET: 7-10	**510**	47	21	48	72	58	28	20	22	38	58	80	18
	43%	*44%*	*34%*	*48%*	*46%*	*49%*	*59%*	*35%*	*40%*	*37%*	*47%*	*37%*	*41%*
NET: 4-6	**450**	44	29	32	54	32	13	29	25	40	44	87	19
	38%	*41%*	*46%*	*32%*	*35%*	*27%*	*27%*	*51%*	**45%f**	*40%*	*36%*	*41%*	**45%f**
NET: 1-3	**85**	5	5	3	11	8	5	-	2	6	8	30	2
	7%	*5%*	*7%*	*3%*	*7%*	*7%*	*11%*	-	*3%*	*6%*	*6%*	**14%abi**	*5%*
Mean	**6.21l**	6.30	6.00	6.45	6.39	**6.56l**	6.50	6.27	6.27	6.08	6.27	5.75	6.20
Standard Deviation	**1.85**	1.78	1.82	1.77	1.80	1.81	1.97	1.26	1.55	1.85	1.95	2.05	1.75

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 306

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1235**	1235	633	1137	67	1000	1200	1057	779	618	864	1235	633	394	21	256	820	298	152	69	399
Weighted Base	**1186**	1186	980	1104	22	970	1155	1016	743	585	809	1186	980	379	7	242	813	286	162	73	367
1 - LOWEST score	**26**	26	24	25	-	22	23	17	9	7	12	26	24	9	-	7	19	2	1	4	7
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	-	*3%*	*2%*	*1%*	*	*6%*	*2%*
2	**16**	16	14	16	*	14	16	11	8	6	2	16	14	7	*	7	8	3	2	*	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*2%*	*5%*	*3%*	*1%*	*1%*	*1%*	*	*1%*
3	**43**	43	37	40	1	29	43	39	22	18	26	43	37	13	*	7	31	11	4	4	15
	4%	*4%*	*4%*	*4%*	*5%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*5%*	*3%*	*4%*	*4%*	*2%*	*6%*	*4%*
4	**73**	73	60	68	2	56	72	59	44	35	49	73	60	22	*	10	53	18	7	*	25
	6%	*6%*	*6%*	*6%*	*8%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*5%*	*4%*	*7%*	*6%*	*5%*	*	*7%*
5	**182**	182	142	166	4	141	181	168	120	85	127	182	142	65	1	37	135	52	23	16	58
	15%	*15%*	*14%*	*15%*	*19%*	*15%*	*16%*	*17%*	*16%*	*15%*	*16%*	*15%*	*14%*	*17%*	*20%*	*15%*	*17%*	*18%*	*14%*	*22%*	*16%*
6	**194**	194	159	186	3	161	192	169	130	109	144	194	159	58	1	30	123	49	16	9	63
	16%	*16%*	*16%*	*17%*	*12%*	*17%*	*17%*	*17%*	*18%*	*19%*	*18%*	*16%*	*16%*	*15%*	*14%*	*12%*	*15%*	*17%*	*10%*	*13%*	*17%*
7	**256**	256	213	241	4	223	250	228	190	156	197	256	213	84	1	52	170	50	47	18	79
	22%	*22%*	*22%*	*22%*	*19%*	*23%*	*22%*	*22%*	*26%*	*27%*	*24%*	*22%*	*22%*	*22%*	*14%*	*22%*	*21%*	*18%*	*29%*	*25%*	*21%*
8	**174**	174	144	159	4	145	169	148	101	74	117	174	144	45	1	40	115	43	27	8	57
	15%	*15%*	*15%*	*14%*	*18%*	*15%*	*15%*	*15%*	*14%*	*13%*	*15%*	*15%*	*15%*	*12%*	*18%*	*17%*	*14%*	*15%*	*17%*	*11%*	*15%*
9	**54**	54	45	51	2	49	50	43	31	27	40	54	45	22	*	17	35	11	14	2	18
	5%	*5%*	*5%*	*5%*	*7%*	*5%*	*4%*	*4%*	*4%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	*7%*	*4%*	*4%*	*8%*	*2%*	*5%*
10 - HIGHEST score	**26**	26	20	25	*	22	23	19	12	11	17	26	20	13	-	7	17	7	5	2	12
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	-	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*
Don't know	**141**	141	120	128	2	109	137	115	76	56	77	141	120	41	1	28	105	37	17	9	31
	12%	*12%*	*12%*	*12%*	*9%*	*11%*	*12%*	*11%*	*10%*	*10%*	*9%*	*12%*	*12%*	*11%*	*15%*	*11%*	*13%*	*13%*	*11%*	*12%*	*9%*
SUMMARY:																					
NET: 9-10	**80**	80	66	76	2	71	73	62	43	38	57	80	66	36	*	24	52	19	19	4	30
	7%	*7%*	*7%*	*7%*	*9%*	*7%*	*6%*	*6%*	*6%*	*6%*	*7%*	*7%*	*7%*	*9%*	*5%*	*10%*	*6%*	*7%*	*12%*	*5%*	*8%*
NET: 7-10	**510**	510	423	476	10	439	492	438	335	267	371	510	423	165	3	117	338	112	92	30	165
	43%	*43%*	*43%*	*43%*	*46%*	*45%*	*43%*	*43%*	*45%*	*46%*	*46%*	*43%*	*43%*	*44%*	*37%*	*48%*	*42%*	*39%*	*57%*	*41%*	*45%*
NET: 4-6	**450**	450	361	420	8	359	445	396	294	230	321	450	361	145	3	77	311	120	47	25	146
	38%	*38%*	*37%*	*38%*	*39%*	*37%*	*39%*	*39%*	*40%*	*39%*	*40%*	*38%*	*37%*	*38%*	*39%*	*32%*	*38%*	*42%*	*29%*	*35%*	*40%*
NET: 1-3	**85**	85	75	81	1	64	82	67	39	32	40	85	75	28	1	21	58	17	6	9	25
	7%	*7%*	*8%*	*7%*	*6%*	*7%*	*7%*	*7%*	*5%*	*5%*	*5%*	*7%*	*8%*	*7%*	*10%*	*9%*	*7%*	*6%*	*4%*	*12%*	*7%*
Mean	**6.21**	6.21	6.20	6.21	6.31	6.28	6.19	6.22	6.28	6.30	6.34	6.21	6.20	6.23	6.01	6.33	6.16	6.20	6.71	5.95	6.28
Standard Deviation	**1.85**	1.85	1.88	1.86	1.81	1.84	1.82	1.77	1.67	1.69	1.70	1.85	1.88	1.93	2.02	2.04	1.86	1.77	1.69	2.04	1.85

* = Less than .5

J20427 PSB Tracker 2013

Table 307

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
Channel 4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**591**	257	334	78	97	132	105	84	95	148	290	153	139	452	30	558	316	101	72	102
Weighted Base	**586**	252	335	81*	95*	123*	109*	83*	95*	161	284	142	135	451	45**	537	489	54	24*	19
1 - LOWEST score	**8**	4	4	3	*	4	1	1	-	2	1	5	3	5	2	6	6	1	*	*
	1%	*2%*	*1%*	*4%*	*	*3%*	*	*1%*	-	*1%*	*	*3%*	*2%*	*1%*	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*
2	**14**	4	10	-	1	2	3	2	6	2	8	5	-	14	-	14	12	1	*	*
	2%	*2%*	*3%*	-	*1%*	*1%*	*3%*	*3%*	*7%*	*1%*	*3%*	*3%*	-	*3%*	-	*3%*	*3%*	*2%*	*1%*	*1%*
3	**13**	7	6	1	*	3	2	5	3	2	8	3	3	9	2	11	11	2	*	*
	2%	*3%*	*2%*	*1%*	*	*3%*	*1%*	*5%*	*3%*	*1%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*1%*	*1%*
4	**31**	11	20	2	6	2	8	8	4	8	16	7	6	24	2	28	27	1	1	1
	5%	*4%*	*6%*	*2%*	*7%*	*2%*	*7%*	*9%*	*4%*	*5%*	*6%*	*5%*	*5%*	*5%*	*3%*	*5%*	*6%*	*2%*	*6%*	*4%*
5	**71**	33	37	11	7	19	12	8	14	15	40	15	14	57	5	65	59	7	3	2
	12%	*13%*	*11%*	*13%*	*7%*	*15%*	*11%*	*10%*	*15%*	*9%*	*14%*	*11%*	*10%*	*13%*	*11%*	*12%*	*12%*	*13%*	*11%*	*11%*
6	**63**	27	36	7	8	7	18	14	9	17	29	17	11	52	5	58	51	7	3	2
	11%	*11%*	*11%*	*9%*	*8%*	*6%*	*16%*	*17%*	*10%*	*10%*	*10%*	*12%*	*8%*	*12%*	*10%*	*11%*	*10%*	*14%*	*11%*	*12%*
7	**118**	54	64	18	12	26	22	16	22	30	55	33	31	87	7	109	94	13	6	4
	20%	*21%*	*19%*	*23%*	*13%*	*21%*	*20%*	*19%*	*23%*	*18%*	*19%*	*23%*	*23%*	*19%*	*15%*	*20%*	*19%*	*24%*	*25%*	*23%*
8	**110**	48	62	16	28	23	23	10	11	35	57	19	35	76	10	101	92	9	6	4
	19%	*19%*	*19%*	*20%*	**30%h**	*19%*	*21%*	*11%*	*11%*	*22%*	*20%*	*14%*	*26%*	*17%*	*21%*	*19%*	*19%*	*16%*	*23%*	*21%*
9	**60**	25	35	11	12	18	8	4	8	20	30	10	18	42	7	53	53	4	1	1
	10%	*10%*	*11%*	*14%*	*12%*	*14%*	*7%*	*4%*	*8%*	*12%*	*11%*	*7%*	*14%*	*9%*	*14%*	*10%*	*11%*	*8%*	*5%*	*6%*
10 - HIGHEST score	**28**	12	16	7	10	5	2	4	1	9	13	5	3	25	6	21	21	5	*	2
	5%	*5%*	*5%*	*8%*	*11%*	*4%*	*2%*	*4%*	*1%*	*6%*	*5%*	*4%*	*2%*	*5%*	*14%*	*4%*	*4%*	*9%*	*1%*	*10%*
Don't know	**72**	27	45	5	10	15	12	13	17	23	28	21	12	60	2	69	63	4	3	2
	12%	*11%*	*14%*	*6%*	*11%*	*12%*	*11%*	*16%*	*18%*	*14%*	*10%*	*15%*	*9%*	*13%*	*3%*	*13%*	*13%*	*8%*	*13%*	*8%*
SUMMARY:																				
NET: 9-10	**88**	37	51	18	22	22	10	7	9	29	44	15	21	66	13	75	74	9	2	3
	15%	*14%*	*15%*	*22%*	*23%*	*18%*	*9%*	*9%*	*9%*	*18%*	*15%*	*11%*	*16%*	*15%*	*29%*	*14%*	*15%*	*17%*	*7%*	*16%*
NET: 7-10	**316**	139	177	53	62	72	55	33	42	93	155	68	86	229	29	285	260	30	13	12
	54%	*55%*	*53%*	**65%g**	**66%g**	*58%*	*50%*	*40%*	*44%*	*58%*	*55%*	*48%*	*64%*	*51%*	*65%*	*53%*	*53%*	*56%*	*55%*	*61%*
NET: 4-6	**164**	71	93	20	21	28	37	30	28	39	85	40	31	133	11	152	137	16	7	5
	28%	*28%*	*28%*	*24%*	*23%*	*23%*	*34%*	*36%*	*29%*	*25%*	*30%*	*28%*	*23%*	*30%*	*25%*	*28%*	*28%*	*29%*	*28%*	*27%*
NET: 1-3	**35**	15	19	4	1	9	5	7	9	5	17	13	6	28	3	32	29	4	1	1
	6%	*6%*	*6%*	*4%*	*1%*	*7%*	*5%*	*9%*	*9%*	*3%*	*6%*	*9%*	*5%*	*6%*	*7%*	*6%*	*6%*	*7%*	*4%*	*4%*
Mean	**6.71**	6.70	6.71	7.06	**7.41fgh**	6.78	6.54	6.16	6.19	7.03	6.70	6.34	6.92	6.64	7.17	6.67	6.69	6.77	6.62	6.98
Standard Deviation	**1.98**	1.96	2.00	2.02	1.80	2.07	1.79	1.98	1.97	1.87	1.94	2.13	1.85	2.02	2.22	1.96	1.99	2.03	1.77	1.97

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 308

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
Channel 4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**591**	92	400	94	34	557	382	136	168	394	197	463	128	342	246	217	287	142	208	376	201
Weighted Base	**586**	92*	386	100*	42**	545	374	127*	163	379	180	470	116*	339	244	230	272	155	188	376	196
1 - LOWEST score	**8**	5	2	1	3	5	2	1	2	6	3	7	1	4	4	5	1	-	2	6	2
	1%	***5%b***	*1%*	*1%*	*8%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*	-	*1%*	*2%*	*1%*
2	**14**	2	6	4	2	12	6	5	5	10	8	7	7	7	5	3	6	3	1	9	5
	2%	*2%*	*2%*	*4%*	*4%*	*2%*	*2%*	*4%*	*3%*	*3%*	*5%*	*1%*	*6%*	*2%*	*2%*	*1%*	*2%*	*2%*	*	*2%*	*3%*
3	**13**	1	9	3	2	11	6	2	5	11	3	10	3	10	3	2	7	*	5	8	5
	2%	*1%*	*2%*	*3%*	*4%*	*2%*	*2%*	*1%*	*3%*	*3%*	*1%*	*2%*	*3%*	*3%*	*1%*	*1%*	*3%*	*	*3%*	*2%*	*2%*
4	**31**	3	15	13	2	29	22	7	7	22	13	25	6	18	12	11	14	9	11	21	7
	5%	*3%*	*4%*	***13%b***	*4%*	*5%*	*6%*	*5%*	*4%*	*6%*	*7%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*	*6%*	*6%*	*4%*
5	**71**	12	46	11	4	67	44	18	21	47	23	46	25	35	35	20	40	18	22	42	26
	12%	*13%*	*12%*	*11%*	*9%*	*12%*	*12%*	*14%*	*13%*	*12%*	*13%*	*10%*	***21%k***	*10%*	*14%*	*9%*	*15%*	*12%*	*11%*	*11%*	*13%*
6	**63**	11	41	11	1	62	42	16	20	42	25	57	6	34	29	27	34	16	24	33	30
	11%	*12%*	*10%*	*11%*	*2%*	*11%*	*11%*	*13%*	*12%*	*11%*	*14%*	*12%*	*5%*	*10%*	*12%*	*12%*	*13%*	*11%*	*13%*	*9%*	*16%*
7	**118**	15	81	22	5	113	85	18	27	68	34	97	21	73	44	49	55	39	37	76	41
	20%	*17%*	*21%*	*22%*	*11%*	*21%*	*23%*	*14%*	*17%*	*18%*	*19%*	*21%*	*18%*	*21%*	*18%*	*21%*	*20%*	*25%*	*20%*	*20%*	*21%*
8	**110**	13	83	15	11	100	71	20	27	73	36	96	15	69	41	41	60	26	39	72	33
	19%	*14%*	*21%*	*15%*	*26%*	*18%*	*19%*	*16%*	*16%*	*19%*	*20%*	*20%*	*13%*	*20%*	*17%*	*18%*	*22%*	*17%*	*21%*	*19%*	*17%*
9	**60**	10	38	12	3	57	44	8	12	34	14	50	10	38	22	29	19	18	26	42	18
	10%	*11%*	*10%*	*12%*	*7%*	*10%*	*12%*	*6%*	*7%*	*9%*	*8%*	*11%*	*8%*	*11%*	*9%*	*13%*	*7%*	*12%*	*14%*	*11%*	*9%*
10 - HIGHEST score	**28**	7	19	*	5	23	16	5	7	15	8	20	7	11	16	11	9	11	5	21	5
	5%	*8%*	*5%*	*	*11%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*6%*	*3%*	*7%*	*5%*	*3%*	*7%*	*2%*	*6%*	*2%*
Don't know	**72**	13	48	8	6	66	35	27	31	51	13	56	16	40	31	33	27	14	18	46	23
	12%	*15%*	*12%*	*8%*	*15%*	*12%*	*9%*	***21%l***	*19%*	*13%*	*7%*	*12%*	*13%*	*12%*	*13%*	*14%*	*10%*	*9%*	*10%*	*12%*	*12%*
SUMMARY: NET: 9-10	**88**	17	57	12	8	80	60	13	19	49	22	70	17	49	38	39	29	29	30	63	22
	15%	*19%*	*15%*	*12%*	*18%*	*15%*	*16%*	*10%*	*11%*	*13%*	*12%*	*15%*	*15%*	*15%*	*16%*	*17%*	*11%*	*19%*	*16%*	*17%*	*11%*
NET: 7-10	**316**	45	221	48	23	293	216	51	72	191	92	263	53	191	124	128	144	94	106	211	97
	54%	*49%*	*57%*	*48%*	*55%*	*54%*	***58%q***	*41%*	*44%*	*50%*	*51%*	*56%*	*45%*	*56%*	*51%*	*56%*	*53%*	*61%*	*56%*	*56%*	*50%*
NET: 4-6	**164**	26	101	35	6	158	109	41	48	111	61	127	37	87	77	58	88	44	57	96	64
	28%	*29%*	*26%*	*35%*	*15%*	*29%*	*29%*	*32%*	*29%*	*29%*	*34%*	*27%*	*32%*	*26%*	*32%*	*25%*	*33%*	*28%*	*30%*	*26%*	*33%*
NET: 1-3	**35**	7	17	9	6	28	14	7	13	26	13	24	11	21	12	11	13	3	7	23	12
	6%	*7%*	*5%*	*9%*	*15%*	*5%*	*4%*	*6%*	*8%*	*7%*	*7%*	*5%*	*10%*	*6%*	*5%*	*5%*	*5%*	*2%*	*4%*	*6%*	*6%*
Mean	**6.71**	6.63	6.88c	6.18	6.58	6.72	6.84	6.44	6.47	6.57	6.47	6.80	6.30	6.74	6.69	6.86	6.64	7.00	6.82	6.78	6.54
Standard Deviation	**1.98**	2.30	1.83	2.03	2.77	1.91	1.81	2.00	2.06	2.02	2.05	1.91	2.21	1.93	2.02	1.97	1.79	1.79	1.80	2.04	1.85

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 309

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
Channel 4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**591**	101	12	26	41	38	14	17	72	27	65	76	102
Weighted Base	**586**	54	18**	40**	63*	59*	22**	27**	24*	41**	103*	114*	19
1 - LOWEST score	**8**	1	-	1	2	-	2	-	*	-	-	2	*
	1%	*2%*	-	*4%*	*2%*	-	*8%*	-	*1%*	-	-	*1%*	*2%*
2	**14**	1	2	-	3	2	2	-	*	-	2	3	*
	2%	*2%*	*8%*	-	*5%*	*3%*	*7%*	-	*1%*	-	*2%*	*3%*	*1%*
3	**13**	2	-	2	2	2	-	-	*	-	2	5	*
	2%	*3%*	-	*4%*	*2%*	*3%*	-	-	*1%*	-	*1%*	*4%*	*1%*
4	**31**	1	2	1	3	1	-	2	1	2	6	10	1
	5%	*2%*	*8%*	*4%*	*5%*	*3%*	-	*6%*	*6%*	*4%*	*6%*	*9%*	*4%*
5	**71**	7	3	3	8	8	2	3	3	4	11	16	2
	12%	*13%*	*17%*	*8%*	*12%*	*13%*	*7%*	*12%*	*11%*	*11%*	*11%*	*14%*	*11%*
6	**63**	7	1	6	3	9	3	3	3	1	13	10	2
	11%	*14%*	*8%*	*15%*	*5%*	*16%*	*14%*	*12%*	*11%*	*3%*	*12%*	*9%*	*12%*
7	**118**	13	3	3	8	11	5	6	6	11	21	27	4
	20%	*24%*	*17%*	*8%*	*12%*	*19%*	*22%*	*23%*	*25%*	*26%*	*20%*	*23%*	*23%*
8	**110**	9	3	8	15	8	5	6	6	5	21	21	4
	19%	*16%*	*17%*	*19%*	*24%*	*13%*	*22%*	*24%*	*23%*	*12%*	*20%*	*19%*	*21%*
9	**60**	4	2	2	11	6	3	2	1	6	10	12	1
	10%	*8%*	*9%*	*4%*	*17%*	*11%*	*14%*	*6%*	*5%*	*15%*	*9%*	*11%*	*6%*
10 - HIGHEST score	**28**	5	-	3	-	3	-	2	*	1	8	3	2
	5%	*9%*	-	*8%*	-	*6%*	-	*6%*	*1%*	*4%*	*8%*	*3%*	***10%el***
Don't know	**72**	4	3	11	9	9	2	3	3	11	11	5	2
	12%	*8%*	*17%*	*27%*	*14%*	*16%*	*7%*	*11%*	*13%*	*26%*	*11%*	*4%*	*8%*
SUMMARY:													
NET: 9-10	**88**	9	2	5	11	10	3	3	2	8	18	15	3
	15%	*17%*	*9%*	*12%*	*17%*	*16%*	*14%*	*12%*	*7%*	*19%*	*17%*	*13%*	*16%*
NET: 7-10	**316**	30	8	15	34	28	13	16	13	23	59	63	12
	54%	*56%*	*42%*	*39%*	*54%*	*48%*	*58%*	*58%*	*55%*	*57%*	*57%*	*55%*	*61%*
NET: 4-6	**164**	16	6	11	14	18	5	8	7	7	30	37	5
	28%	*29%*	*33%*	*27%*	*22%*	*31%*	*21%*	*30%*	*28%*	*18%*	*29%*	*33%*	*27%*
NET: 1-3	**35**	4	2	3	6	3	3	-	1	-	3	9	1
	6%	*7%*	*8%*	*7%*	*10%*	*5%*	*14%*	-	*4%*	-	*3%*	*8%*	*4%*
Mean	**6.71**	6.77	6.10	6.61	6.61	6.74	6.39	6.98	6.62	7.23	6.96	6.43	6.98
Standard Deviation	**1.98**	2.03	2.10	2.29	2.25	1.90	2.43	1.60	1.77	1.58	1.84	2.00	1.97

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 310

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
Channel 4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**591**	548	300	591	37	492	577	520	394	318	400	394	205	591	18	197	442	236	96	70	211
Weighted Base	**586**	551	465	586	12	492	574	524	397	325	394	379	316	586	6	180	448	239	101	76	205
1 - LOWEST score	**8**	8	6	8	*	5	8	8	3	5	5	6	5	8	*	3	5	5	2	3	5
	1%	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*6%*	*2%*	*1%*	*2%*	*2%*	*4%*	*2%*
2	**14**	14	12	14	*	14	14	11	10	7	6	10	9	14	*	8	12	7	2	5	4
	2%	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	*6%*	*5%*	*3%*	*3%*	*2%*	*6%*	*2%*
3	**13**	13	11	13	*	10	13	13	4	3	6	11	9	13	*	3	13	7	1	1	6
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*3%*	*3%*	*2%*	*6%*	*1%*	*3%*	*3%*	*1%*	*1%*	*3%*
4	**31**	29	26	31	*	26	31	28	16	16	20	22	20	31	-	13	19	12	1	*	9
	5%	*5%*	*6%*	*5%*	*3%*	*5%*	*5%*	*5%*	*4%*	*5%*	*5%*	*6%*	*6%*	*5%*	-	*7%*	*4%*	*5%*	*1%*	*	*4%*
5	**71**	68	57	71	2	61	68	63	54	43	45	47	38	71	1	23	52	24	18	13	22
	12%	*12%*	*12%*	*12%*	*13%*	*12%*	*12%*	*12%*	*14%*	*13%*	*11%*	*12%*	*12%*	*12%*	*17%*	*13%*	*12%*	*10%*	*18%*	*17%*	*11%*
6	**63**	58	48	63	2	59	63	60	45	43	51	42	34	63	1	25	47	28	7	8	34
	11%	*11%*	*10%*	*11%*	*13%*	*12%*	*11%*	*11%*	*11%*	*13%*	*13%*	*11%*	*11%*	*11%*	*11%*	*14%*	*11%*	*12%*	*7%*	*11%*	*17%*
7	**118**	110	90	118	3	98	116	111	95	79	89	68	52	118	1	34	95	59	20	14	49
	20%	*20%*	*19%*	*20%*	*27%*	*20%*	*20%*	*21%*	*24%*	*24%*	*23%*	*18%*	*17%*	*20%*	*16%*	*19%*	*21%*	*25%*	*20%*	*19%*	*24%*
8	**110**	99	83	110	2	93	105	91	73	46	66	73	64	110	1	36	81	37	19	10	25
	19%	*18%*	*18%*	*19%*	*19%*	*19%*	*18%*	*17%*	*18%*	*14%*	*17%*	*19%*	*20%*	*19%*	*11%*	*20%*	*18%*	*15%*	*19%*	*14%*	*12%*
9	**60**	54	50	60	1	48	58	53	46	34	45	34	31	60	1	14	46	19	17	7	20
	10%	*10%*	*11%*	*10%*	*8%*	*10%*	*10%*	*10%*	*12%*	*11%*	*12%*	*9%*	*10%*	*10%*	*16%*	*8%*	*10%*	*8%*	*17%*	*9%*	*10%*
10 - HIGHEST score	**28**	26	19	28	*	25	25	21	13	11	20	15	11	28	*	8	21	10	6	5	17
	5%	*5%*	*4%*	*5%*	*3%*	*5%*	*4%*	*4%*	*3%*	*3%*	*5%*	*4%*	*3%*	*5%*	*6%*	*4%*	*5%*	*4%*	*6%*	*7%*	*8%*
Don't know	**72**	71	63	72	1	54	72	64	39	38	40	51	43	72	*	13	57	32	7	10	14
	12%	*13%*	*14%*	*12%*	*6%*	*11%*	*13%*	*12%*	*10%*	*12%*	*10%*	*13%*	*14%*	*12%*	*6%*	*7%*	*13%*	*13%*	*7%*	*13%*	*7%*
SUMMARY:																					
NET: 9-10	**88**	80	69	88	1	73	84	74	60	45	65	49	42	88	1	22	67	29	23	12	37
	15%	*15%*	*15%*	*15%*	*10%*	*15%*	*15%*	*14%*	*15%*	*14%*	*17%*	*13%*	*13%*	*15%*	*22%*	*12%*	*15%*	*12%*	*23%*	*16%*	*18%*
NET: 7-10	**316**	290	242	316	7	264	306	277	227	170	220	191	158	316	3	92	244	124	63	37	111
	54%	*53%*	*52%*	*54%*	*57%*	*54%*	*53%*	*53%*	*57%*	*52%*	*56%*	*50%*	*50%*	*54%*	*49%*	*51%*	*54%*	*52%*	*62%*	*49%*	*54%*
NET: 4-6	**164**	155	131	164	4	146	162	150	115	102	116	111	92	164	2	61	118	64	27	21	65
	28%	*28%*	*28%*	*28%*	*29%*	*30%*	*28%*	*29%*	*29%*	*31%*	*30%*	*29%*	*29%*	*28%*	*28%*	*34%*	*26%*	*27%*	*27%*	*28%*	*32%*
NET: 1-3	**35**	35	29	35	1	29	35	32	17	15	17	26	23	35	1	13	29	19	4	8	15
	6%	*6%*	*6%*	*6%*	*8%*	*6%*	*6%*	*6%*	*4%*	*5%*	*4%*	*7%*	*7%*	*6%*	*17%*	*7%*	*7%*	*8%*	*4%*	*11%*	*7%*
Mean	**6.71**	6.66	6.65	6.71	6.50	6.69	6.68	6.65	6.79	6.63	6.80	6.57	6.56	6.71	6.24	6.47	6.72	6.51	7.01	6.44	6.68
Standard Deviation	**1.98**	2.00	2.01	1.98	2.04	1.96	1.98	1.96	1.81	1.87	1.88	2.02	2.05	1.98	2.79	2.05	1.98	2.02	1.96	2.35	2.06

* = Less than .5

J20427 PSB Tracker 2013

Table 311

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
S4C

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**34**	12	22	3	2	10	4	3	12	5	21	8	7	27	1	33	-	-	34	-
Weighted Base	**11***	4**	7**	1**	1**	3**	1**	1**	4**	2**	7**	2**	2**	9**	***	11*	-**	-**	11*	-**
1 - LOWEST score	**1**	*	*	-	-	*	-	-	*	-	1	-	-	1	-	1	-	-	1	-
	6%	*9%*	*4%*	-	-	*10%*	-	-	*8%*	-	*10%*	-	-	*8%*	-	*6%*	-	-	*6%*	-
2	**1**	*	*	-	-	1	-	-	-	-	1	-	*	*	-	1	-	-	1	-
	6%	*9%*	*5%*	-	-	*20%*	-	-	-	-	*10%*	-	*15%*	*4%*	-	*6%*	-	-	*6%*	-
3	**1**	-	1	-	-	-	1	-	-	*	*	-	-	1	-	1	-	-	1	-
	6%	-	*9%*	-	-	-	*49%*	-	-	*19%*	*5%*	-	-	*7%*	-	*6%*	-	-	*6%*	-
4	**1**	*	*	-	-	-	-	-	1	*	*	-	-	1	-	1	-	-	1	-
	6%	*8%*	*4%*	-	-	-	-	-	*17%*	*19%*	*4%*	-	-	*7%*	-	*6%*	-	-	*6%*	-
5	**1**	-	1	-	-	1	-	-	-	*	*	-	*	*	*	*	-	-	1	-
	6%	-	*10%*	-	-	*20%*	-	-	-	*21%*	*5%*	-	*15%*	*4%*	*100%*	*3%*	-	-	*6%*	-
6	**1**	*	*	*	*	-	-	-	-	-	*	*	-	1	-	1	-	-	1	-
	6%	*9%*	*5%*	*33%*	*50%*	-	-	-	-	-	*5%*	*14%*	-	*8%*	-	*6%*	-	-	*6%*	-
7	**1**	1	-	-	-	-	*	-	*	-	*	*	-	1	-	1	-	-	1	-
	6%	*16%*	-	-	-	-	*26%*	-	*8%*	-	*5%*	*12%*	-	*7%*	-	*6%*	-	-	*6%*	-
8	**3**	1	2	*	*	1	-	*	1	-	2	1	1	2	-	3	-	-	3	-
	29%	*25%*	*31%*	*33%*	*50%*	*19%*	-	*34%*	*41%*	-	*33%*	*38%*	*42%*	*25%*	-	*30%*	-	-	*29%*	-
9	**1**	-	1	*	-	-	-	*	*	*	-	1	-	1	-	1	-	-	1	-
	9%	-	*14%*	*35%*	-	-	-	*32%*	*8%*	*20%*	-	*24%*	-	*11%*	-	*9%*	-	-	*9%*	-
10 - HIGHEST score	*	*	-	-	-	*	-	-	-	-	*	-	-	*	-	*	-	-	*	-
	3%	*9%*	-	-	-	*10%*	-	-	-	-	*5%*	-	-	*4%*	-	*3%*	-	-	*3%*	-
Don't know	**2**	1	1	-	-	1	*	*	1	*	1	*	1	1	-	2	-	-	2	-
	18%	*16%*	*19%*	-	-	*20%*	*25%*	*33%*	*17%*	*21%*	*19%*	*12%*	*28%*	*15%*	-	*18%*	-	-	*18%*	-
SUMMARY:																				
NET: 9-10	**1**	*	1	*	-	*	-	*	*	*	*	1	-	1	-	1	-	-	1	-
	12%	*9%*	*14%*	*35%*	-	*10%*	-	*32%*	*8%*	*20%*	*5%*	*24%*	-	*15%*	-	*12%*	-	-	*12%*	-
NET: 7-10	**5**	2	3	1	*	1	*	1	2	*	3	2	1	4	-	5	-	-	5	-
	46%	*49%*	*45%*	*67%*	*50%*	*30%*	*26%*	*67%*	*58%*	*20%*	*43%*	*74%*	*42%*	*48%*	-	*48%*	-	-	*46%*	-
NET: 4-6	**2**	1	1	*	*	1	-	-	1	1	1	*	*	2	*	2	-	-	2	-
	18%	*17%*	*19%*	*33%*	*50%*	*20%*	-	-	*17%*	*40%*	*14%*	*14%*	*15%*	*19%*	*100%*	*15%*	-	-	*18%*	-
NET: 1-3	**2**	1	1	-	-	1	1	-	*	*	2	-	*	2	-	2	-	-	2	-
	18%	*18%*	*18%*	-	-	*30%*	*49%*	-	*8%*	*19%*	*24%*	-	*15%*	*19%*	-	*19%*	-	-	*18%*	-
Mean	**6.15**	6.05	6.21	7.69	6.99	5.11	4.36	8.49	6.47	5.29	5.70	7.83	6.12	6.16	5.00	6.20	-	-	6.15	-
Standard Deviation	**2.81**	3.33	2.82	-	-	3.90	-	-	3.02	-	3.19	1.37	-	2.90	-	2.86	-	-	2.81	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 312

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
S4C

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**34**	4	27	3	-	34	22	9	11	21	10	26	8	22	12	11	17	8	13	19	14
Weighted Base	**11***	1**	9**	1**	-**	11*	7**	3**	4**	7**	3**	8**	2**	7**	4**	4**	6**	3**	4**	6**	4**
1 - LOWEST score	**1**	-	1	-	-	1	*	-	*	-	*	*	*	*	*	*	*	-	*	*	-
	6%	-	*7%*	-	-	*6%*	*5%*	-	*9%*	-	*10%*	*4%*	*12%*	*5%*	*8%*	*10%*	*5%*	-	*8%*	*6%*	-
2	**1**	-	*	*	-	1	1	-	-	1	*	*	*	*	*	*	*	*	-	1	-
	6%	-	*4%*	*33%*	-	*6%*	*10%*	-	-	*10%*	*11%*	*4%*	*13%*	*5%*	*9%*	*10%*	*6%*	*13%*	-	*11%*	-
3	**1**	-	*	*	-	1	-	1	1	*	-	1	-	1	-	*	*	-	-	*	*
	6%	-	*4%*	*32%*	-	*6%*	-	*22%*	*18%*	*5%*	-	*7%*	-	*9%*	-	*9%*	*6%*	-	-	*5%*	*7%*
4	**1**	-	1	-	-	1	*	*	*	*	-	1	-	*	*	*	*	-	*	-	1
	6%	-	*7%*	-	-	*6%*	*5%*	*10%*	*8%*	*4%*	-	*7%*	-	*5%*	*8%*	*8%*	*6%*	-	*8%*	-	*14%*
5	**1**	-	*	*	-	1	*	*	*	1	*	1	-	*	*	-	1	*	-	*	*
	6%	-	*4%*	*35%*	-	*6%*	*5%*	*12%*	*10%*	*10%*	*11%*	*8%*	-	*5%*	*9%*	-	*12%*	*13%*	-	*6%*	*8%*
6	**1**	*	*	-	-	1	1	-	-	*	*	*	*	*	*	-	1	*	*	*	*
	6%	*25%*	*4%*	-	-	*6%*	*9%*	-	-	*5%*	*10%*	*4%*	*13%*	*5%*	*9%*	-	*12%*	*13%*	*8%*	*6%*	*7%*
7	**1**	-	1	-	-	1	1	-	-	1	-	1	-	1	-	*	*	-	1	*	*
	6%	-	*7%*	-	-	*6%*	*9%*	-	-	*9%*	-	*7%*	-	*9%*	-	*9%*	*5%*	-	*15%*	*5%*	*7%*
8	**3**	1	3	-	-	3	3	*	*	2	1	2	1	2	1	1	1	1	2	2	2
	29%	*50%*	*29%*	-	-	*29%*	*40%*	*10%*	*9%*	*23%*	*39%*	*26%*	*37%*	*27%*	*33%*	*36%*	*23%*	*36%*	*46%*	*25%*	*35%*
9	**1**	-	1	-	-	1	*	*	1	1	*	*	1	-	1	-	*	-	*	1	*
	9%	-	*11%*	-	-	*9%*	*4%*	*12%*	*19%*	*14%*	*9%*	*4%*	*24%*	-	*25%*	-	*6%*	-	*7%*	*11%*	*7%*
10 - HIGHEST score	*	-	*	-	-	*	*	-	-	-	-	*	-	*	-	-	*	*	-	*	-
	3%	-	*4%*	-	-	*3%*	*5%*	-	-	-	-	*4%*	-	*5%*	-	-	*6%*	*13%*	-	*6%*	-
Don't know	**2**	*	2	-	-	2	1	1	1	1	*	2	-	2	-	1	1	*	*	1	1
	18%	*25%*	*19%*	-	-	*18%*	*9%*	*34%*	*28%*	*20%*	*10%*	*23%*	-	*27%*	-	*18%*	*12%*	*12%*	*8%*	*20%*	*15%*
SUMMARY: NET: 9-10	**1**	-	1	-	-	1	1	*	1	1	*	1	1	*	1	-	1	*	*	1	*
	12%	-	*15%*	-	-	*12%*	*9%*	*12%*	*19%*	*14%*	*9%*	*8%*	*24%*	*5%*	*25%*	-	*12%*	*13%*	*7%*	*16%*	*7%*
NET: 7-10	**5**	1	4	-	-	5	4	1	1	3	2	4	2	3	2	2	2	1	3	3	2
	46%	*50%*	*51%*	-	-	*46%*	*58%*	*22%*	*27%*	*46%*	*48%*	*42%*	*62%*	*40%*	*58%*	*45%*	*41%*	*49%*	*68%*	*47%*	*49%*
NET: 4-6	**2**	*	1	*	-	2	1	1	1	1	1	2	*	1	1	*	2	1	1	1	1
	18%	*25%*	*15%*	*35%*	-	*18%*	*19%*	*22%*	*18%*	*20%*	*21%*	*20%*	*13%*	*14%*	*25%*	*8%*	*30%*	*26%*	*16%*	*11%*	*29%*
NET: 1-3	**2**	-	1	1	-	2	1	1	1	1	1	1	1	1	1	1	1	*	*	1	*
	18%	-	*15%*	*65%*	-	*18%*	*14%*	*22%*	*27%*	*15%*	*21%*	*16%*	*25%*	*19%*	*17%*	*29%*	*17%*	*13%*	*8%*	*22%*	*7%*
Mean	**6.15**	7.32	6.39	3.37	-	6.15	6.48	5.38	5.30	6.29	6.01	6.08	6.34	5.96	6.41	5.37	6.03	6.65	6.76	6.20	6.49
Standard Deviation	**2.81**	-	2.91	-	-	2.81	2.70	-	3.68	2.62	3.37	2.73	3.81	2.89	3.13	3.46	2.85	3.26	2.57	3.22	2.24

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 313

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
S4C

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**34**	-	-	-	-	-	-	-	34	-	-	-	-
Weighted Base	**11***	-**	-**	-**	-**	-**	-**	-**	11*	-**	-**	-**	-**
1 - LOWEST score	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
2	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
3	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
4	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
5	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
6	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
7	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
8	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	29%	-	-	-	-	-	-	-	*29%*	-	-	-	-
9	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
10 - HIGHEST score	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
Don't know	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	18%	-	-	-	-	-	-	-	*18%*	-	-	-	-
SUMMARY:													
NET: 9-10	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	12%	-	-	-	-	-	-	-	*12%*	-	-	-	-
NET: 7-10	**5**	-	-	-	-	-	-	-	5	-	-	-	-
	46%	-	-	-	-	-	-	-	*46%*	-	-	-	-
NET: 4-6	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	18%	-	-	-	-	-	-	-	*18%*	-	-	-	-
NET: 1-3	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	18%	-	-	-	-	-	-	-	*18%*	-	-	-	-
Mean	**6.15**	-	-	-	-	-	-	-	6.15	-	-	-	-
Standard Deviation	**2.81**	-	-	-	-	-	-	-	2.81	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 314

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
S4C

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**34**	31	-	30	34	25	34	32	25	21	27	21	-	18	34	10	29	16	5	6	16
Weighted Base	**11**	10	-	10	11	8	11	10	8	7	9	7	-	6	11	3	9	5	2	2	5
1 - LOWEST score	**1**	1	-	*	1	*	1	1	1	*	1	-	-	*	1	*	*	*	*	*	*
	6%	*6%*	-	*4%*	*6%*	*4%*	*6%*	*6%*	*8%*	*5%*	*7%*	-	-	*6%*	*6%*	*10%*	*4%*	*7%*	*20%*	*18%*	*7%*
2	**1**	1	-	1	1	1	1	1	*	*	*	1	-	1	1	*	1	1	*	-	*
	6%	*7%*	-	*7%*	*6%*	*8%*	*6%*	*7%*	*4%*	*5%*	*4%*	*10%*	-	*12%*	*6%*	*11%*	*7%*	*13%*	*21%*	-	*6%*
3	**1**	1	-	*	1	*	1	1	*	-	1	*	-	-	1	-	1	*	-	-	*
	6%	*6%*	-	*3%*	*6%*	*4%*	*6%*	*6%*	*4%*	-	*7%*	*5%*	-	-	*6%*	-	*7%*	*6%*	-	-	*6%*
4	**1**	1	-	1	1	-	1	1	*	1	*	*	-	*	1	-	1	*	-	*	*
	6%	*6%*	-	*6%*	*6%*	-	*6%*	*6%*	*4%*	*9%*	*4%*	*4%*	-	*5%*	*6%*	-	*7%*	*6%*	-	*15%*	*6%*
5	**1**	1	-	1	1	*	1	*	*	*	*	1	-	*	1	*	1	*	*	*	*
	6%	*7%*	-	*7%*	*6%*	*4%*	*6%*	*3%*	*4%*	*5%*	*4%*	*10%*	-	*6%*	*6%*	*11%*	*7%*	*7%*	*21%*	*18%*	*7%*
6	**1**	1	-	1	1	1	1	1	1	1	1	*	-	*	1	*	*	-	-	-	-
	6%	*7%*	-	*7%*	*6%*	*8%*	*6%*	*6%*	*8%*	*10%*	*8%*	*5%*	-	*6%*	*6%*	*10%*	*4%*	-	-	-	-
7	**1**	1	-	1	1	1	1	1	1	1	1	1	-	1	1	-	1	*	-	-	*
	6%	*6%*	-	*6%*	*6%*	*8%*	*6%*	*6%*	*8%*	*9%*	*7%*	*9%*	-	*11%*	*6%*	-	*7%*	*6%*	-	-	*6%*
8	**3**	3	-	3	3	3	3	3	2	2	3	2	-	2	3	1	3	1	*	-	2
	29%	*25%*	-	*26%*	*29%*	*35%*	*29%*	*27%*	*27%*	*23%*	*29%*	*23%*	-	*33%*	*29%*	*39%*	*27%*	*24%*	*20%*	-	*37%*
9	**1**	1	-	1	1	1	1	1	1	1	1	1	-	1	1	*	1	*	*	*	1
	9%	*9%*	-	*10%*	*9%*	*8%*	*9%*	*9%*	*12%*	*9%*	*11%*	*14%*	-	*10%*	*9%*	*9%*	*10%*	*6%*	*18%*	*15%*	*12%*
10 - HIGHEST score	*	*	-	*	*	*	*	*	*	*	*	-	-	*	*	-	*	*	-	-	-
	3%	*3%*	-	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*5%*	*4%*	-	-	*6%*	*3%*	-	*4%*	*7%*	-	-	-
Don't know	**2**	2	-	2	2	1	2	2	1	1	1	1	-	*	2	*	2	1	-	1	1
	18%	*16%*	-	*20%*	*18%*	*16%*	*18%*	*19%*	*16%*	*19%*	*15%*	*20%*	-	*6%*	*18%*	*10%*	*17%*	*18%*	-	*34%*	*13%*
SUMMARY:																					
NET: 9-10	**1**	1	-	1	1	1	1	1	1	1	1	1	-	1	1	*	1	1	*	*	1
	12%	*13%*	-	*13%*	*12%*	*12%*	*12%*	*13%*	*16%*	*15%*	*15%*	*14%*	-	*16%*	*12%*	*9%*	*14%*	*13%*	*18%*	*15%*	*12%*
NET: 7-10	**5**	4	-	4	5	4	5	5	4	3	4	3	-	4	5	2	4	2	1	*	3
	46%	*44%*	-	*46%*	*46%*	*55%*	*46%*	*46%*	*51%*	*47%*	*51%*	*46%*	-	*60%*	*46%*	*48%*	*47%*	*43%*	*38%*	*15%*	*55%*
NET: 4-6	**2**	2	-	2	2	1	2	2	1	2	1	1	-	1	2	1	2	1	*	1	1
	18%	*20%*	-	*20%*	*18%*	*12%*	*18%*	*16%*	*16%*	*24%*	*15%*	*20%*	-	*17%*	*18%*	*21%*	*18%*	*13%*	*21%*	*33%*	*13%*
NET: 1-3	**2**	2	-	1	2	1	2	2	1	1	2	1	-	1	2	1	2	1	1	*	1
	18%	*20%*	-	*14%*	*18%*	*17%*	*18%*	*19%*	*16%*	*10%*	*19%*	*15%*	-	*17%*	*18%*	*21%*	*18%*	*26%*	*41%*	*18%*	*20%*
Mean	**6.15**	6.01	-	6.33	6.15	6.57	6.15	6.12	6.40	6.42	6.33	6.29	-	6.42	6.15	6.01	6.21	5.71	4.89	4.61	6.20
Standard Deviation	**2.81**	2.87	-	2.70	2.81	2.74	2.81	2.89	2.90	2.76	2.87	2.62	-	2.95	2.81	3.37	2.80	3.41	-	-	3.02

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 315

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
Channel 5

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**360**	156	204	40	56	82	61	47	74	71	172	117	85	275	22	336	176	55	77	52
Weighted Base	**337**	141	196	45*	48*	73*	60*	40*	72*	66*	158	113*	81*	256	31**	302	273	30*	25*	10*
1 - LOWEST score	**10**	5	5	2	2	1	4	1	1	2	5	2	3	7	-	10	6	2	2	-
	3%	*3%*	*3%*	*3%*	*4%*	*1%*	*6%*	*2%*	*1%*	*4%*	*3%*	*2%*	*4%*	*3%*	*-*	*3%*	*2%*	*5%*	*8%*	*-*
2	**10**	3	6	-	5	-	2	*	3	2	5	3	5	5	-	10	9	-	*	*
	3%	*2%*	*3%*	*-*	*10%*	*-*	*3%*	*1%*	*4%*	*2%*	*3%*	*3%*	*6%*	*2%*	*-*	*3%*	*3%*	*-*	*1%*	*2%*
3	**8**	7	1	-	1	1	2	2	2	2	3	3	3	5	2	6	5	1	1	1
	2%	*5%*	*1%*	*-*	*2%*	*1%*	*3%*	*5%*	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*5%*	*2%*	*2%*	*4%*	*4%*	**10%p**
4	**27**	10	17	*	2	7	6	1	10	3	9	14	8	19	3	22	23	2	1	1
	8%	*7%*	*9%*	*1%*	*3%*	*10%*	*10%*	*4%*	*14%*	*5%*	*6%*	*13%*	*10%*	*7%*	*11%*	*7%*	*9%*	*7%*	*4%*	*6%*
5	**59**	26	33	9	7	20	3	9	11	9	33	18	12	48	9	51	48	8	2	1
	18%	*19%*	*17%*	*20%*	*15%*	**27%l**	*5%*	*23%*	*16%*	*13%*	*21%*	*16%*	*14%*	*19%*	*27%*	*17%*	*17%*	*27%*	*9%*	*15%*
6	**48**	24	24	7	9	11	8	7	6	11	20	18	13	35	5	43	37	4	6	1
	14%	*17%*	*12%*	*15%*	*20%*	*15%*	*13%*	*17%*	*8%*	*16%*	*12%*	*15%*	*16%*	*14%*	*15%*	*14%*	*14%*	*15%*	*22%*	*11%*
7	**54**	26	29	7	11	12	15	3	7	12	22	20	12	42	3	51	42	5	6	2
	16%	*18%*	*15%*	*16%*	*22%*	*17%*	*25%*	*8%*	*9%*	*18%*	*14%*	*18%*	*15%*	*16%*	*11%*	*17%*	*15%*	*16%*	*22%*	*19%*
8	**47**	17	31	15	8	7	8	3	7	14	27	6	14	33	5	43	39	3	4	2
	14%	*12%*	*16%*	**33%e**	*17%*	*10%*	*13%*	*6%*	*10%*	**22%k**	*17%*	*5%*	*17%*	*13%*	*16%*	*14%*	*14%*	*9%*	*14%*	*18%*
9	**10**	3	7	2	*	3	-	*	5	-	5	5	3	7	2	8	9	-	*	*
	3%	*2%*	*4%*	*4%*	***	*4%*	*-*	*1%*	*7%*	*-*	*3%*	*5%*	*4%*	*3%*	*5%*	*3%*	*3%*	*-*	*1%*	*5%*
10 - HIGHEST score	**11**	4	7	2	-	2	2	1	4	3	4	4	2	9	3	8	9	1	-	*
	3%	*3%*	*3%*	*4%*	*-*	*3%*	*3%*	*4%*	*5%*	*5%*	*2%*	*3%*	*3%*	*3%*	*10%*	*2%*	*3%*	*4%*	*-*	*3%*
Don't know	**53**	17	36	2	3	8	12	12	16	7	26	20	6	47	-	52	45	4	3	1
	16%	*12%*	*19%*	*4%*	*6%*	*12%*	*20%*	**30%c**	*23%*	*11%*	*17%*	*17%*	*8%*	*18%*	*-*	*17%*	*16%*	*13%*	*14%*	*12%*
SUMMARY:																				
NET: 9-10	**21**	7	14	3	*	5	2	2	9	3	8	9	5	16	5	16	19	1	*	1
	6%	*5%*	*7%*	*7%*	***	*7%*	*3%*	*4%*	*12%*	*5%*	*5%*	*8%*	*6%*	*6%*	*16%*	*5%*	*7%*	*4%*	*1%*	*8%*
NET: 7-10	**122**	49	73	26	19	25	24	7	22	30	57	36	32	91	13	109	100	9	9	4
	36%	*35%*	*37%*	**57%g**	*40%*	*34%*	*40%*	*18%*	*30%*	*45%*	*36%*	*32%*	*39%*	*35%*	*42%*	*36%*	*37%*	*29%*	*38%*	*45%*
NET: 4-6	**134**	60	74	17	18	38	17	17	27	23	62	50	33	101	17	116	108	14	9	3
	40%	*43%*	*38%*	*36%*	*38%*	*53%*	*28%*	*44%*	*38%*	*35%*	*39%*	*44%*	*41%*	*40%*	*53%*	*38%*	*40%*	*49%*	*36%*	*32%*
NET: 1-3	**27**	15	12	2	7	1	7	3	6	6	13	8	10	17	2	25	20	3	3	1
	8%	*10%*	*6%*	*3%*	*16%*	*2%*	*12%*	*8%*	*9%*	*9%*	*8%*	*7%*	*13%*	*7%*	*5%*	*8%*	*7%*	*9%*	*13%*	*11%*
Mean	**6.00**	5.84	6.12	6.73	5.69	6.08	5.80	5.68	5.90	6.23	6.01	5.84	5.85	6.05	6.36	5.96	6.05	5.65	5.78	6.23
Standard Deviation	**2.01**	1.96	2.04	1.77	2.07	1.67	2.21	1.91	2.26	2.05	2.01	1.98	2.16	1.95	2.00	2.01	2.01	1.97	2.10	2.07

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 316

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
Channel 5

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**360**	47	248	60	28	332	225	93	106	256	360	273	87	203	156	103	178	81	124	220	136
Weighted Base	**337**	52*	226	52*	28**	308	207	91*	102*	242	337	259	78*	187	150	93*	175	83*	104*	207	125*
1 - LOWEST score	**10**	2	3	4	2	8	5	3	3	6	10	7	3	6	3	5	2	2	3	8	2
	3%	*4%*	*1%*	*8%*	*5%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*2%*	*5%*	*1%*	*2%*	*3%*	*4%*	*2%*
2	**10**	2	8	*	2	8	4	5	5	8	10	5	5	3	6	-	8	-	2	4	6
	3%	*3%*	*3%*	*1%*	*5%*	*3%*	*2%*	*5%*	*5%*	*3%*	*3%*	*2%*	*6%*	*2%*	*4%*	-	*4%*	-	*2%*	*2%*	*5%*
3	**8**	-	6	2	*	7	7	*	1	5	8	7	1	6	1	1	5	2	3	4	3
	2%	-	*3%*	*3%*	*1%*	*2%*	*3%*	*	*1%*	*2%*	*2%*	*3%*	*1%*	*3%*	*1%*	*1%*	*3%*	*2%*	*3%*	*2%*	*3%*
4	**27**	5	15	7	2	25	17	5	9	20	27	21	6	10	17	12	10	9	8	14	13
	8%	*9%*	*7%*	*14%*	*5%*	*8%*	*8%*	*5%*	*9%*	*8%*	*8%*	*8%*	*8%*	*5%*	*12%*	*13%*	*5%*	*11%*	*7%*	*7%*	*11%*
5	**59**	8	43	7	5	55	39	16	16	44	59	45	15	35	24	15	31	18	15	38	21
	18%	*16%*	*19%*	*13%*	*16%*	*18%*	*19%*	*17%*	*16%*	*18%*	*18%*	*17%*	*19%*	*19%*	*16%*	*16%*	*18%*	*21%*	*15%*	*18%*	*17%*
6	**48**	5	34	9	4	44	31	12	13	29	48	44	4	29	19	17	25	15	15	33	15
	14%	*9%*	*15%*	*18%*	*14%*	*14%*	*15%*	*13%*	*13%*	*12%*	*14%*	*17%*	*5%*	*15%*	*13%*	*19%*	*14%*	*18%*	*14%*	*16%*	*12%*
7	**54**	6	37	11	2	52	34	17	18	43	54	41	13	31	23	11	39	6	25	33	21
	16%	*12%*	*16%*	*21%*	*7%*	*17%*	*17%*	*19%*	*17%*	*18%*	*16%*	*16%*	*16%*	*17%*	*15%*	*12%*	*22%*	*7%*	**24%q**	*16%*	*17%*
8	**47**	9	33	6	2	46	33	13	13	35	47	39	8	28	20	19	22	17	14	29	19
	14%	*17%*	*14%*	*12%*	*6%*	*15%*	*16%*	*14%*	*13%*	*14%*	*14%*	*15%*	*10%*	*15%*	*13%*	*21%*	*12%*	*20%*	*14%*	*14%*	*15%*
9	**10**	*	10	-	3	7	2	2	5	5	10	3	7	1	9	2	2	1	*	5	3
	3%	*1%*	*4%*	-	*12%*	*2%*	*1%*	*2%*	*5%*	*2%*	*3%*	*1%*	**9%k**	*1%*	*6%*	*2%*	*1%*	*2%*	*	*3%*	*3%*
10 - HIGHEST score	**11**	5	4	-	3	8	7	*	*	7	11	8	3	6	5	4	2	4	4	6	3
	3%	*9%*	*2%*	-	*10%*	*3%*	*4%*	*	*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*1%*	*5%*	*3%*	*3%*	*3%*
Don't know	**53**	10	34	6	5	48	28	18	20	41	53	40	13	32	21	7	29	10	15	34	17
	16%	*19%*	*15%*	*11%*	*18%*	*16%*	*14%*	*20%*	*19%*	*17%*	*16%*	*15%*	*17%*	*17%*	*14%*	*7%*	*17%*	*12%*	*14%*	*17%*	*14%*
SUMMARY: NET: 9-10	**21**	5	14	-	6	15	9	2	5	12	21	11	10	7	14	5	3	5	4	11	7
	6%	*10%*	*6%*	-	*22%*	*5%*	*4%*	*2%*	*5%*	*5%*	*6%*	*4%*	*13%*	*4%*	*9%*	*6%*	*2%*	*6%*	*4%*	*5%*	*5%*
NET: 7-10	**122**	20	84	17	10	112	76	32	36	90	122	92	31	66	57	36	65	28	43	73	47
	36%	*39%*	*37%*	*32%*	*35%*	*36%*	*37%*	*35%*	*35%*	*37%*	*36%*	*35%*	*40%*	*35%*	*38%*	*39%*	*37%*	*33%*	*42%*	*35%*	*37%*
NET: 4-6	**134**	18	92	24	10	124	86	33	38	93	134	109	25	73	61	44	66	42	37	84	50
	40%	*34%*	*41%*	*45%*	*35%*	*40%*	*42%*	*36%*	*37%*	*38%*	*40%*	*42%*	*32%*	*39%*	*41%*	*48%*	*38%*	*51%*	*36%*	*41%*	*40%*
NET: 1-3	**27**	4	17	6	3	24	16	8	8	18	27	18	9	15	11	6	15	3	8	15	11
	8%	*7%*	*8%*	*12%*	*12%*	*8%*	*8%*	*9%*	*8%*	*8%*	*8%*	*7%*	*11%*	*8%*	*7%*	*6%*	*9%*	*4%*	*8%*	*7%*	*9%*
Mean	**6.00**	6.24	6.05	5.45	6.22	5.98	6.01	5.86	5.90	5.99	6.00	6.01	5.97	5.99	6.02	6.04	5.91	6.15	6.05	6.00	5.90
Standard Deviation	**2.01**	2.34	1.89	2.00	2.68	1.94	1.92	1.94	1.99	1.97	2.01	1.89	2.36	1.93	2.09	2.05	1.78	1.87	1.94	1.97	2.01

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 317

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
Channel 5

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**360**	55	8	10	25	24	9	10	77	14	30	46	52
Weighted Base	**337**	30*	13**	15**	38**	37**	15**	16**	25*	22**	48**	69*	10*
1 - LOWEST score	**10**	2	-	-	-	2	-	-	2	-	-	5	-
	3%	*5%*	-	-	-	*4%*	-	-	*8%*	-	-	*7%*	-
2	**10**	-	2	-	3	2	-	-	*	2	-	2	*
	3%	-	*12%*	-	*8%*	*4%*	-	-	*1%*	*7%*	-	*2%*	*2%*
3	**8**	1	2	-	-	-	-	2	1	-	-	2	1
	2%	*4%*	*12%*	-	-	-	-	*10%*	*4%*	-	-	*2%*	**10%a**
4	**27**	2	2	-	2	5	2	2	1	2	8	3	1
	8%	*7%*	*12%*	-	*4%*	*12%*	*11%*	*10%*	*4%*	*7%*	*16%*	*5%*	*6%*
5	**59**	8	-	3	8	3	-	2	2	5	10	18	1
	18%	*27%*	-	*20%*	*20%*	*8%*	-	*10%*	*9%*	*21%*	*20%*	*26%*	*15%*
6	**48**	4	2	2	2	6	2	5	6	5	5	10	1
	14%	*15%*	*13%*	*10%*	*4%*	*16%*	*11%*	*30%*	*22%*	*22%*	*10%*	*15%*	*11%*
7	**54**	5	3	2	6	3	7	3	6	2	6	11	2
	16%	*16%*	*24%*	*10%*	*16%*	*8%*	*45%*	*20%*	*22%*	*8%*	*13%*	*15%*	*19%*
8	**47**	3	2	3	8	8	2	2	4	3	8	4	2
	14%	*9%*	*13%*	*20%*	*20%*	*21%*	*11%*	*10%*	*14%*	*15%*	*17%*	*6%*	*18%*
9	**10**	-	-	3	-	2	-	-	*	-	3	1	*
	3%	-	-	*20%*	-	*4%*	-	-	*1%*	-	*7%*	*2%*	*5%*
10 - HIGHEST score	**11**	1	-	-	-	2	-	-	-	1	3	3	*
	3%	*4%*	-	-	-	*4%*	-	-	-	*7%*	*7%*	*4%*	*3%*
Don't know	**53**	4	2	3	11	6	3	2	3	3	5	11	1
	16%	*13%*	*13%*	*20%*	*28%*	*17%*	*22%*	*10%*	*14%*	*14%*	*10%*	*15%*	*12%*
SUMMARY:													
NET: 9-10	**21**	1	-	3	-	3	-	-	*	1	7	4	1
	6%	*4%*	-	*20%*	-	*9%*	-	-	*1%*	*7%*	*14%*	*6%*	*8%*
NET: 7-10	**122**	9	5	8	14	14	8	5	9	6	21	19	4
	36%	*29%*	*37%*	*50%*	*36%*	*38%*	*57%*	*30%*	*38%*	*29%*	*44%*	*28%*	*45%*
NET: 4-6	**134**	14	3	4	11	14	3	8	9	11	22	32	3
	40%	*49%*	*25%*	*30%*	*28%*	*37%*	*22%*	*50%*	*36%*	*50%*	*46%*	*46%*	*32%*
NET: 1-3	**27**	3	3	-	3	3	-	2	3	2	-	8	1
	8%	*9%*	*25%*	-	*8%*	*8%*	-	*10%*	*13%*	*7%*	-	*11%*	*11%*
Mean	**6.00**	5.65	5.32	7.14	5.96	6.13	6.59	5.78	5.78	6.02	6.47	5.63	6.23
Standard Deviation	**2.01**	1.97	2.22	1.60	1.94	2.29	1.23	1.53	2.10	2.02	1.90	2.14	2.07

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 318

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
Channel 5

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**360**	332	166	337	33	360	356	315	230	182	237	256	129	197	10	360	245	106	73	44	116
Weighted Base	**337**	313	256	316	11	337	334	295	209	167	215	242	198	180	3	337	237	95	73	45	108
1 - LOWEST score	**10**	8	5	9	1	10	10	10	7	3	4	6	5	5	*	10	8	4	3	2	4
	3%	*2%*	*2%*	*3%*	*9%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*10%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*
2	**10**	9	9	10	-	10	10	8	3	5	5	8	8	6	-	10	6	3	2	2	2
	3%	*3%*	*4%*	*3%*	-	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*4%*	*3%*	-	*3%*	*3%*	*3%*	*2%*	*3%*	*1%*
3	**8**	8	5	7	-	8	8	8	5	5	5	5	3	5	-	8	5	4	2	2	2
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	-	*2%*	*2%*	*5%*	*3%*	*5%*	*2%*
4	**27**	24	22	25	1	27	27	24	14	13	14	20	17	13	-	27	16	7	6	5	5
	8%	*8%*	*8%*	*8%*	*6%*	*8%*	*8%*	*8%*	*7%*	*8%*	*7%*	*8%*	*9%*	*7%*	-	*8%*	*7%*	*7%*	*8%*	*11%*	*5%*
5	**59**	59	48	59	1	59	59	47	44	31	39	44	37	38	*	59	45	11	9	7	22
	18%	*19%*	*19%*	*19%*	*9%*	*18%*	*18%*	*16%*	*21%*	*18%*	*18%*	*18%*	*19%*	*21%*	*11%*	*18%*	*19%*	*12%*	*13%*	*15%*	*20%*
6	**48**	40	31	45	2	48	48	45	31	28	31	29	21	23	*	48	28	14	6	5	12
	14%	*13%*	*12%*	*14%*	*18%*	*14%*	*14%*	*15%*	*15%*	*17%*	*14%*	*12%*	*11%*	*13%*	*10%*	*14%*	*12%*	*15%*	*8%*	*11%*	*11%*
7	**54**	51	41	53	3	54	53	46	36	24	42	43	35	32	1	54	36	12	12	4	18
	16%	*16%*	*16%*	*17%*	*30%*	*16%*	*16%*	*15%*	*17%*	*15%*	*20%*	*18%*	*18%*	*18%*	*29%*	*16%*	*15%*	*12%*	*17%*	*10%*	*17%*
8	**47**	46	39	45	2	47	46	40	34	32	33	35	28	29	1	47	32	15	15	8	17
	14%	*15%*	*15%*	*14%*	*15%*	*14%*	*14%*	*14%*	*16%*	*19%*	*16%*	*14%*	*14%*	*16%*	*21%*	*14%*	*13%*	*16%*	*20%*	*18%*	*16%*
9	**10**	9	8	7	*	10	10	10	5	3	7	5	5	5	*	10	7	2	5	-	5
	3%	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*9%*	*3%*	*3%*	*2%*	*7%*	-	*5%*
10 - HIGHEST score	**11**	9	8	9	-	11	11	9	6	4	8	7	6	5	-	11	11	7	3	2	6
	3%	*3%*	*3%*	*3%*	-	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	-	*3%*	*5%*	*7%*	*4%*	*5%*	*5%*
Don't know	**53**	50	42	46	1	53	53	48	23	19	27	41	34	17	*	53	44	16	10	8	15
	16%	*16%*	*16%*	*15%*	*9%*	*16%*	*16%*	*16%*	*11%*	*12%*	*13%*	*17%*	*17%*	*10%*	*10%*	*16%*	*19%*	*17%*	*14%*	*18%*	*14%*
SUMMARY:																					
NET: 9-10	**21**	18	16	16	*	21	21	19	11	8	15	12	11	11	*	21	18	9	8	2	11
	6%	*6%*	*6%*	*5%*	*3%*	*6%*	*6%*	*6%*	*5%*	*5%*	*7%*	*5%*	*5%*	*6%*	*9%*	*6%*	*7%*	*9%*	*11%*	*5%*	*10%*
NET: 7-10	**122**	115	96	114	5	122	119	105	81	63	90	90	74	72	2	122	85	36	35	15	46
	36%	*37%*	*37%*	*36%*	*48%*	*36%*	*36%*	*36%*	*39%*	*38%*	*42%*	*37%*	*37%*	*40%*	*59%*	*36%*	*36%*	*37%*	*48%*	*33%*	*43%*
NET: 4-6	**134**	124	100	130	4	134	134	116	90	72	84	93	75	74	1	134	89	32	21	17	39
	40%	*39%*	*39%*	*41%*	*34%*	*40%*	*40%*	*40%*	*43%*	*43%*	*39%*	*38%*	*38%*	*41%*	*21%*	*40%*	*37%*	*34%*	*29%*	*38%*	*36%*
NET: 1-3	**27**	25	18	26	1	27	27	25	15	13	14	18	15	17	*	27	20	11	7	5	8
	8%	*8%*	*7%*	*8%*	*9%*	*8%*	*8%*	*9%*	*7%*	*8%*	*6%*	*8%*	*8%*	*9%*	*10%*	*8%*	*8%*	*12%*	*9%*	*12%*	*7%*
Mean	**6.00**	6.00	6.04	5.95	6.03	6.00	5.98	5.98	6.05	6.06	6.21	5.99	5.98	5.97	6.40	6.00	6.02	6.08	6.32	5.77	6.29
Standard Deviation	**2.01**	1.98	1.97	1.98	2.15	2.01	2.01	2.04	1.92	1.90	1.89	1.97	2.01	2.02	2.75	2.01	2.11	2.33	2.22	2.27	2.08

* = Less than .5

J20427 PSB Tracker 2013

Table 319

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC1

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1552**	735	817	162	204	291	279	246	370	385	722	445	290	1262	84	1460	875	238	235	204
Weighted Base	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123*	1467	1359	127	76	38
1 - LOWEST score	**25**	12	14	5	2	7	3	1	8	3	17	5	8	18	7	18	22	3	1	-
	2%	*2%*	*2%*	*3%*	*1%*	*2%*	*1%*	*	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	***6%o***	*1%*	*2%*	*2%*	*1%*	-
2	**20**	6	14	2	2	3	2	7	4	5	7	8	2	18	3	17	17	2	1	1
	1%	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*2%*
3	**31**	18	13	1	7	2	7	5	9	11	12	7	7	24	4	27	26	3	1	1
	2%	*2%*	*2%*	*	*3%*	*1%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*2%*
4	**82**	46	36	8	9	14	17	6	28	17	38	27	16	66	8	74	75	4	1	3
	5%	*6%*	*4%*	*5%*	*4%*	*5%*	*6%*	*3%*	*7%*	*4%*	*5%*	*6%*	*6%*	*5%*	*7%*	*5%*	*5%*	*3%*	*1%*	***8%gr***
5	**197**	91	106	15	22	39	42	36	43	53	91	53	45	152	11	183	167	15	11	4
	12%	*12%*	*13%*	*9%*	*10%*	*13%*	*14%*	*15%*	*11%*	*13%*	*12%*	*12%*	*15%*	*12%*	*9%*	*12%*	*12%*	*12%*	*15%*	*11%*
6	**213**	97	116	17	22	41	39	34	60	44	105	64	40	173	10	203	179	18	10	6
	13%	*13%*	*14%*	*10%*	*11%*	*13%*	*13%*	*14%*	*16%*	*10%*	*14%*	*15%*	*14%*	*13%*	*8%*	*14%*	*13%*	*14%*	*13%*	*16%*
7	**348**	181	166	45	42	70	74	57	60	89	177	82	67	281	16	328	298	27	14	9
	22%	*24%*	*20%*	*26%*	*20%*	*23%*	*25%*	*24%*	*16%*	*21%*	*24%*	*19%*	*23%*	*21%*	*13%*	*22%*	*22%*	*21%*	*19%*	*23%*
8	**340**	166	173	41	50	73	66	41	68	106	149	84	66	274	34	302	284	29	20	7
	21%	*22%*	*20%*	*24%*	*24%*	*24%*	*23%*	*17%*	*18%*	*25%*	*20%*	*19%*	*23%*	*21%*	*28%*	*21%*	*21%*	*23%*	*26%*	*17%*
9	**95**	45	50	17	16	19	19	8	18	25	48	23	15	81	17	79	80	8	5	2
	6%	*6%*	*6%*	*10%*	*8%*	*6%*	*6%*	*3%*	*5%*	*6%*	*6%*	*5%*	*5%*	*6%*	***14%o***	*5%*	*6%*	*7%*	*6%*	*5%*
10 - HIGHEST score	**64**	35	28	10	13	12	4	11	15	25	20	18	8	56	7	57	52	8	3	2
	4%	*5%*	*3%*	*6%*	*6%*	*4%*	*1%*	*4%*	*4%*	*6%*	*3%*	*4%*	*3%*	*4%*	*6%*	*4%*	*4%*	*6%*	*3%*	*4%*
Don't know	**185**	57	128	11	23	28	22	33	69	46	74	64	15	170	5	179	161	11	10	4
	12%	*8%*	***15%a***	*6%*	*11%*	*9%*	*7%*	*14%*	***18%cef***	*11%*	*10%*	*15%*	*5%*	***13%l***	*4%*	*12%*	*12%*	*8%*	*13%*	*10%*
SUMMARY:																				
NET: 9-10	**159**	80	79	27	29	31	23	18	32	50	68	41	23	136	24	135	132	16	7	4
	10%	*11%*	*9%*	*16%*	*14%*	*10%*	*8%*	*8%*	*8%*	*12%*	*9%*	*9%*	*8%*	*10%*	***19%o***	*9%*	*10%*	*13%*	*10%*	*10%*
NET: 7-10	**847**	428	419	113	121	173	163	116	161	246	394	207	156	691	75	766	713	73	41	19
	53%	*57%*	*49%*	***66%gh***	***58%h***	***56%h***	***55%h***	*48%*	*42%*	*58%*	*53%*	*47%*	*54%*	*53%*	*61%*	*52%*	*52%*	*57%*	*54%*	*50%*
NET: 4-6	**493**	234	259	40	53	94	97	77	131	114	234	144	101	391	29	460	420	36	22	14
	31%	*31%*	*31%*	*23%*	*26%*	*31%*	*33%*	*32%*	*34%*	*27%*	*32%*	*33%*	*35%*	*30%*	*24%*	*31%*	*31%*	*29%*	*29%*	*35%*
NET: 1-3	**76**	35	41	7	11	12	12	13	21	20	36	21	16	60	14	62	65	7	3	2
	5%	*5%*	*5%*	*4%*	*5%*	*4%*	*4%*	*6%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	***11%o***	*4%*	*5%*	*5%*	*3%*	*4%*
Mean	**6.64**	6.68	6.61	6.96	6.89	6.72	6.58	6.51	6.40	6.85	6.58	6.54	6.48	6.68	6.65	6.64	6.62	6.80	6.84	6.55
Standard Deviation	**1.83**	1.82	1.85	1.90	1.87	1.81	1.68	1.78	1.94	1.82	1.82	1.87	1.84	1.83	2.40	1.78	1.84	1.91	1.69	1.79

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 320

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC1

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1552**	182	1109	237	105	1447	968	388	457	820	245	1161	391	871	675	467	788	315	567	942	590
Weighted Base	**1601**	205	1101	268	120*	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
1 - LOWEST score	**25**	5	14	6	3	22	15	7	7	10	2	17	9	13	13	6	12	3	8	21	4
	2%	*2%*	*1%*	*2%*	*3%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*
2	**20**	2	8	9	2	19	15	2	2	11	5	16	4	14	6	6	13	6	6	16	4
	1%	*1%*	*1%*	***3%b***	*1%*	*1%*	*2%*	*	*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*
3	**31**	-	22	9	1	30	19	8	10	14	3	22	9	20	9	9	15	7	12	24	7
	2%	-	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*
4	**82**	14	39	29	8	75	48	23	25	42	13	58	24	40	42	23	43	13	32	45	34
	5%	*7%*	*3%*	***11%b***	*6%*	*5%*	*5%*	*6%*	*5%*	*5%*	*6%*	*5%*	*6%*	*4%*	*6%*	*5%*	*5%*	*4%*	*6%*	*5%*	*6%*
5	**197**	19	133	43	18	179	116	47	59	103	28	155	42	118	78	74	90	44	59	117	77
	12%	*9%*	*12%*	*16%*	*15%*	*12%*	*12%*	*12%*	*12%*	*13%*	*12%*	*13%*	*11%*	*13%*	*11%*	*15%*	*11%*	*13%*	*11%*	*12%*	*13%*
6	**213**	15	154	39	18	195	144	43	47	105	27	168	45	128	85	67	108	52	78	129	81
	13%	*7%*	*14%*	*14%*	*15%*	*13%*	*15%*	*11%*	*10%*	*13%*	*11%*	*14%*	*12%*	*14%*	*12%*	*14%*	*13%*	*15%*	*14%*	*13%*	*14%*
7	**348**	45	252	49	15	333	225	87	107	181	44	259	89	188	156	109	193	80	130	208	139
	22%	*22%*	*23%*	*18%*	*12%*	*22%*	*23%*	*22%*	*23%*	*22%*	*19%*	*21%*	*23%*	*21%*	*23%*	*22%*	*24%*	*24%*	*23%*	*21%*	*23%*
8	**340**	54	239	42	18	322	206	83	106	168	45	260	80	188	151	106	165	64	125	206	129
	21%	*27%*	*22%*	*16%*	*15%*	*22%*	*21%*	*21%*	*22%*	*21%*	*19%*	*21%*	*21%*	*21%*	*22%*	*21%*	*20%*	*19%*	*22%*	*21%*	*22%*
9	**95**	7	75	12	9	86	56	26	30	53	18	77	18	53	42	37	38	21	32	60	34
	6%	*4%*	*7%*	*4%*	*8%*	*6%*	*6%*	*7%*	*6%*	*7%*	*8%*	*6%*	*5%*	*6%*	*6%*	*7%*	*5%*	*6%*	*6%*	*6%*	*6%*
10 - HIGHEST score	**64**	17	37	6	11	53	42	10	11	29	19	48	16	36	28	21	29	18	21	44	18
	4%	***8%bc***	*3%*	*2%*	***9%gh***	*4%*	*4%*	*3%*	*2%*	*4%*	*8%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*3%*
Don't know	**185**	25	128	25	18	167	95	67	72	96	31	138	47	104	81	36	102	29	57	116	66
	12%	*12%*	*12%*	*9%*	*15%*	*11%*	*10%*	***17%f***	***15%f***	*12%*	*13%*	*11%*	*12%*	*12%*	*12%*	*7%*	***13%o***	*9%*	*10%*	*12%*	*11%*
SUMMARY: NET: 9-10	**159**	25	112	17	20	139	98	37	41	82	37	125	34	89	70	58	67	39	53	104	52
	10%	*12%*	*10%*	*6%*	*17%*	*9%*	*10%*	*9%*	*9%*	*10%*	*16%*	*10%*	*9%*	*10%*	*10%*	*12%*	*8%*	*11%*	*10%*	*11%*	*9%*
NET: 7-10	**847**	124	603	108	53	794	529	206	254	431	127	644	203	465	378	274	425	183	309	519	320
	53%	***61%c***	***55%c***	*40%*	*44%*	*54%*	*54%*	*51%*	*53%*	*53%*	*53%*	*53%*	*53%*	*52%*	*55%*	*55%*	*53%*	*54%*	*55%*	*53%*	*54%*
NET: 4-6	**493**	49	326	110	44	448	308	113	131	250	68	381	112	286	205	164	241	109	169	291	192
	31%	*24%*	*30%*	***41%ab***	*37%*	*30%*	*31%*	*28%*	*28%*	*31%*	*29%*	*31%*	*29%*	*32%*	*30%*	*33%*	*30%*	*32%*	*30%*	*29%*	*32%*
NET: 1-3	**76**	6	44	24	6	71	49	16	18	35	11	55	22	46	28	22	40	16	26	61	16
	5%	*3%*	*4%*	***9%b***	*5%*	*5%*	*5%*	*4%*	*4%*	*4%*	*5%*	*4%*	*6%*	*5%*	*4%*	*4%*	*5%*	*5%*	*5%*	***6%t***	*3%*
Mean	**6.64**	6.93c	6.74c	5.99	6.62	6.64	6.64	6.64	6.68	6.65	6.82	6.67	6.56	6.62	6.69	6.68	6.59	6.69	6.67	6.61	6.70
Standard Deviation	**1.83**	1.93	1.73	1.98	2.13	1.81	1.83	1.81	1.75	1.80	1.99	1.81	1.91	1.83	1.83	1.81	1.82	1.80	1.80	1.93	1.65

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 321

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC1

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1552**	238	45	84	111	103	43	54	235	98	135	202	204
Weighted Base	**1601**	127	69*	129*	172	160	69*	87*	76	152*	215	305	38
1 - LOWEST score	**25**	3	2	3	2	-	-	2	1	5	5	5	-
	2%	*2%*	*2%*	*2%*	*1%*	-	-	*2%*	*1%*	*3%*	*2%*	*1%*	-
2	**20**	2	-	-	3	2	3	-	1	-	3	6	1
	1%	*1%*	-	-	*2%*	*1%*	*5%*	-	*1%*	-	*1%*	*2%*	*2%*
3	**31**	3	-	5	3	3	2	-	1	2	3	9	1
	2%	*2%*	-	*4%*	*2%*	*2%*	*2%*	-	*1%*	*1%*	*1%*	*3%*	*2%*
4	**82**	4	3	2	12	6	5	7	1	9	11	19	3
	5%	*3%*	*5%*	*1%*	*7%*	*4%*	*7%*	*8%*	*1%*	*6%*	*5%*	*6%*	**8%bdi**
5	**197**	15	15	20	25	11	8	16	11	21	14	36	4
	12%	*12%*	**22%fk**	*15%*	*15%*	*7%*	*12%*	*19%*	**15%k**	*14%*	*7%*	*12%*	*11%*
6	**213**	18	9	8	20	23	10	13	10	20	25	51	6
	13%	*14%*	*13%*	*6%*	*12%*	*14%*	*14%*	*15%*	*13%*	*13%*	*12%*	*17%*	**16%d**
7	**348**	27	11	29	39	26	11	19	14	39	54	69	9
	22%	*21%*	*15%*	*23%*	*23%*	*16%*	*16%*	*22%*	*19%*	*26%*	*25%*	*23%*	*23%*
8	**340**	29	19	26	36	45	16	19	20	24	49	50	7
	21%	*23%*	*27%*	*20%*	*21%*	*28%*	*23%*	*22%*	**26%l**	*16%*	*23%*	*16%*	*17%*
9	**95**	8	2	9	11	11	3	3	5	8	15	18	2
	6%	*7%*	*2%*	*7%*	*6%*	*7%*	*5%*	*4%*	*6%*	*5%*	*7%*	*6%*	*5%*
10 - HIGHEST score	**64**	8	2	2	1	13	2	1	3	1	15	15	2
	4%	**6%e**	*2%*	*1%*	*1%*	*8%*	*2%*	*2%*	*3%*	*1%*	*7%*	*5%*	*4%*
Don't know	**185**	11	8	26	20	20	9	6	10	23	21	27	4
	12%	*8%*	*11%*	**20%bl**	*12%*	*13%*	*14%*	*7%*	*13%*	*15%*	*10%*	*9%*	*10%*
SUMMARY:													
NET: 9-10	**159**	16	3	11	12	24	5	5	7	10	30	33	4
	10%	*13%*	*5%*	*8%*	*7%*	*15%*	*7%*	*5%*	*10%*	*6%*	*14%*	*11%*	*10%*
NET: 7-10	**847**	73	32	67	86	95	32	43	41	73	133	152	19
	53%	*57%*	*47%*	*52%*	*50%*	*59%*	*47%*	*50%*	*54%*	*48%*	*62%*	*50%*	*50%*
NET: 4-6	**493**	36	28	29	58	40	22	36	22	51	51	107	14
	31%	*29%*	*40%*	*22%*	*33%*	*25%*	*33%*	*41%*	*29%*	*33%*	*24%*	*35%*	*35%*
NET: 1-3	**76**	7	2	8	8	5	5	2	3	6	11	19	2
	5%	*5%*	*2%*	*6%*	*5%*	*3%*	*7%*	*2%*	*3%*	*4%*	*5%*	*6%*	*4%*
Mean	**6.64**	6.80	6.48	6.63	6.45	**7.14ejlm**	6.40	6.44	6.84	6.37	6.89	6.49	6.55
Standard Deviation	**1.83**	1.91	1.71	1.84	1.75	1.73	1.91	1.65	1.69	1.78	1.93	1.91	1.79

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 322

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC1

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1552**	1412	814	1402	97	1163	1552	1405	968	825	1102	820	446	442	29	245	1552	573	193	121	586
Weighted Base	**1601**	1467	1260	1449	31	1200	1601	1445	1005	838	1125	813	687	448	9	237	1601	594	217	130	576
1 - LOWEST score	**25**	21	19	21	*	20	25	21	10	6	9	10	9	4	*	2	25	5	4	2	7
	2%	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*4%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*
2	**20**	18	15	18	*	18	20	15	11	11	9	11	9	9	*	5	20	8	2	3	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*4%*	*2%*	*1%*	*1%*	*1%*	*3%*	*1%*
3	**31**	28	25	31	1	22	31	31	15	14	17	14	12	10	-	3	31	17	1	1	10
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	-	*1%*	*2%*	*3%*	*1%*	*1%*	*2%*
4	**82**	77	70	76	1	54	82	70	54	40	55	42	38	27	*	13	82	28	15	7	34
	5%	*5%*	*6%*	*5%*	*3%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*	*6%*	*4%*	*6%*	*5%*	*5%*	*7%*	*5%*	*6%*
5	**197**	185	160	175	5	133	197	173	122	92	117	103	87	47	2	28	197	68	23	24	62
	12%	*13%*	*13%*	*12%*	*16%*	*11%*	*12%*	*12%*	*12%*	*11%*	*10%*	*13%*	*13%*	*10%*	*21%*	*12%*	*12%*	*12%*	*11%*	*18%*	*11%*
6	**213**	202	170	190	2	159	213	196	130	114	152	105	89	57	-	27	213	83	19	15	81
	13%	*14%*	*13%*	*13%*	*7%*	*13%*	*13%*	*14%*	*13%*	*14%*	*14%*	*13%*	*13%*	*13%*	-	*11%*	*13%*	*14%*	*9%*	*11%*	*14%*
7	**348**	318	276	326	6	273	348	326	250	214	275	181	155	113	2	44	348	143	54	33	130
	22%	*22%*	*22%*	*23%*	*18%*	*23%*	*22%*	*23%*	*25%*	*26%*	*24%*	*22%*	*23%*	*25%*	*20%*	*19%*	*22%*	*24%*	*25%*	*25%*	*23%*
8	**340**	312	262	304	10	252	340	308	221	186	256	168	137	88	2	45	340	116	49	20	127
	21%	*21%*	*21%*	*21%*	*32%*	*21%*	*21%*	*21%*	*22%*	*22%*	*23%*	*21%*	*20%*	*20%*	*21%*	*19%*	*21%*	*19%*	*22%*	*16%*	*22%*
9	**95**	86	72	82	3	75	95	81	67	46	69	53	44	29	1	18	95	43	17	5	40
	6%	*6%*	*6%*	*6%*	*9%*	*6%*	*6%*	*6%*	*7%*	*6%*	*6%*	*7%*	*6%*	*6%*	*14%*	*8%*	*6%*	*7%*	*8%*	*4%*	*7%*
10 - HIGHEST score	**64**	55	46	58	1	51	64	56	35	31	46	29	24	25	-	19	64	29	16	8	24
	4%	*4%*	*4%*	*4%*	*2%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*	*6%*	-	*8%*	*4%*	*5%*	*7%*	*6%*	*4%*
Don't know	**185**	164	146	168	3	143	185	169	90	85	118	96	83	40	1	31	185	56	17	12	54
	12%	*11%*	*12%*	*12%*	*8%*	*12%*	*12%*	*12%*	*9%*	*10%*	*11%*	*12%*	*12%*	*9%*	*14%*	*13%*	*12%*	*9%*	*8%*	*9%*	*9%*
SUMMARY:																					
NET: 9-10	**159**	142	118	140	3	126	159	136	102	77	115	82	67	54	1	37	159	72	33	13	64
	10%	*10%*	*9%*	*10%*	*11%*	*10%*	*10%*	*9%*	*10%*	*9%*	*10%*	*10%*	*10%*	*12%*	*14%*	*16%*	*10%*	*12%*	*15%*	*10%*	*11%*
NET: 7-10	**847**	772	656	770	19	651	847	771	572	478	647	431	359	254	5	127	847	330	136	66	321
	53%	*53%*	*52%*	*53%*	*62%*	*54%*	*53%*	*53%*	*57%*	*57%*	*57%*	*53%*	*52%*	*57%*	*55%*	*53%*	*53%*	*56%*	*63%*	*51%*	*56%*
NET: 4-6	**493**	464	400	441	8	346	493	439	306	246	325	250	214	130	2	68	493	179	57	45	178
	31%	*32%*	*32%*	*30%*	*26%*	*29%*	*31%*	*30%*	*30%*	*29%*	*29%*	*31%*	*31%*	*29%*	*24%*	*29%*	*31%*	*30%*	*26%*	*35%*	*31%*
NET: 1-3	**76**	67	59	70	1	61	76	66	37	30	35	35	31	23	1	11	76	30	8	7	23
	5%	*5%*	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	*4%*	*4%*	*3%*	*4%*	*4%*	*5%*	*7%*	*5%*	*5%*	*5%*	*4%*	*5%*	*4%*
Mean	**6.64**	6.63	6.60	6.64	6.87	6.68	6.64	6.66	6.72	6.75	6.81	6.65	6.62	6.70	6.49	6.82	6.64	6.72	6.90	6.48	6.73
Standard Deviation	**1.83**	1.81	1.82	1.82	1.78	1.85	1.83	1.80	1.73	1.68	1.69	1.80	1.81	1.86	2.26	1.99	1.83	1.81	1.91	1.92	1.78

* = Less than .5

J20427 PSB Tracker 2013

Table 323

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC2

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**618**	335	283	41	74	95	109	120	179	171	274	173	87	531	31	586	352	94	102	70
Weighted Base	**642**	339	303	41**	80*	99*	123*	110*	189	192	282	169	91*	551	44**	597	546	50*	33	13*
1 - LOWEST score	**5**	5	-	2	-	*	-	1	2	2	3	1	2	3	-	5	3	1	*	-
	1%	*1%*	-	*4%*	-	*	-	*	*1%*	*1%*	*1%*	*	*2%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	-
2	**17**	8	9	3	-	*	8	5	1	2	10	5	-	17	4	13	15	1	*	*
	3%	*2%*	*3%*	*8%*	-	*	*6%*	*4%*	*1%*	*1%*	*4%*	*3%*	-	*3%*	*9%*	*2%*	*3%*	*2%*	*1%*	*1%*
3	**16**	13	3	*	*	2	3	4	6	3	9	4	4	12	5	11	12	3	*	1
	2%	*4%*	*1%*	*	*	*2%*	*3%*	*4%*	*3%*	*2%*	*3%*	*3%*	*4%*	*2%*	*11%*	*2%*	*2%*	*5%*	*1%*	*6%*
4	**33**	15	18	*	7	3	6	6	11	16	12	5	5	28	2	31	31	1	*	1
	5%	*4%*	*6%*	*	*8%*	*3%*	*5%*	*5%*	*6%*	*8%*	*4%*	*3%*	*5%*	*5%*	*4%*	*5%*	*6%*	*1%*	*1%*	*4%*
5	**70**	34	36	2	7	16	10	10	24	20	33	16	15	54	2	68	58	5	5	1
	11%	*10%*	*12%*	*4%*	*9%*	*17%*	*9%*	*9%*	*13%*	*11%*	*12%*	*10%*	*17%*	*10%*	*4%*	*11%*	*11%*	*11%*	*14%*	*9%*
6	**85**	42	43	4	11	9	10	22	29	22	41	22	8	77	3	81	72	7	4	2
	13%	*12%*	*14%*	*10%*	*14%*	*9%*	*8%*	*20%*	*15%*	*11%*	*14%*	*13%*	*9%*	*14%*	*8%*	*14%*	*13%*	*14%*	*12%*	*18%*
7	**134**	67	67	9	19	19	31	24	32	41	56	37	27	107	5	129	111	10	9	3
	21%	*20%*	*22%*	*23%*	*24%*	*20%*	*25%*	*21%*	*17%*	*21%*	*20%*	*22%*	*30%*	*19%*	*11%*	*22%*	*20%*	*19%*	*28%*	*25%*
8	**134**	76	58	6	19	19	36	14	39	38	58	37	16	117	9	125	112	12	6	3
	21%	*22%*	*19%*	*15%*	*23%*	*19%*	**29%g**	*13%*	*21%*	*20%*	*21%*	*22%*	*18%*	*21%*	*21%*	*21%*	*21%*	*24%*	*19%*	*23%*
9	**52**	30	22	6	7	13	9	6	12	14	25	13	7	45	6	45	45	4	2	1
	8%	*9%*	*7%*	*14%*	*9%*	*13%*	*7%*	*6%*	*6%*	*7%*	*9%*	*8%*	*7%*	*8%*	*15%*	*8%*	*8%*	*7%*	*7%*	*6%*
10 - HIGHEST score	**25**	19	6	3	3	6	2	2	9	12	6	7	2	23	3	22	20	3	1	*
	4%	*6%*	*2%*	*8%*	*4%*	*6%*	*2%*	*2%*	*5%*	*6%*	*2%*	*4%*	*2%*	*4%*	*8%*	*4%*	*4%*	*6%*	*4%*	*3%*
Don't know	**73**	33	41	6	7	10	8	18	25	22	30	22	5	68	5	67	65	4	4	1
	11%	*10%*	*13%*	*14%*	*9%*	*10%*	*6%*	*16%*	*13%*	*11%*	*10%*	*13%*	*6%*	*12%*	*11%*	*11%*	*12%*	*8%*	*14%*	*5%*
SUMMARY:																				
NET: 9-10	**77**	49	28	9	10	19	11	8	21	26	31	20	9	68	10	67	65	7	3	1
	12%	*14%*	*9%*	*22%*	*12%*	*19%*	*9%*	*7%*	*11%*	*14%*	*11%*	*12%*	*10%*	*12%*	*23%*	*11%*	*12%*	*14%*	*11%*	*9%*
NET: 7-10	**344**	191	153	24	48	57	77	46	92	105	145	94	52	292	24	321	289	29	19	8
	54%	*56%*	*51%*	*60%*	*60%*	*58%*	**63%g**	*41%*	*48%*	*55%*	*51%*	*56%*	*58%*	*53%*	*54%*	*54%*	*53%*	*57%*	*57%*	*57%*
NET: 4-6	**187**	90	97	6	25	28	26	38	63	58	86	43	28	159	7	180	161	13	9	4
	29%	*27%*	*32%*	*14%*	*31%*	*29%*	*22%*	*34%*	*34%*	*30%*	*30%*	*25%*	*31%*	*29%*	*16%*	*30%*	*30%*	*26%*	*27%*	*31%*
NET: 1-3	**37**	25	12	5	*	3	11	9	9	7	21	9	5	32	8	29	31	5	1	1
	6%	*7%*	*4%*	*12%*	*	*3%*	*9%*	*8%*	*5%*	*3%*	*8%*	*6%*	*6%*	*6%*	*19%*	*5%*	*6%*	*10%*	*3%*	*7%*
Mean	**6.67**	6.74	6.59	6.81	6.93	6.99	6.63	6.25	6.63	6.77	6.53	6.81	6.53	6.70	6.55	6.68	6.66	6.73	6.84	6.63
Standard Deviation	**1.88**	2.00	1.73	2.47	1.58	1.79	1.94	1.85	1.86	1.88	1.92	1.81	1.78	1.90	2.58	1.82	1.88	2.06	1.67	1.78

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 324

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC2

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**618**	74	425	105	52	566	352	166	198	298	106	470	148	337	280	215	280	126	187	363	243
Weighted Base	**642**	81*	429	115*	58*	584	362	168	205	286	95*	494	148	357	283	224	291	139*	187	383	245
1 - LOWEST score	**5**	2	2	1	2	3	2	-	-	2	2	5	-	5	-	2	2	2	1	5	-
	1%	*2%*	*	*1%*	*3%*	*1%*	*1%*	-	-	*1%*	*2%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*	*	*1%*	-
2	**17**	-	10	7	-	17	9	5	6	5	5	11	6	9	8	4	9	3	5	13	4
	3%	-	*2%*	*6%*	-	*3%*	*3%*	*3%*	*3%*	*2%*	*5%*	*2%*	*4%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*
3	**16**	2	11	3	*	16	9	5	7	12	6	13	3	10	6	3	7	2	6	10	6
	2%	*2%*	*3%*	*3%*	*1%*	*3%*	*2%*	*3%*	*3%*	*4%*	*6%*	*3%*	*2%*	*3%*	*2%*	*1%*	*2%*	*1%*	*3%*	*3%*	*2%*
4	**33**	2	22	10	3	30	11	12	17	14	2	23	10	16	16	9	23	5	6	19	12
	5%	*2%*	*5%*	*8%*	*5%*	*5%*	*3%*	*7%*	*8%*	*5%*	*2%*	*5%*	*7%*	*5%*	*6%*	*4%*	*8%*	*3%*	*3%*	*5%*	*5%*
5	**70**	9	43	17	5	65	39	21	24	38	12	54	16	38	32	23	36	11	20	36	34
	11%	*11%*	*10%*	*14%*	*8%*	*11%*	*11%*	*12%*	*12%*	*13%*	*13%*	*11%*	*11%*	*11%*	*11%*	*10%*	*12%*	*8%*	*11%*	*9%*	*14%*
6	**85**	9	56	17	5	80	53	18	24	41	9	71	14	52	32	32	35	25	22	51	32
	13%	*11%*	*13%*	*15%*	*9%*	*14%*	*15%*	*11%*	*12%*	*14%*	*9%*	*14%*	*9%*	*15%*	*11%*	*14%*	*12%*	*18%*	*12%*	*13%*	*13%*
7	**134**	16	96	20	18	115	75	31	37	48	17	105	29	71	61	53	59	25	43	87	46
	21%	*20%*	*22%*	*17%*	*31%*	*20%*	*21%*	*19%*	*18%*	*17%*	*17%*	*21%*	*20%*	*20%*	*22%*	*24%*	*20%*	*18%*	*23%*	*23%*	*19%*
8	**134**	24	91	16	11	122	79	29	41	56	17	99	35	75	58	46	57	31	43	76	54
	21%	*29%*	*21%*	*14%*	*19%*	*21%*	*22%*	*17%*	*20%*	*20%*	*17%*	*20%*	*23%*	*21%*	*21%*	*21%*	*20%*	*22%*	*23%*	*20%*	*22%*
9	**52**	8	33	9	3	49	28	19	21	23	6	42	9	30	22	27	19	16	10	33	17
	8%	*10%*	*8%*	*8%*	*5%*	*8%*	*8%*	*11%*	*10%*	*8%*	*6%*	*9%*	*6%*	*8%*	*8%*	*12%*	*6%*	*12%*	*5%*	*9%*	*7%*
10 - HIGHEST score	**25**	4	17	1	3	22	20	1	2	13	7	17	8	14	11	6	10	6	12	13	10
	4%	*5%*	*4%*	*	*5%*	*4%*	*5%*	*1%*	*1%*	*4%*	*7%*	*3%*	*5%*	*4%*	*4%*	*3%*	*3%*	*5%*	*6%*	*3%*	*4%*
Don't know	**73**	7	48	15	8	65	36	27	27	36	14	54	19	37	36	19	35	13	19	41	29
	11%	*8%*	*11%*	*13%*	*14%*	*11%*	*10%*	*16%*	*13%*	*12%*	*15%*	*11%*	*13%*	*10%*	*13%*	*8%*	*12%*	*9%*	*10%*	*11%*	*12%*
SUMMARY: NET: 9-10	**77**	12	50	9	6	71	48	20	23	35	13	60	17	44	33	33	29	23	22	46	28
	12%	*15%*	*12%*	*8%*	*10%*	*12%*	*13%*	*12%*	*11%*	*12%*	*14%*	*12%*	*12%*	*12%*	*12%*	*15%*	*10%*	*16%*	*12%*	*12%*	*11%*
NET: 7-10	**344**	52	238	46	36	309	203	81	100	139	46	263	81	190	153	132	145	78	107	209	128
	54%	**64%c**	*55%*	*40%*	*61%*	*53%*	*56%*	*48%*	*49%*	*49%*	*49%*	*53%*	*55%*	*53%*	*54%*	*59%*	*50%*	*56%*	*57%*	*55%*	*52%*
NET: 4-6	**187**	19	120	43	13	174	103	50	64	92	22	148	39	106	81	63	93	41	48	106	78
	29%	*24%*	*28%*	*37%*	*22%*	*30%*	*28%*	*30%*	*31%*	*32%*	*23%*	*30%*	*27%*	*30%*	*28%*	*28%*	*32%*	*29%*	*26%*	*28%*	*32%*
NET: 1-3	**37**	3	23	11	2	36	21	9	13	19	12	29	9	24	14	10	17	7	12	28	10
	6%	*4%*	*5%*	*10%*	*3%*	*6%*	*6%*	*6%*	*6%*	*7%*	*13%*	*6%*	*6%*	*7%*	*5%*	*4%*	*6%*	*5%*	*7%*	*7%*	*4%*
Mean	**6.67**	7.08c	6.73c	6.02	6.84	6.66	6.80	6.53	6.48	6.58	6.43	6.67	6.70	6.65	6.71	6.84	6.48	6.90	6.76	6.62	6.73
Standard Deviation	**1.88**	1.77	1.83	2.00	1.80	1.89	1.86	1.86	1.89	1.92	2.31	1.86	1.95	1.93	1.83	1.78	1.92	1.87	1.90	1.95	1.76

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 325

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC2

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**618**	94	18	28	44	34	13	27	102	41	60	87	70
Weighted Base	**642**	50*	27**	44**	68*	53*	21**	44**	33	63*	96*	131*	13*
1 - LOWEST score	**5**	1	-	-	-	-	-	2	*	-	-	2	-
	1%	*2%*	-	-	-	-	-	*4%*	*1%*	-	-	*1%*	-
2	**17**	1	2	2	3	-	3	-	*	-	3	3	*
	3%	*2%*	*6%*	*3%*	*4%*	-	*15%*	-	*1%*	-	*3%*	*2%*	*1%*
3	**16**	3	-	2	-	2	-	2	*	-	2	6	1
	2%	*5%*	-	*4%*	-	*3%*	-	*4%*	*1%*	-	*2%*	*5%*	**6%ej**
4	**33**	1	-	-	3	3	-	5	*	6	5	9	1
	5%	*1%*	-	-	*4%*	*6%*	-	*12%*	*1%*	*10%*	*5%*	*7%*	*4%*
5	**70**	5	8	6	9	2	3	8	5	7	6	9	1
	11%	*11%*	*28%*	*14%*	*14%*	*3%*	*15%*	*18%*	*14%*	*12%*	*7%*	*7%*	*9%*
6	**85**	7	1	5	3	11	3	8	4	6	14	20	2
	13%	*14%*	*5%*	*10%*	*5%*	*20%*	*16%*	*19%*	*12%*	*10%*	*15%*	*15%*	**18%e**
7	**134**	10	6	9	16	6	3	6	9	14	19	32	3
	21%	*19%*	*22%*	*21%*	*23%*	*12%*	*15%*	*14%*	*28%*	*22%*	*20%*	*24%*	*25%*
8	**134**	12	6	7	17	12	3	8	6	12	24	23	3
	21%	*24%*	*22%*	*15%*	*25%*	*24%*	*16%*	*19%*	*19%*	*20%*	*25%*	*17%*	*23%*
9	**52**	4	5	5	3	3	-	3	2	3	8	15	1
	8%	*7%*	*17%*	*11%*	*4%*	*6%*	-	*7%*	*7%*	*5%*	*8%*	*11%*	*6%*
10 - HIGHEST score	**25**	3	-	2	3	5	2	-	1	1	5	3	*
	4%	*6%*	-	*4%*	*4%*	*9%*	*8%*	-	*4%*	*2%*	*5%*	*2%*	*3%*
Don't know	**73**	4	-	8	11	9	3	2	4	12	9	11	1
	11%	*8%*	-	*18%*	*16%*	*18%*	*15%*	*4%*	*14%*	*19%*	*10%*	*8%*	*5%*
SUMMARY:													
NET: 9-10	**77**	7	5	6	6	8	2	3	3	5	13	18	1
	12%	*14%*	*17%*	*15%*	*9%*	*15%*	*8%*	*7%*	*11%*	*7%*	*14%*	*14%*	*9%*
NET: 7-10	**344**	29	17	22	39	27	8	18	19	31	56	73	8
	54%	*57%*	*61%*	*51%*	*57%*	*50%*	*39%*	*40%*	*57%*	*49%*	*58%*	*55%*	*57%*
NET: 4-6	**187**	13	9	11	15	15	6	21	9	20	26	37	4
	29%	*26%*	*33%*	*25%*	*23%*	*29%*	*31%*	*49%*	*27%*	*32%*	*27%*	*29%*	*31%*
NET: 1-3	**37**	5	2	3	3	2	3	3	1	-	5	10	1
	6%	*10%*	*6%*	*7%*	*4%*	*3%*	*15%*	*7%*	*3%*	-	*5%*	*8%*	**7%j**
Mean	**6.67**	6.73	6.67	6.73	6.76	7.07	6.03	6.02	6.84	6.67	6.89	6.59	6.63
Standard Deviation	**1.88**	2.06	1.87	1.93	1.86	1.80	2.39	1.91	1.67	1.58	1.84	1.94	1.78

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 326

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC2

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**618**	555	327	569	49	457	614	618	407	406	459	298	155	236	16	106	573	618	100	103	276
Weighted Base	**642**	587	506	593	16	472	637	642	422	425	474	286	239	239	5	95	594	642	106	113	269
1 - LOWEST score	**5**	4	3	5	*	3	5	5	3	3	3	2	2	2	*	2	5	5	*	1	3
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*7%*	*2%*	*1%*	*1%*	*	*1%*	*1%*
2	**17**	16	15	14	*	14	15	17	8	10	11	5	5	8	*	5	15	17	2	6	7
	3%	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*6%*	*5%*	*3%*	*3%*	*1%*	*5%*	*3%*
3	**16**	15	12	16	*	12	16	16	6	9	11	12	11	8	-	6	14	16	3	3	9
	2%	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*4%*	*4%*	*3%*	-	*6%*	*2%*	*2%*	*3%*	*3%*	*4%*
4	**33**	33	31	29	*	20	33	33	23	25	21	14	14	10	-	2	27	33	5	5	10
	5%	*6%*	*6%*	*5%*	*2%*	*4%*	*5%*	*5%*	*5%*	*6%*	*4%*	*5%*	*6%*	*4%*	-	*2%*	*5%*	*5%*	*4%*	*4%*	*4%*
5	**70**	65	55	61	2	46	69	70	51	43	53	38	31	28	1	12	64	70	15	14	24
	11%	*11%*	*11%*	*10%*	*15%*	*10%*	*11%*	*11%*	*12%*	*10%*	*11%*	*13%*	*13%*	*12%*	*26%*	*13%*	*11%*	*11%*	*14%*	*12%*	*9%*
6	**85**	80	68	81	2	70	85	85	58	58	65	41	34	28	-	9	81	85	13	13	37
	13%	*14%*	*14%*	*14%*	*10%*	*15%*	*13%*	*13%*	*14%*	*14%*	*14%*	*14%*	*14%*	*12%*	-	*9%*	*14%*	*13%*	*12%*	*11%*	*14%*
7	**134**	120	101	126	4	92	134	134	85	89	93	48	37	56	1	17	125	134	17	28	64
	21%	*20%*	*20%*	*21%*	*23%*	*20%*	*21%*	*21%*	*20%*	*21%*	*20%*	*17%*	*15%*	*23%*	*24%*	*17%*	*21%*	*21%*	*16%*	*25%*	*24%*
8	**134**	118	100	121	3	104	132	134	88	85	105	56	47	47	1	17	124	134	23	16	51
	21%	*20%*	*20%*	*20%*	*18%*	*22%*	*21%*	*21%*	*21%*	*20%*	*22%*	*20%*	*20%*	*20%*	*12%*	*17%*	*21%*	*21%*	*22%*	*14%*	*19%*
9	**52**	44	37	45	2	37	52	52	42	35	44	23	18	12	1	6	49	52	9	8	28
	8%	*7%*	*7%*	*8%*	*12%*	*8%*	*8%*	*8%*	*10%*	*8%*	*9%*	*8%*	*8%*	*5%*	*13%*	*6%*	*8%*	*8%*	*9%*	*7%*	*10%*
10 - HIGHEST score	**25**	25	20	24	1	17	25	25	18	17	19	13	11	10	-	7	25	25	8	5	13
	4%	*4%*	*4%*	*4%*	*6%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	-	*7%*	*4%*	*4%*	*8%*	*5%*	*5%*
Don't know	**73**	68	62	72	1	56	72	73	41	50	48	36	31	29	1	14	66	73	10	15	23
	11%	*12%*	*12%*	*12%*	*8%*	*12%*	*11%*	*11%*	*10%*	*12%*	*10%*	*12%*	*13%*	*12%*	*12%*	*15%*	*11%*	*11%*	*10%*	*13%*	*9%*
SUMMARY:																					
NET: 9-10	**77**	68	58	70	3	55	77	77	60	52	64	35	29	22	1	13	74	77	18	13	40
	12%	*12%*	*11%*	*12%*	*18%*	*12%*	*12%*	*12%*	*14%*	*12%*	*13%*	*12%*	*12%*	*9%*	*13%*	*14%*	*12%*	*12%*	*17%*	*12%*	*15%*
NET: 7-10	**344**	306	258	317	9	251	343	344	233	226	262	139	113	125	3	46	323	344	58	57	156
	54%	*52%*	*51%*	*53%*	*59%*	*53%*	*54%*	*54%*	*55%*	*53%*	*55%*	*49%*	*47%*	*52%*	*49%*	*49%*	*54%*	*54%*	*55%*	*51%*	*58%*
NET: 4-6	**187**	178	155	171	4	136	187	187	131	126	140	92	79	66	1	22	172	187	33	32	71
	29%	*30%*	*31%*	*29%*	*27%*	*29%*	*29%*	*29%*	*31%*	*30%*	*29%*	*32%*	*33%*	*28%*	*26%*	*23%*	*29%*	*29%*	*31%*	*28%*	*26%*
NET: 1-3	**37**	35	31	34	1	28	36	37	17	22	25	19	17	19	1	12	34	37	5	10	19
	6%	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*4%*	*5%*	*5%*	*7%*	*7%*	*8%*	*13%*	*13%*	*6%*	*6%*	*5%*	*9%*	*7%*
Mean	**6.67**	6.63	6.59	6.69	6.82	6.70	6.69	6.67	6.78	6.69	6.77	6.58	6.54	6.53	6.01	6.43	6.71	6.67	6.87	6.45	6.76
Standard Deviation	**1.88**	1.90	1.91	1.87	2.06	1.87	1.87	1.88	1.82	1.86	1.85	1.92	1.96	1.95	2.65	2.31	1.87	1.88	1.92	2.02	1.92

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 327

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC3

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**278**	127	151	75	34	71	34	24	40	63	127	88	62	216	35	243	168	43	41	26
Weighted Base	**306**	135*	170	88*	33**	75*	34**	28**	47*	76*	134*	96*	59*	247	55*	251	265	23*	14*	5**
1 - LOWEST score	**6**	4	2	2	-	*	-	2	2	-	6	*	-	6	2	4	5	1	1	-
	2%	*3%*	*1%*	*2%*	*-*	***	*-*	*7%*	*4%*	*-*	*4%*	***	*-*	*2%*	*3%*	*2%*	*2%*	*2%*	*5%*	*-*
2	**4**	2	2	-	2	-	*	-	2	-	2	2	2	2	-	4	3	-	*	-
	1%	*1%*	*1%*	*-*	*5%*	*-*	*1%*	*-*	*3%*	*-*	*2%*	*2%*	*3%*	*1%*	*-*	*1%*	*1%*	*-*	*2%*	*-*
3	**11**	2	10	2	*	2	2	-	5	3	1	7	1	10	-	11	9	1	1	*
	4%	*1%*	*6%*	*2%*	*1%*	*3%*	*5%*	*-*	*11%*	*4%*	*1%*	*7%*	*1%*	*4%*	*-*	*4%*	*3%*	*5%*	*5%*	*4%*
4	**12**	5	7	2	2	5	3	*	-	3	3	5	8	4	3	8	11	-	-	1
	4%	*4%*	*4%*	*2%*	*5%*	*6%*	*10%*	*1%*	*-*	*4%*	*3%*	*5%*	***13%m***	*2%*	*6%*	*3%*	*4%*	*-*	*-*	*11%*
5	**34**	20	14	8	2	11	2	4	6	9	18	7	10	23	5	28	29	2	2	*
	11%	*15%*	*8%*	*10%*	*7%*	*14%*	*6%*	*16%*	*12%*	*11%*	*13%*	*7%*	*17%*	*9%*	*9%*	*11%*	*11%*	*7%*	*17%*	*3%*
6	**48**	19	29	16	6	8	3	5	10	10	21	17	8	40	11	37	44	2	1	1
	16%	*14%*	*17%*	*18%*	*18%*	*11%*	*10%*	*17%*	*21%*	*13%*	*16%*	*17%*	*13%*	*16%*	*20%*	*15%*	*17%*	*9%*	*10%*	*15%*
7	**67**	28	39	22	8	20	5	4	6	24	23	19	10	57	13	54	57	5	4	1
	22%	*21%*	*23%*	*25%*	*25%*	*27%*	*16%*	*14%*	*14%*	*32%*	*17%*	*20%*	*17%*	*23%*	*24%*	*21%*	*22%*	*21%*	*30%*	*27%*
8	**45**	21	25	15	9	7	8	2	4	15	21	10	7	38	7	39	38	4	2	1
	15%	*15%*	*15%*	*17%*	*28%*	*10%*	*23%*	*7%*	*9%*	*20%*	*15%*	*10%*	*12%*	*16%*	*12%*	*15%*	*14%*	*18%*	*15%*	*24%*
9	**28**	18	11	12	*	6	3	2	4	4	14	10	2	26	10	19	26	2	1	-
	9%	*13%*	*6%*	*14%*	*1%*	*8%*	*10%*	*7%*	*9%*	*6%*	*10%*	*11%*	*3%*	*11%*	*18%*	*7%*	*10%*	*9%*	*5%*	*-*
10 - HIGHEST score	**13**	8	5	4	2	5	1	-	1	3	5	4	3	10	3	9	8	3	1	*
	4%	*6%*	*3%*	*4%*	*6%*	*6%*	*2%*	*-*	*3%*	*4%*	*4%*	*5%*	*5%*	*4%*	*6%*	*4%*	*3%*	***14%p***	*7%*	*4%*
Don't know	**38**	10	28	5	1	10	6	9	6	5	19	15	8	30	2	37	34	3	1	1
	13%	*7%*	*17%*	*6%*	*4%*	*14%*	*18%*	*33%*	*13%*	*7%*	*14%*	*15%*	*14%*	*12%*	*3%*	*15%*	*13%*	*14%*	*5%*	*11%*
SUMMARY:																				
NET: 9-10	**41**	26	15	16	2	11	4	2	6	7	19	15	5	36	13	28	34	5	2	*
	13%	*19%*	*9%*	*18%*	*7%*	*14%*	*11%*	*7%*	*12%*	*9%*	*14%*	*15%*	*8%*	*15%*	*23%*	*11%*	*13%*	*23%*	*12%*	*4%*
NET: 7-10	**153**	74	79	54	20	38	17	8	16	46	63	44	22	131	33	121	129	14	8	3
	50%	*55%*	*46%*	*61%*	*59%*	*51%*	*51%*	*28%*	*35%*	*61%*	*47%*	*46%*	*38%*	*53%*	*59%*	*48%*	*49%*	*62%*	*56%*	*55%*
NET: 4-6	**93**	43	50	26	10	24	9	9	15	22	43	29	26	67	19	74	84	4	4	1
	30%	*32%*	*29%*	*30%*	*30%*	*31%*	*26%*	*33%*	*33%*	*29%*	*32%*	*30%*	*44%*	*27%*	*35%*	*30%*	*32%*	*16%*	*27%*	*30%*
NET: 1-3	**21**	8	13	3	2	3	2	2	9	3	9	9	3	18	2	19	17	2	2	*
	7%	*6%*	*8%*	*4%*	*6%*	*4%*	*6%*	*7%*	*19%*	*4%*	*7%*	*9%*	*4%*	*7%*	*3%*	*8%*	*7%*	*7%*	*12%*	*4%*
Mean	**6.59**	6.73	6.47	6.95	6.71	6.67	6.64	5.96	5.90	6.76	6.53	6.53	6.14	6.70	6.90	6.51	6.55	7.27	6.39	6.61
Standard Deviation	**1.94**	2.05	1.84	1.75	1.84	1.82	1.93	2.12	2.33	1.58	2.10	2.00	1.91	1.94	1.93	1.94	1.91	2.14	2.27	1.87

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 328

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC3

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**278**	53	197	26	-	278	185	76	89	152	73	219	59	152	125	103	111	61	109	153	121
Weighted Base	**306**	67*	208	28**	-**	306	199	85*	102*	162	73*	241	65*	158	148	109*	122*	73*	113*	174	126*
1 - LOWEST score	**6**	-	6	-	-	6	4	2	2	2	1	6	-	4	2	4	2	-	4	4	2
	2%	-	*3%*	-	-	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	-	*3%*	*1%*	*3%*	*2%*	-	*3%*	*2%*	*2%*
2	**4**	2	*	2	-	4	2	2	2	-	-	2	2	-	4	-	4	-	2	4	-
	1%	*3%*	*	*6%*	-	*1%*	*1%*	*2%*	*2%*	-	-	*1%*	*3%*	-	*2%*	-	*3%*	-	*2%*	*2%*	-
3	**11**	*	7	4	-	11	4	4	7	7	2	5	6	4	7	5	2	*	3	4	7
	4%	*	*4%*	*13%*	-	*4%*	*2%*	*4%*	*7%*	*4%*	*3%*	*2%*	*10%*	*3%*	*5%*	*4%*	*1%*	*	*3%*	*2%*	*6%*
4	**12**	2	8	2	-	12	3	7	8	3	3	5	6	2	9	2	5	-	3	5	6
	4%	*2%*	*4%*	*7%*	-	*4%*	*2%*	*8%*	*8%*	*2%*	*5%*	*2%*	*10%*	*1%*	*6%*	*2%*	*4%*	-	*3%*	*3%*	*5%*
5	**34**	3	28	2	-	34	20	12	13	20	10	29	5	17	16	15	16	7	11	22	11
	11%	*5%*	*14%*	*8%*	-	*11%*	*10%*	*14%*	*13%*	*12%*	*14%*	*12%*	*7%*	*11%*	*11%*	*14%*	*13%*	*10%*	*10%*	*13%*	*9%*
6	**48**	9	31	7	-	48	35	9	12	23	9	39	9	19	30	18	22	19	11	24	24
	16%	*13%*	*15%*	*24%*	-	*16%*	*17%*	*10%*	*12%*	*14%*	*13%*	*16%*	*14%*	*12%*	*20%*	*16%*	*18%*	*27%*	*9%*	*14%*	*19%*
7	**67**	13	50	4	-	67	52	14	14	41	16	54	13	42	25	21	31	10	41	38	28
	22%	*19%*	*24%*	*15%*	-	*22%*	*26%*	*16%*	*14%*	*25%*	*21%*	*22%*	*20%*	*26%*	*17%*	*20%*	*25%*	*14%*	**36%q**	*22%*	*22%*
8	**45**	12	32	2	-	45	29	16	16	19	15	38	8	27	18	19	15	12	15	30	16
	15%	*17%*	*15%*	*8%*	-	*15%*	*15%*	*19%*	*16%*	*12%*	*20%*	*16%*	*12%*	*17%*	*12%*	*17%*	*12%*	*16%*	*14%*	*17%*	*12%*
9	**28**	8	21	-	-	28	18	3	9	16	3	20	9	13	16	8	9	12	7	15	12
	9%	*11%*	*10%*	-	-	*9%*	*9%*	*4%*	*8%*	*10%*	*5%*	*8%*	*13%*	*8%*	*11%*	*7%*	*7%*	*16%*	*6%*	*9%*	*9%*
10 - HIGHEST score	**13**	3	7	1	-	13	11	1	2	5	3	12	*	6	7	4	4	3	8	6	6
	4%	*5%*	*3%*	*3%*	-	*4%*	*5%*	*2%*	*2%*	*3%*	*5%*	*5%*	*	*4%*	*5%*	*4%*	*3%*	*4%*	*7%*	*4%*	*5%*
Don't know	**38**	16	18	5	-	38	21	16	18	25	10	32	7	24	14	14	14	10	9	22	14
	13%	**24%b**	*9%*	*16%*	-	*13%*	*10%*	*19%*	*17%*	*16%*	*13%*	*13%*	*10%*	*15%*	*10%*	*13%*	*12%*	*13%*	*8%*	*13%*	*11%*
SUMMARY: NET: 9-10	**41**	11	27	1	-	41	29	5	10	21	7	32	9	18	22	12	13	14	14	21	18
	13%	*17%*	*13%*	*3%*	-	*13%*	*14%*	*6%*	*10%*	*13%*	*9%*	*13%*	*14%*	*12%*	*15%*	*11%*	*10%*	*20%*	*13%*	*12%*	*14%*
NET: 7-10	**153**	36	109	7	-	153	110	35	41	82	37	124	29	87	65	52	58	36	71	89	61
	50%	*53%*	*52%*	*26%*	-	*50%*	*55%*	*41%*	*40%*	*50%*	*51%*	*51%*	*45%*	*56%*	*44%*	*48%*	*48%*	*50%*	*62%*	*51%*	*48%*
NET: 4-6	**93**	13	68	11	-	93	58	27	33	46	22	73	20	38	55	35	42	27	25	51	42
	30%	*20%*	*32%*	*39%*	-	*30%*	*29%*	*31%*	*32%*	*28%*	*31%*	*30%*	*31%*	*24%*	*38%*	*32%*	*35%*	*37%*	*22%*	*29%*	*33%*
NET: 1-3	**21**	2	14	5	-	21	10	7	11	9	4	12	8	8	13	8	7	*	9	12	9
	7%	*3%*	*7%*	*18%*	-	*7%*	*5%*	*9%*	*10%*	*6%*	*5%*	*5%*	*13%*	*5%*	*9%*	*8%*	*6%*	*	*8%*	*7%*	*7%*
Mean	**6.59**	7.16	6.55	5.53	-	6.59	6.79	6.13	6.16	6.65	6.63	6.71	6.18	6.78	6.41	6.50	6.43	7.13	6.66	6.59	6.56
Standard Deviation	**1.94**	1.76	1.92	2.00	-	1.94	1.83	2.02	2.11	1.78	1.84	1.89	2.07	1.82	2.04	1.97	1.87	1.48	2.01	1.96	1.93

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 329

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC3

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**278**	43	10	18	17	21	4	8	41	13	42	35	26
Weighted Base	**306**	23*	16**	28**	26**	33**	7**	13**	14*	20**	68*	54*	5**
1 - LOWEST score	**6**	1	2	-	-	-	-	-	1	-	2	2	-
	2%	*2%*	*10%*	-	-	-	-	-	*5%*	-	*3%*	*3%*	-
2	**4**	-	-	2	-	-	2	-	*	-	-	-	-
	1%	-	-	*6%*	-	-	*27%*	-	*2%*	-	-	-	-
3	**11**	1	-	-	1	3	-	-	1	-	2	3	*
	4%	*5%*	-	-	*6%*	*9%*	-	-	*5%*	-	*2%*	*6%*	*4%*
4	**12**	-	-	-	-	2	2	2	-	-	3	3	1
	4%	-	-	-	-	*5%*	*23%*	*13%*	-	-	*5%*	*6%*	*11%*
5	**34**	2	2	-	3	3	-	2	2	8	6	6	*
	11%	*7%*	*10%*	-	*12%*	*9%*	-	*12%*	*17%*	*38%*	*9%*	*11%*	*3%*
6	**48**	2	-	3	2	5	-	3	1	6	19	6	1
	16%	*9%*	-	*11%*	*6%*	*14%*	-	*24%*	*10%*	*30%*	*28%*	*12%*	*15%*
7	**67**	5	6	14	5	3	3	3	4	1	10	11	1
	22%	*21%*	*40%*	*50%*	*19%*	*10%*	*50%*	*25%*	*30%*	*7%*	*14%*	*20%*	*27%*
8	**45**	4	2	2	3	9	-	-	2	3	8	11	1
	15%	*18%*	*10%*	*6%*	*12%*	*28%*	-	-	*15%*	*17%*	*12%*	*20%*	*24%*
9	**28**	2	2	2	3	2	-	2	1	2	8	6	-
	9%	*9%*	*11%*	*6%*	*12%*	*5%*	-	*13%*	*5%*	*8%*	*12%*	*11%*	-
10 - HIGHEST score	**13**	3	-	-	2	2	-	-	1	-	3	2	*
	4%	**14%a**	-	-	*6%*	*5%*	-	-	*7%*	-	*5%*	*3%*	*4%*
Don't know	**38**	3	3	6	8	5	-	2	1	-	6	4	1
	13%	*14%*	*20%*	*21%*	*29%*	*14%*	-	*12%*	*5%*	-	*9%*	*8%*	*11%*
SUMMARY:													
NET: 9-10	**41**	5	2	2	5	3	-	2	2	2	12	8	*
	13%	*23%*	*11%*	*6%*	*18%*	*10%*	-	*13%*	*12%*	*8%*	*17%*	*14%*	*4%*
NET: 7-10	**153**	14	9	17	13	16	3	5	8	7	30	29	3
	50%	*62%*	*60%*	*62%*	*48%*	*48%*	*50%*	*38%*	*56%*	*32%*	*43%*	*54%*	*55%*
NET: 4-6	**93**	4	2	3	5	9	2	6	4	14	29	15	1
	30%	*16%*	*10%*	*11%*	*17%*	*29%*	*23%*	*49%*	*27%*	*68%*	*42%*	*29%*	*30%*
NET: 1-3	**21**	2	2	2	1	3	2	-	2	-	3	5	*
	7%	*7%*	*10%*	*6%*	*6%*	*9%*	*27%*	-	*12%*	-	*5%*	*9%*	*4%*
Mean	**6.59**	7.27	6.37	6.74	7.02	6.62	4.97	6.30	6.39	6.27	6.62	6.57	6.61
Standard Deviation	**1.94**	2.14	2.41	1.53	1.94	1.98	2.34	1.58	2.27	1.37	1.92	2.06	1.87

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 330

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC3

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**278**	264	165	255	17	227	272	248	278	192	207	152	91	96	5	73	193	100	278	64	96
Weighted Base	**306**	294	257	283	6	248	298	273	306	204	234	162	140	101	2	73	217	106	306	72	112
1 - LOWEST score	**6**	6	5	6	*	6	6	6	6	4	2	2	2	*	*	1	6	2	6	2	2
	2%	*2%*	*2%*	*2%*	*6%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*	*20%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*
2	**4**	2	2	2	*	2	4	2	4	2	2	-	-	-	-	-	4	2	4	2	2
	1%	*1%*	*1%*	*1%*	*6%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	-	-	-	*2%*	*2%*	*1%*	*2%*	*1%*
3	**11**	11	9	11	*	6	11	10	11	9	6	7	6	4	-	2	8	4	11	4	4
	4%	*4%*	*4%*	*4%*	*6%*	*2%*	*4%*	*3%*	*4%*	*5%*	*3%*	*4%*	*4%*	*4%*	-	*3%*	*4%*	*4%*	*4%*	*6%*	*4%*
4	**12**	12	11	8	-	8	12	10	12	5	8	3	3	2	-	3	8	3	12	*	8
	4%	*4%*	*4%*	*3%*	-	*3%*	*4%*	*4%*	*4%*	*3%*	*3%*	*2%*	*2%*	*2%*	-	*5%*	*4%*	*3%*	*4%*	*	*7%*
5	**34**	31	28	32	*	28	33	32	34	23	25	20	17	12	*	10	25	15	34	11	14
	11%	*10%*	*11%*	*11%*	*6%*	*11%*	*11%*	*12%*	*11%*	*11%*	*11%*	*12%*	*12%*	*12%*	*21%*	*14%*	*11%*	*14%*	*11%*	*16%*	*13%*
6	**48**	48	44	45	1	42	48	43	48	33	39	23	22	21	-	9	36	18	48	11	19
	16%	*16%*	*17%*	*16%*	*17%*	*17%*	*16%*	*16%*	*16%*	*16%*	*17%*	*14%*	*16%*	*21%*	-	*13%*	*17%*	*17%*	*16%*	*16%*	*17%*
7	**67**	65	56	60	1	57	67	57	67	44	54	41	35	19	-	16	40	15	67	10	15
	22%	*22%*	*22%*	*21%*	*23%*	*23%*	*22%*	*21%*	*22%*	*22%*	*23%*	*25%*	*25%*	*19%*	-	*21%*	*18%*	*14%*	*22%*	*14%*	*14%*
8	**45**	43	37	45	1	39	42	43	45	34	31	19	16	20	-	15	29	15	45	12	13
	15%	*15%*	*14%*	*16%*	*12%*	*16%*	*14%*	*16%*	*15%*	*17%*	*13%*	*12%*	*11%*	*20%*	-	*20%*	*13%*	*14%*	*15%*	*16%*	*12%*
9	**28**	27	24	25	1	23	27	26	28	13	28	16	14	6	1	3	23	12	28	2	12
	9%	*9%*	*9%*	*9%*	*12%*	*9%*	*9%*	*10%*	*9%*	*6%*	*12%*	*10%*	*10%*	*6%*	*38%*	*5%*	*11%*	*11%*	*9%*	*2%*	*11%*
10 - HIGHEST score	**13**	12	8	12	1	8	13	11	13	10	12	5	4	5	*	3	10	7	13	5	6
	4%	*4%*	*3%*	*4%*	*12%*	*3%*	*4%*	*4%*	*4%*	*5%*	*5%*	*3%*	*3%*	*5%*	*21%*	*5%*	*5%*	*7%*	*4%*	*7%*	*5%*
Don't know	**38**	38	34	37	-	29	35	34	38	27	27	25	21	11	-	10	28	12	38	12	16
	13%	*13%*	*13%*	*13%*	-	*12%*	*12%*	*13%*	*13%*	*13%*	*11%*	*16%*	*15%*	*11%*	-	*13%*	*13%*	*12%*	*13%*	*17%*	*14%*
SUMMARY:																					
NET: 9-10	**41**	39	33	37	1	32	39	37	41	22	40	21	18	11	1	7	33	19	41	7	18
	13%	*13%*	*13%*	*13%*	*23%*	*13%*	*13%*	*14%*	*13%*	*11%*	*17%*	*13%*	*13%*	*11%*	*59%*	*9%*	*15%*	*18%*	*13%*	*9%*	*16%*
NET: 7-10	**153**	147	125	142	3	128	149	137	153	101	125	82	69	50	1	37	102	49	153	29	47
	50%	*50%*	*49%*	*50%*	*59%*	*51%*	*50%*	*50%*	*50%*	*49%*	*54%*	*50%*	*49%*	*50%*	*59%*	*51%*	*47%*	*47%*	*50%*	*40%*	*42%*
NET: 4-6	**93**	90	83	85	1	78	93	84	93	61	72	46	42	35	*	22	69	36	93	23	42
	30%	*31%*	*32%*	*30%*	*24%*	*31%*	*31%*	*31%*	*30%*	*30%*	*31%*	*28%*	*30%*	*35%*	*21%*	*31%*	*32%*	*34%*	*30%*	*32%*	*37%*
NET: 1-3	**21**	19	16	19	1	14	21	17	21	15	10	9	8	4	*	4	18	8	21	8	8
	7%	*6%*	*6%*	*7%*	*17%*	*6%*	*7%*	*6%*	*7%*	*8%*	*4%*	*6%*	*6%*	*4%*	*20%*	*5%*	*8%*	*8%*	*7%*	*11%*	*7%*
Mean	**6.59**	6.61	6.57	6.63	6.52	6.63	6.56	6.62	6.59	6.56	6.82	6.65	6.63	6.77	6.75	6.63	6.52	6.62	6.59	6.28	6.45
Standard Deviation	**1.94**	1.92	1.88	1.92	2.79	1.87	1.94	1.93	1.94	1.94	1.80	1.78	1.76	1.65	-	1.84	2.09	2.10	1.94	2.21	2.08

* = Less than .5

J20427 PSB Tracker 2013

Table 331

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC4

Base : All that watch this channel regularly

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**150**	76	74	8	14	29	26	30	43	41	58	51	20	130	8	141	93	22	20	15
Weighted Base	**166**	79*	86*	9**	18**	32**	29**	36**	41*	51*	58*	56*	21**	144	10**	154	144*	12**	6**	3**
1 - LOWEST score	**8**	6	2	-	-	2	2	1	4	-	2	6	-	8	-	8	6	1	1	-
	5%	*8%*	*2%*	-	-	*6%*	*5%*	*1%*	*10%*	-	*4%*	*10%*	-	*6%*	-	*5%*	*4%*	*9%*	*10%*	-
2	**4**	-	4	-	2	-	-	2	1	2	-	2	-	4	-	4	3	1	-	-
	2%	-	*4%*	-	*9%*	-	-	*4%*	*1%*	*4%*	-	*3%*	-	*2%*	-	*2%*	*2%*	*4%*	-	-
3	**8**	3	5	-	-	1	2	2	4	3	1	4	-	8	1	7	6	2	-	-
	5%	*4%*	*6%*	-	-	*2%*	*6%*	*4%*	*10%*	*6%*	*2%*	*6%*	-	*6%*	*5%*	*5%*	*4%*	*14%*	-	-
4	**6**	*	6	2	-	1	*	-	3	-	*	6	-	6	2	5	6	-	-	*
	4%	*	*7%*	*17%*	-	*5%*	*1%*	-	*7%*	-	*	*11%*	-	*4%*	*15%*	*3%*	*4%*	-	-	*5%*
5	**25**	13	12	*	2	6	4	6	6	5	15	5	4	21	*	24	23	1	1	*
	15%	*16%*	*14%*	*2%*	*9%*	*20%*	*13%*	*18%*	*16%*	*10%*	*25%*	*9%*	*16%*	*15%*	*3%*	*16%*	*16%*	*9%*	*10%*	*7%*
6	**19**	10	9	2	3	2	2	6	4	6	5	7	3	15	3	16	17	1	1	1
	11%	*12%*	*10%*	*20%*	*17%*	*6%*	*5%*	*16%*	*11%*	*12%*	*9%*	*13%*	*15%*	*11%*	*30%*	*10%*	*12%*	*4%*	*9%*	*19%*
7	**22**	12	10	2	2	7	4	4	4	7	7	8	3	19	1	21	19	1	2	*
	13%	*15%*	*12%*	*19%*	*10%*	*22%*	*13%*	*11%*	*10%*	*14%*	*11%*	*15%*	*16%*	*13%*	*14%*	*13%*	*13%*	*9%*	*30%*	*6%*
8	**31**	14	17	2	3	4	8	6	7	17	10	4	3	28	-	31	27	2	2	1
	19%	*17%*	*20%*	*23%*	*18%*	*12%*	*28%*	*18%*	*18%*	**33%k**	*17%*	*8%*	*15%*	*19%*	-	*20%*	*18%*	*14%*	*26%*	*29%*
9	**15**	10	5	2	3	2	5	2	2	6	5	3	3	12	3	12	14	-	*	*
	9%	*13%*	*6%*	*19%*	*17%*	*5%*	*17%*	*5%*	*4%*	*13%*	*9%*	*6%*	*15%*	*8%*	*31%*	*8%*	*10%*	-	*5%*	*5%*
10 - HIGHEST score	**9**	5	4	-	3	4	1	*	1	1	5	2	2	6	-	9	6	2	1	*
	5%	*6%*	*4%*	-	*17%*	*11%*	*3%*	*1%*	*2%*	*3%*	*8%*	*4%*	*10%*	*4%*	-	*6%*	*4%*	*14%*	*10%*	*7%*
Don't know	**20**	7	13	-	1	4	3	8	5	3	8	9	3	17	-	19	17	3	-	1
	12%	*9%*	*15%*	-	*3%*	*12%*	*9%*	*22%*	*12%*	*6%*	*14%*	*16%*	*13%*	*12%*	-	*12%*	*12%*	*23%*	-	*21%*
SUMMARY:																				
NET: 9-10	**23**	15	9	2	6	5	6	2	2	8	10	6	5	18	3	20	21	2	1	*
	14%	*19%*	*10%*	*19%*	*34%*	*17%*	*20%*	*6%*	*6%*	*15%*	*17%*	*10%*	*25%*	*13%*	*31%*	*13%*	*14%*	*14%*	*15%*	*13%*
NET: 7-10	**76**	40	36	5	11	16	18	12	14	32	26	18	12	64	5	72	66	4	5	1
	46%	*51%*	*42%*	*61%*	*63%*	*50%*	*61%*	*34%*	*33%*	*62%*	*45%*	*33%*	*56%*	*45%*	*46%*	*47%*	*46%*	*36%*	*71%*	*48%*
NET: 4-6	**49**	23	27	3	5	10	5	12	14	11	20	18	7	43	5	44	46	2	1	1
	30%	*29%*	*31%*	*39%*	*26%*	*30%*	*18%*	*34%*	*34%*	*21%*	*35%*	*32%*	*31%*	*30%*	*49%*	*29%*	*32%*	*14%*	*19%*	*31%*
NET: 1-3	**20**	9	10	-	2	3	3	4	9	5	4	11	-	20	1	19	16	3	1	-
	12%	*12%*	*12%*	-	*9%*	*8%*	*11%*	*10%*	*21%*	*10%*	*6%*	*19%*	-	*14%*	*5%*	*12%*	*11%*	*27%*	*10%*	-
Mean	**6.32**	6.49	6.16	6.85	7.27	6.45	6.83	6.11	5.44	6.90	6.60	5.46	7.30	6.18	6.59	6.30	6.33	5.73	6.77	7.16
Standard Deviation	**2.32**	2.40	2.25	1.78	2.33	2.40	2.31	1.98	2.46	1.97	2.19	2.57	1.69	2.38	2.04	2.35	2.27	3.19	2.51	2.23

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 332

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**150**	21	97	26	-	150	80	54	65	69	44	120	30	82	68	56	62	35	38	84	62
Weighted Base	**166**	26**	103*	28**	-**	166	87*	60*	74*	73*	45*	136*	30**	93*	73*	70*	62*	47*	34**	91*	70*
1 - LOWEST score	**8**	2	3	3	-	8	2	4	6	2	1	6	2	4	4	2	4	-	2	4	4
	5%	*6%*	*3%*	*11%*	-	*5%*	*2%*	*7%*	*8%*	*3%*	*2%*	*5%*	*6%*	*4%*	*5%*	*3%*	*7%*	-	*5%*	*5%*	*5%*
2	**4**	-	2	2	-	4	1	2	2	-	-	4	-	2	2	3	1	-	-	4	-
	2%	-	*2%*	*5%*	-	*2%*	*1%*	*3%*	*2%*	-	-	*3%*	-	*2%*	*3%*	*4%*	*1%*	-	-	*4%*	-
3	**8**	-	5	3	-	8	3	4	5	5	4	3	5	2	6	1	3	2	1	2	6
	5%	-	*5%*	*10%*	-	*5%*	*3%*	*6%*	*7%*	*7%*	*8%*	*2%*	*18%*	*2%*	*8%*	*2%*	*5%*	*3%*	*2%*	*2%*	*8%*
4	**6**	-	3	2	-	6	5	-	2	5	3	6	-	5	2	2	3	5	*	3	3
	4%	-	*3%*	*6%*	-	*4%*	*5%*	-	*2%*	*6%*	*7%*	*5%*	-	*5%*	*2%*	*2%*	*5%*	*10%*	*	*3%*	*4%*
5	**25**	3	16	4	-	25	9	11	14	15	7	19	5	15	10	11	7	3	6	13	11
	15%	*11%*	*16%*	*14%*	-	*15%*	*10%*	*18%*	*19%*	*21%*	*16%*	*14%*	*18%*	*16%*	*14%*	*16%*	*12%*	*7%*	*16%*	*14%*	*16%*
6	**19**	2	11	6	-	19	10	5	7	4	2	16	3	10	9	13	3	7	2	6	12
	11%	*7%*	*10%*	*22%*	-	*11%*	*12%*	*9%*	*9%*	*6%*	*4%*	*12%*	*9%*	*10%*	*12%*	*18%*	*5%*	*14%*	*6%*	*7%*	*17%*
7	**22**	5	15	2	-	22	13	9	9	9	6	19	3	17	5	9	9	10	2	15	7
	13%	*19%*	*15%*	*7%*	-	*13%*	*15%*	*15%*	*13%*	*12%*	*13%*	*14%*	*12%*	*18%*	*7%*	*12%*	*15%*	*21%*	*6%*	*16%*	*11%*
8	**31**	5	23	2	-	31	16	13	14	10	11	27	4	19	12	12	15	6	8	22	9
	19%	*21%*	*22%*	*8%*	-	*19%*	*19%*	*21%*	*20%*	*13%*	*24%*	*20%*	*14%*	*21%*	*16%*	*17%*	*24%*	*13%*	*24%*	*24%*	*13%*
9	**15**	3	6	2	-	15	10	4	5	5	2	13	2	6	8	11	*	7	3	6	6
	9%	*12%*	*6%*	*7%*	-	*9%*	*11%*	*6%*	*7%*	*7%*	*4%*	*9%*	*7%*	*7%*	*12%*	*16%*	*1%*	*14%*	*9%*	*7%*	*9%*
10 - HIGHEST score	**9**	2	6	1	-	9	7	1	2	4	2	8	*	4	5	2	5	5	2	7	2
	5%	*7%*	*6%*	*2%*	-	*5%*	*8%*	*2%*	*3%*	*5%*	*5%*	*6%*	*1%*	*4%*	*6%*	*3%*	*9%*	*10%*	*6%*	*7%*	*3%*
Don't know	**20**	4	12	2	-	20	13	8	8	14	8	15	5	10	10	4	11	4	8	9	9
	12%	*17%*	*12%*	*8%*	-	*12%*	*14%*	*13%*	*11%*	*19%*	*18%*	*11%*	*17%*	*11%*	*14%*	*6%*	*17%*	*8%*	*25%*	*10%*	*13%*
SUMMARY: NET: 9-10	**23**	5	12	3	-	23	16	5	7	9	4	21	2	10	13	13	6	11	5	13	8
	14%	*19%*	*12%*	*9%*	-	*14%*	*19%*	*8%*	*10%*	*12%*	*9%*	*16%*	*8%*	*11%*	*18%*	*19%*	*9%*	*24%*	*15%*	*14%*	*12%*
NET: 7-10	**76**	15	50	7	-	76	45	26	31	27	21	66	10	46	30	34	29	27	15	49	25
	46%	*59%*	*49%*	*24%*	-	*46%*	*52%*	*44%*	*42%*	*37%*	*46%*	*49%*	*33%*	*50%*	*41%*	*49%*	*48%*	*58%*	*45%*	*54%*	*36%*
NET: 4-6	**49**	5	30	12	-	49	24	16	22	24	12	42	8	29	20	25	14	14	8	23	26
	30%	*18%*	*29%*	*42%*	-	*30%*	*27%*	*27%*	*30%*	*33%*	*26%*	*31%*	*26%*	*31%*	*28%*	*36%*	*22%*	*30%*	*23%*	*25%*	*37%*
NET: 1-3	**20**	2	11	7	-	20	5	10	13	7	5	12	7	8	12	6	8	2	2	10	10
	12%	*6%*	*10%*	*26%*	-	*12%*	*6%*	*16%*	*18%*	*10%*	*10%*	*9%*	*24%*	*8%*	*16%*	*9%*	*13%*	*3%*	*7%*	*11%*	*14%*
Mean	**6.32**	6.98	6.45	5.14	-	6.32	6.85	5.99	5.87	6.12	6.35	6.48	5.55	6.40	6.23	6.56	6.27	7.00	6.75	6.50	6.01
Standard Deviation	**2.32**	2.29	2.19	2.50	-	2.32	2.10	2.40	2.45	2.24	2.18	2.29	2.39	2.16	2.55	2.15	2.53	1.94	2.37	2.36	2.25

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 333

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**150**	22	7	6	9	11	3	6	20	12	22	17	15
Weighted Base	**166**	12**	11**	9**	14**	17**	5**	10**	6**	18**	35**	26**	3**
1 - LOWEST score	**8**	1	-	2	2	-	2	-	1	-	-	2	-
	5%	*9%*	-	*17%*	*11%*	-	*36%*	-	*10%*	-	-	*6%*	-
2	**4**	1	-	-	-	-	2	-	-	-	2	-	-
	2%	*4%*	-	-	-	-	*31%*	-	-	-	*4%*	-	-
3	**8**	2	2	-	-	2	-	-	-	2	-	2	-
	5%	*14%*	*15%*	-	-	*9%*	-	-	-	*9%*	-	*6%*	-
4	**6**	-	-	-	-	2	-	-	-	2	2	1	*
	4%	-	-	-	-	*9%*	-	-	-	*8%*	*4%*	*6%*	*5%*
5	**25**	1	3	2	2	3	-	-	1	4	5	4	*
	15%	*9%*	*28%*	*17%*	*11%*	*18%*	-	-	*10%*	*24%*	*13%*	*17%*	*7%*
6	**19**	1	1	-	-	1	-	-	1	6	8	-	1
	11%	*4%*	*13%*	-	-	*9%*	-	-	*9%*	*34%*	*23%*	-	*19%*
7	**22**	1	2	2	2	-	2	6	2	2	2	3	*
	13%	*9%*	*15%*	*18%*	*11%*	-	*33%*	*66%*	*30%*	*8%*	*5%*	*12%*	*6%*
8	**31**	2	2	-	5	5	-	2	2	2	5	8	1
	19%	*14%*	*15%*	-	*34%*	*27%*	-	*17%*	*26%*	*9%*	*14%*	*30%*	*29%*
9	**15**	-	2	2	2	-	-	2	*	-	6	2	*
	9%	-	*15%*	*16%*	*11%*	-	-	*17%*	*5%*	-	*18%*	*6%*	*5%*
10 - HIGHEST score	**9**	2	-	-	-	2	-	-	1	-	2	3	*
	5%	*14%*	-	-	-	*9%*	-	-	*10%*	-	*4%*	*12%*	*7%*
Don't know	**20**	3	-	3	3	3	-	-	-	1	5	2	1
	12%	*23%*	-	*32%*	*22%*	*19%*	-	-	-	*8%*	*14%*	*6%*	*21%*
SUMMARY:													
NET: 9-10	**23**	2	2	2	2	2	-	2	1	-	8	5	*
	14%	*14%*	*15%*	*16%*	*11%*	*9%*	-	*17%*	*15%*	-	*23%*	*18%*	*13%*
NET: 7-10	**76**	4	5	3	8	6	2	10	5	3	14	15	1
	46%	*36%*	*44%*	*34%*	*57%*	*37%*	*33%*	*100%*	*71%*	*17%*	*41%*	*59%*	*48%*
NET: 4-6	**49**	2	4	2	2	6	-	-	1	12	14	6	1
	30%	*14%*	*41%*	*17%*	*11%*	*35%*	-	-	*19%*	*66%*	*41%*	*23%*	*31%*
NET: 1-3	**20**	3	2	2	2	2	3	-	1	2	2	3	-
	12%	*27%*	*15%*	*17%*	*11%*	*9%*	*67%*	-	*10%*	*9%*	*4%*	*12%*	-
Mean	**6.32**	5.73	6.16	5.49	6.61	6.34	3.30	7.52	6.77	5.54	6.75	6.64	7.16
Standard Deviation	**2.32**	3.19	2.00	3.20	2.65	2.26	2.96	0.81	2.51	1.37	2.05	2.54	2.23

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 334

Q15F Rating on statement - Its programmes show different kinds of cultures within the UK
BBC4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**150**	130	82	142	10	118	150	145	116	150	122	69	40	70	6	44	121	103	64	150	72
Weighted Base	**166**	145	127	155	3	129	166	161	127	166	140	73	62	76	2	45	130	113	72	166	77
1 - LOWEST score	**8**	8	6	8	*	8	8	8	6	8	8	2	2	4	*	1	6	6	4	8	8
	5%	*5%*	*5%*	*5%*	*11%*	*6%*	*5%*	*5%*	*5%*	*5%*	*5%*	*3%*	*3%*	*5%*	*18%*	*2%*	*5%*	*5%*	*6%*	*5%*	*10%*
2	**4**	4	3	4	-	4	4	4	4	4	4	-	-	3	-	-	4	4	-	4	3
	2%	*2%*	*2%*	*2%*	-	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	-	-	*4%*	-	-	*3%*	*3%*	-	*2%*	*4%*
3	**8**	7	6	8	-	8	8	8	7	8	5	5	5	2	-	4	6	5	4	8	2
	5%	*5%*	*5%*	*5%*	-	*6%*	*5%*	*5%*	*6%*	*5%*	*3%*	*7%*	*8%*	*3%*	-	*8%*	*5%*	*4%*	*6%*	*5%*	*2%*
4	**6**	6	6	6	-	5	6	5	6	6	6	5	5	5	-	3	6	2	3	6	-
	4%	*4%*	*5%*	*4%*	-	*4%*	*4%*	*3%*	*5%*	*4%*	*4%*	*6%*	*7%*	*6%*	-	*7%*	*5%*	*1%*	*4%*	*4%*	-
5	**25**	23	21	25	*	23	25	24	20	25	23	15	14	11	*	7	18	16	12	25	15
	15%	*16%*	*17%*	*16%*	*11%*	*18%*	*15%*	*15%*	*16%*	*15%*	*16%*	*21%*	*22%*	*14%*	*18%*	*16%*	*14%*	*14%*	*16%*	*15%*	*19%*
6	**19**	17	16	16	*	15	19	18	14	19	17	4	3	6	-	2	15	17	7	19	10
	11%	*12%*	*12%*	*10%*	*9%*	*12%*	*11%*	*11%*	*11%*	*11%*	*12%*	*6%*	*5%*	*8%*	-	*4%*	*12%*	*15%*	*9%*	*11%*	*13%*
7	**22**	16	13	20	1	18	22	22	17	22	17	9	6	11	1	6	14	11	7	22	5
	13%	*11%*	*10%*	*13%*	*40%*	*14%*	*13%*	*14%*	*13%*	*13%*	*12%*	*12%*	*10%*	*15%*	*49%*	*13%*	*11%*	*10%*	*10%*	*13%*	*7%*
8	**31**	26	24	29	1	17	31	29	17	31	25	10	9	13	*	11	24	23	11	31	15
	19%	*18%*	*19%*	*19%*	*20%*	*13%*	*19%*	*18%*	*13%*	*19%*	*18%*	*13%*	*15%*	*17%*	*15%*	*24%*	*18%*	*20%*	*15%*	*19%*	*19%*
9	**15**	11	11	12	-	9	15	15	13	15	15	5	5	4	-	2	12	12	5	15	7
	9%	*8%*	*9%*	*8%*	-	*7%*	*9%*	*9%*	*10%*	*9%*	*11%*	*7%*	*8%*	*5%*	-	*4%*	*9%*	*10%*	*7%*	*9%*	*9%*
10 - HIGHEST score	**9**	8	6	8	*	6	9	9	7	9	7	4	3	4	-	2	7	4	7	9	6
	5%	*6%*	*5%*	*5%*	*9%*	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	*5%*	*5%*	-	*5%*	*5%*	*4%*	*9%*	*5%*	*8%*
Don't know	**20**	19	15	20	-	17	20	20	16	20	15	14	11	14	-	8	18	15	13	20	8
	12%	*13%*	*12%*	*13%*	-	*13%*	*12%*	*12%*	*13%*	*12%*	*10%*	*19%*	*17%*	*18%*	-	*18%*	*14%*	*14%*	*18%*	*12%*	*10%*
SUMMARY:																					
NET: 9-10	**23**	20	17	19	*	15	23	23	20	23	22	9	8	7	-	4	19	16	12	23	13
	14%	*14%*	*14%*	*12%*	*9%*	*11%*	*14%*	*15%*	*16%*	*14%*	*16%*	*12%*	*13%*	*10%*	-	*9%*	*14%*	*14%*	*16%*	*14%*	*17%*
NET: 7-10	**76**	62	53	69	2	50	76	75	54	76	63	27	23	32	1	21	56	49	29	76	33
	46%	*42%*	*42%*	*44%*	*69%*	*39%*	*46%*	*46%*	*42%*	*46%*	*45%*	*37%*	*38%*	*42%*	*64%*	*46%*	*43%*	*43%*	*41%*	*46%*	*42%*
NET: 4-6	**49**	46	43	47	1	43	49	48	40	49	46	24	21	22	*	12	39	35	21	49	25
	30%	*32%*	*34%*	*30%*	*20%*	*33%*	*30%*	*30%*	*32%*	*30%*	*33%*	*33%*	*34%*	*28%*	*18%*	*26%*	*30%*	*31%*	*30%*	*30%*	*32%*
NET: 1-3	**20**	18	16	20	*	19	20	20	17	20	16	7	6	9	*	5	16	14	8	20	12
	12%	*13%*	*12%*	*13%*	*11%*	*15%*	*12%*	*12%*	*13%*	*12%*	*11%*	*10%*	*10%*	*11%*	*18%*	*10%*	*13%*	*12%*	*11%*	*12%*	*16%*
Mean	**6.32**	6.21	6.19	6.22	6.53	5.96	6.32	6.33	6.18	6.32	6.30	6.12	6.13	6.12	5.72	6.35	6.26	6.32	6.33	6.32	6.14
Standard Deviation	**2.32**	2.38	2.35	2.35	2.74	2.37	2.32	2.33	2.39	2.32	2.35	2.24	2.25	2.36	-	2.18	2.39	2.32	2.48	2.32	2.67

* = Less than .5

J20427 PSB Tracker 2013

Table 335

Q15G Rating on statement - It shows well-made, high quality programmes
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1235**	533	702	144	178	239	236	195	243	267	602	366	245	990	48	1181	633	200	173	229
Weighted Base	**1186**	523	662	128*	156	235	241	183	243	264	571	351	226	960	68*	1111	980	107	56	43
1 - LOWEST score	**5**	2	3	2	-	2	-	-	2	3	2	-	3	2	-	5	4	-	-	*
	*	*	*	1%	-	1%	-	-	1%	1%	*	-	1%	*	-	*	*	-	-	1%
2	**9**	8	*	-	-	3	2	2	2	5	3	1	3	6	-	9	8	1	1	-
	1%	2%b	*	-	-	1%	1%	1%	1%	2%	1%	*	1%	1%	-	1%	1%	*	1%	-
3	**21**	13	9	*	7	3	4	-	7	8	9	4	4	18	2	20	19	1	1	1
	2%	2%	1%	*	4%	1%	2%	-	3%	3%	2%	1%	2%	2%	2%	2%	2%	*	2%	2%
4	**31**	17	15	4	*	3	5	4	15	4	14	13	6	25	2	28	26	3	1	1
	3%	3%	2%	3%	*	1%	2%	2%	6%	2%	2%	4%	3%	3%	2%	3%	3%	2%	2%	3%
5	**97**	40	58	5	9	21	23	21	19	25	44	29	24	73	4	93	87	6	2	2
	8%	8%	9%	4%	6%	9%	10%	11%	8%	9%	8%	8%	11%	8%	6%	8%	9%	6%	4%	5%
6	**151**	78	72	19	23	31	33	23	22	37	67	47	22	129	10	141	122	16	9	4
	13%	15%	11%	15%	15%	13%	14%	13%	9%	14%	12%	13%	10%	13%	14%	13%	12%	15%	17%	9%
7	**322**	143	179	34	38	60	70	57	64	69	164	89	59	263	20	300	261	35	14	13
	27%	27%	27%	26%	24%	25%	29%	31%	26%	26%	29%	25%	26%	27%	29%	27%	27%	32%	25%	30%
8	**357**	143	215	46	64	68	64	53	62	72	181	105	59	298	17	340	289	34	21	13
	30%	27%	32%	36%	41%fh	29%	26%	29%	25%	27%	32%	30%	26%	31%	25%	31%	30%	32%	37%	30%
9	**109**	51	58	6	8	25	28	11	31	22	54	33	24	85	2	107	91	7	6	5
	9%	10%	9%	5%	5%	10%	12%	6%	13%	8%	9%	9%	11%	9%	2%	10%	9%	6%	10%	11%
10 - HIGHEST score	**69**	21	48	11	6	16	9	12	15	16	28	25	19	50	11	56	59	4	1	4
	6%	4%	7%	9%	4%	7%	4%	6%	6%	6%	5%	7%	8%	5%	17%o	5%	6%	4%	2%	9%r
Don't know	**14**	9	5	2	1	4	3	-	5	2	6	6	2	12	2	12	12	1	*	*
	1%	2%	1%	1%	*	1%	1%	-	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	*
SUMMARY:																				
NET: 9-10	**178**	72	106	17	14	41	37	23	46	39	81	58	43	135	13	163	151	11	7	9
	15%	14%	16%	13%	9%	17%	15%	13%	19%	15%	14%	16%	19%	14%	19%	15%	15%	11%	12%	21%q
NET: 7-10	**857**	357	500	97	117	169	170	133	172	180	426	251	162	695	49	803	701	80	42	34
	72%	68%	76%	76%	75%	72%	71%	73%	71%	68%	75%	72%	72%	72%	73%	72%	72%	75%	74%	80%
NET: 4-6	**279**	135	145	27	32	55	61	48	56	66	125	89	53	227	15	262	235	25	13	7
	24%	26%	22%	21%	20%	23%	25%	26%	23%	25%	22%	25%	23%	24%	22%	24%	24%	23%	23%	16%
NET: 1-3	**35**	23	12	2	7	8	6	2	10	16	14	5	10	25	2	33	31	1	2	1
	3%	4%	2%	1%	4%	3%	3%	1%	4%	6%k	2%	1%	4%	3%	2%	3%	3%	1%	3%	3%
Mean	**7.16**	6.99	7.29a	7.33	7.19	7.19	7.11	7.13	7.07	6.96	7.20	7.24	7.12	7.17	7.38	7.15	7.14	7.19	7.20	7.40
Standard Deviation	**1.58**	1.65	1.52	1.51	1.44	1.67	1.51	1.46	1.79	1.80	1.50	1.52	1.83	1.52	1.66	1.58	1.62	1.32	1.42	1.65

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 336

Q15G Rating on statement - It shows well-made, high quality programmes
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1235**	145	918	160	72	1163	827	274	325	1235	256	912	323	719	511	323	661	253	503	747	470
Weighted Base	**1186**	157	849	166	80*	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
1 - LOWEST score	**5**	2	2	1	2	3	3	*	*	5	2	5	*	4	*	2	3	2	1	3	1
	*	1%	*	1%	2%	*	*	*	*	*	1%	1%	*	1%	*	1%	*	1%	*	*	*
2	**9**	-	4	4	-	9	5	4	4	9	2	6	3	4	3	2	5	3	1	5	2
	1%	-	1%	3%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*
3	**21**	2	9	10	1	21	15	2	5	21	4	13	8	9	13	3	11	5	10	14	8
	2%	1%	1%	6%b	1%	2%	2%	1%	2%	2%	2%	2%	3%	1%	3%	1%	2%	2%	2%	2%	2%
4	**31**	2	24	6	4	28	17	4	10	31	6	22	9	19	13	8	16	6	11	20	9
	3%	1%	3%	4%	4%	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	2%	3%	2%
5	**97**	6	65	26	10	87	60	26	27	97	18	71	26	53	44	25	50	22	31	61	34
	8%	4%	8%	16%ab	13%	8%	8%	10%	8%	8%	7%	8%	9%	8%	9%	8%	8%	8%	7%	8%	8%
6	**151**	14	105	27	13	138	100	28	35	151	31	108	43	82	69	44	86	33	55	89	62
	13%	9%	12%	16%	16%	12%	13%	10%	11%	13%	13%	12%	15%	12%	14%	14%	14%	12%	12%	12%	15%
7	**322**	39	234	47	21	302	216	72	85	322	59	253	69	190	130	88	172	71	125	202	113
	27%	25%	28%	28%	26%	27%	28%	27%	26%	27%	24%	28%	23%	28%	27%	28%	27%	27%	28%	27%	27%
8	**357**	49	267	35	13	344	245	83	96	357	76	277	80	223	132	89	205	83	141	219	134
	30%	31%	31%	21%	17%	31%	32%	31%	30%	30%	31%	31%	27%	32%	27%	28%	32%	31%	32%	29%	32%
9	**109**	14	88	7	6	103	68	27	33	109	22	80	29	67	42	28	49	22	39	79	28
	9%	9%	10%	4%	8%	9%	9%	10%	10%	9%	9%	9%	10%	10%	9%	9%	8%	8%	9%	11%	7%
10 - HIGHEST score	**69**	27	39	2	9	59	39	18	20	69	22	46	23	34	34	21	27	14	24	49	18
	6%	17%bc	5%	1%	12%	5%	5%	7%	6%	6%	9%	5%	8%	5%	7%	7%	4%	5%	6%	7%	4%
Don't know	**14**	2	12	*	2	12	7	4	5	14	*	10	4	6	8	3	8	3	4	6	8
	1%	1%	1%	*	2%	1%	1%	1%	2%	1%	*	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
SUMMARY:																					
NET: 9-10	**178**	41	126	9	16	162	107	45	53	178	44	126	52	101	76	49	76	36	64	129	46
	15%	26%bc	15%c	5%	20%	15%	14%	17%	16%	15%	18%	14%	18%	15%	16%	16%	12%	14%	14%	17%	11%
NET: 7-10	**857**	130	627	91	50	807	567	201	233	857	180	657	201	515	338	226	452	191	329	550	294
	72%	83%c	74%c	55%	62%	73%	73%	75%	73%	72%	74%	74%	68%	74%	69%	72%	72%	72%	75%	73%	70%
NET: 4-6	**279**	22	194	59	27	253	176	58	73	279	55	201	78	154	125	77	152	60	96	171	105
	24%	14%	23%	36%ab	33%	23%	23%	22%	23%	24%	23%	23%	27%	22%	26%	24%	24%	23%	22%	23%	25%
NET: 1-3	**35**	4	16	16	2	33	23	6	9	35	8	24	11	17	17	7	19	10	12	23	11
	3%	2%	2%	9%b	3%	3%	3%	2%	3%	3%	3%	3%	4%	2%	3%	2%	3%	4%	3%	3%	3%
Mean	**7.16**	7.70bc	7.22c	6.32	6.98	7.17	7.16	7.26	7.18	7.16	7.27	7.17	7.12	7.20	7.11	7.19	7.10	7.12	7.21	7.20	7.09
Standard Deviation	**1.58**	1.63	1.48	1.75	1.88	1.56	1.54	1.56	1.62	1.58	1.68	1.55	1.70	1.54	1.62	1.56	1.54	1.62	1.51	1.62	1.49

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 337

Q15G Rating on statement - It shows well-made, high quality programmes
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1235**	200	41	65	102	77	29	36	173	65	77	141	229
Weighted Base	**1186**	107	63*	100*	157	119*	47**	58*	56	101*	122*	213	43
1 - LOWEST score	**5**	-	-	-	-	-	-	-	-	1	-	3	*
	*	-	-	-	-	-	-	-	-	*1%*	-	*1%*	*1%*
2	**9**	1	-	-	3	-	-	-	1	-	2	3	-
	1%	*	-	-	*2%*	-	-	-	*1%*	-	*1%*	*1%*	-
3	**21**	1	1	2	6	-	2	2	1	2	3	2	1
	2%	*	*2%*	*2%*	*4%*	-	*3%*	*3%*	*2%*	*2%*	*3%*	*1%*	*2%*
4	**31**	3	-	6	2	5	-	-	1	5	2	8	1
	3%	*2%*	-	*6%*	*1%*	*4%*	-	-	*2%*	*5%*	*1%*	*4%*	*3%*
5	**97**	6	11	6	15	6	5	-	2	8	12	24	2
	8%	*6%*	*17%*	*6%*	*10%*	*5%*	*10%*	-	*4%*	*8%*	*10%*	*11%*	*5%*
6	**151**	16	6	9	15	15	5	8	9	11	19	34	4
	13%	*15%*	*10%*	*9%*	*10%*	*13%*	*10%*	*13%*	*17%*	*11%*	*16%*	*16%*	*9%*
7	**322**	35	14	30	28	31	13	18	14	34	32	62	13
	27%	32%e	*22%*	*30%*	*18%*	*26%*	*27%*	*31%*	*25%*	*34%*	*26%*	*29%*	*30%*
8	**357**	34	17	29	60	43	13	19	21	22	32	53	13
	30%	*32%*	*27%*	*30%*	*38%*	*36%*	*28%*	*34%*	*37%*	*22%*	*26%*	*25%*	*30%*
9	**109**	7	8	8	12	14	6	8	6	11	10	15	5
	9%	*6%*	*12%*	*8%*	*8%*	*12%*	*14%*	*14%*	*10%*	*11%*	*8%*	*7%*	*11%*
10 - HIGHEST score	**69**	4	6	6	11	5	3	3	1	6	10	9	4
	6%	*4%*	*10%*	*6%*	*7%*	*4%*	*7%*	*5%*	*2%*	*6%*	*8%*	*4%*	9%i
Don't know	**14**	1	-	3	5	-	-	-	*	2	2	2	*
	1%	*1%*	-	*3%*	*3%*	-	-	-	*1%*	*2%*	*1%*	*1%*	*
SUMMARY:													
NET: 9-10	**178**	11	14	14	23	18	10	11	7	17	19	24	9
	15%	*11%*	*22%*	*14%*	*15%*	*16%*	*21%*	*19%*	*12%*	*17%*	*16%*	*11%*	21%bl
NET: 7-10	**857**	80	45	74	111	93	36	48	42	73	83	139	34
	72%	*75%*	*71%*	*74%*	*71%*	*78%*	*76%*	*83%*	*74%*	*72%*	*68%*	*65%*	80%l
NET: 4-6	**279**	25	17	21	32	26	10	8	13	23	33	65	7
	24%	*23%*	*27%*	*22%*	*20%*	*22%*	*21%*	*13%*	*23%*	*23%*	*27%*	30%m	*16%*
NET: 1-3	**35**	1	1	2	9	-	2	2	2	3	5	7	1
	3%	*1%*	*2%*	*2%*	*6%*	-	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	3%f
Mean	**7.16**	7.19	7.28	7.18	7.17	7.36	7.32	7.52	7.20	7.08	7.09	6.85	7.40l
Standard Deviation	**1.58**	1.32	1.66	1.54	1.76	1.33	1.58	1.32	1.42	1.69	1.66	1.68	1.65

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 338

Q15G Rating on statement - It shows well-made, high quality programmes
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1235**	1235	633	1137	67	1000	1200	1057	779	618	864	1235	633	394	21	256	820	298	152	69	399
Weighted Base	**1186**	1186	980	1104	22	970	1155	1016	743	585	809	1186	980	379	7	242	813	286	162	73	367
1 - LOWEST score	**5**	5	4	5	-	5	5	5	2	1	2	5	4	2	-	2	5	2	-	-	2
	*	*	*	*	-	*	*	*	*	*	*	*	*	*	-	1%	1%	1%	-	-	*
2	**9**	9	8	9	1	7	9	9	5	5	7	9	8	3	-	2	5	2	2	2	5
	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	2%	1%
3	**21**	21	19	18	1	15	21	17	12	12	15	21	19	4	*	4	17	8	3	5	7
	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	5%	2%	2%	3%	2%	7%	2%
4	**31**	31	26	28	1	24	30	25	19	16	17	31	26	8	-	6	16	6	4	2	10
	3%	3%	3%	3%	4%	2%	3%	2%	3%	3%	2%	3%	3%	2%	-	3%	2%	2%	2%	3%	3%
5	**97**	97	87	90	*	71	94	79	47	37	61	97	87	39	*	18	75	28	9	5	28
	8%	8%	9%	8%	2%	7%	8%	8%	6%	6%	8%	8%	9%	10%	5%	7%	9%	10%	6%	7%	8%
6	**151**	151	122	142	3	123	147	126	98	70	96	151	122	57	2	31	112	38	21	9	50
	13%	13%	12%	13%	13%	13%	13%	12%	13%	12%	12%	13%	12%	15%	23%	13%	14%	13%	13%	13%	14%
7	**322**	322	261	300	4	266	314	287	206	166	232	322	261	99	*	59	212	83	43	25	89
	27%	27%	27%	27%	20%	27%	27%	28%	28%	28%	29%	27%	27%	26%	5%	24%	26%	29%	26%	34%	24%
8	**357**	357	289	337	8	298	353	307	242	187	250	357	289	104	3	76	244	74	51	12	105
	30%	30%	30%	30%	36%	31%	31%	30%	33%	32%	31%	30%	30%	28%	38%	31%	30%	26%	31%	16%	29%
9	**109**	109	91	97	4	94	105	98	63	51	76	109	91	27	1	22	76	25	18	6	39
	9%	9%	9%	9%	18%	10%	9%	10%	8%	9%	9%	9%	9%	7%	19%	9%	9%	9%	11%	8%	11%
10 - HIGHEST score	**69**	69	59	64	*	59	64	50	38	31	44	69	59	34	*	22	40	12	12	5	23
	6%	6%	6%	6%	2%	6%	6%	5%	5%	5%	5%	6%	6%	9%	5%	9%	5%	4%	7%	8%	6%
Don't know	**14**	14	12	14	-	10	14	14	10	9	10	14	12	*	-	*	10	8	*	2	8
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	*	-	*	1%	3%	*	2%	2%
SUMMARY:																					
NET: 9-10	**178**	178	151	161	4	152	169	148	101	82	119	178	151	62	2	44	117	37	29	12	62
	15%	15%	15%	15%	19%	16%	15%	15%	14%	14%	15%	15%	15%	16%	24%	18%	14%	13%	18%	16%	17%
NET: 7-10	**857**	857	701	798	16	716	835	742	550	435	601	857	701	265	5	180	572	194	123	48	257
	72%	72%	72%	72%	75%	74%	72%	73%	74%	74%	74%	72%	72%	70%	67%	74%	70%	68%	76%	66%	70%
NET: 4-6	**279**	279	235	260	4	217	270	230	164	123	174	279	235	104	2	55	203	72	34	17	89
	24%	24%	24%	24%	19%	22%	23%	23%	22%	21%	21%	24%	24%	28%	29%	23%	25%	25%	21%	23%	24%
NET: 1-3	**35**	35	31	32	1	27	35	30	19	18	24	35	31	9	*	8	27	12	5	6	14
	3%	3%	3%	3%	6%	3%	3%	3%	3%	3%	3%	3%	3%	2%	5%	3%	3%	4%	3%	9%	4%
Mean	**7.16**	7.16	7.14	7.16	7.20	7.21	7.15	7.15	7.20	7.19	7.20	7.16	7.14	7.16	7.37	7.27	7.11	6.98	7.31	6.83	7.15
Standard Deviation	**1.58**	1.58	1.62	1.58	1.77	1.57	1.58	1.56	1.50	1.55	1.53	1.58	1.62	1.64	1.76	1.68	1.59	1.63	1.56	1.88	1.68

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 339

Q15G Rating on statement - It shows well-made, high quality programmes
Channel 4

Base : All that watch this channel regularly

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**591**	257	334	78	97	132	105	84	95	148	290	153	139	452	30	558	316	101	72	102
Weighted Base	**586**	252	335	81*	95*	123*	109*	83*	95*	161	284	142	135	451	45**	537	489	54	24*	19
1 - LOWEST score	**4**	2	2	2	-	2	*	-	*	2	*	2	2	2	-	4	3	-	1	*
	1%	*1%*	*1%*	*2%*	-	*1%*	*	-	*	*1%*	*	*1%*	*1%*	*	-	*1%*	*1%*	-	*3%*	*1%*
2	**5**	2	3	-	-	2	-	3	*	2	3	*	2	3	-	5	4	-	-	*
	1%	*1%*	*1%*	-	-	*1%*	-	*4%*	*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*1%*	-	-	*1%*
3	**11**	5	6	*	*	-	2	1	8	3	5	2	*	11	-	11	9	1	*	1
	2%	*2%*	*2%*	*	*	-	*1%*	*1%*	***9%e***	*2%*	*2%*	*2%*	*	*2%*	-	*2%*	*2%*	*1%*	*1%*	*3%*
4	**24**	10	14	3	2	5	5	3	6	6	13	5	2	22	2	23	23	-	*	1
	4%	*4%*	*4%*	*4%*	*2%*	*4%*	*4%*	*4%*	*6%*	*4%*	*5%*	*3%*	*1%*	*5%*	*3%*	*4%*	*5%*	-	*1%*	*3%*
5	**60**	23	37	5	7	15	13	10	8	11	33	16	11	48	3	56	48	7	3	2
	10%	*9%*	*11%*	*7%*	*8%*	*12%*	*12%*	*12%*	*9%*	*7%*	*12%*	*11%*	*8%*	*11%*	*8%*	*10%*	*10%*	*13%*	*12%*	*8%*
6	**83**	39	44	8	9	13	25	11	17	20	32	31	20	63	3	79	67	10	3	3
	14%	*15%*	*13%*	*9%*	*9%*	*11%*	*23%*	*13%*	*18%*	*12%*	*11%*	*22%*	*15%*	*14%*	*7%*	*15%*	*14%*	*19%*	*12%*	*16%*
7	**144**	60	84	20	28	27	26	22	22	31	81	32	31	113	10	131	117	17	5	5
	25%	*24%*	*25%*	*24%*	*29%*	*22%*	*24%*	*26%*	*23%*	*20%*	*28%*	*22%*	*23%*	*25%*	*22%*	*24%*	*24%*	*32%*	*22%*	*25%*
8	**139**	59	80	18	29	33	25	21	13	47	69	23	39	99	5	134	116	12	6	5
	24%	*23%*	*24%*	*22%*	*31%*	*27%*	*23%*	*25%*	*13%*	*29%*	*24%*	*16%*	*29%*	*22%*	*11%*	*25%*	*24%*	*23%*	*25%*	*24%*
9	**59**	32	28	12	11	13	5	5	13	18	26	15	11	48	7	53	52	1	4	2
	10%	*13%*	*8%*	*15%*	*12%*	*11%*	*4%*	*5%*	*14%*	*11%*	*9%*	*11%*	*8%*	*11%*	*15%*	*10%*	*11%*	*2%*	***15%q***	***12%q***
10 - HIGHEST score	**47**	18	30	13	7	11	7	7	2	17	19	11	15	32	16	32	41	5	1	1
	8%	*7%*	*9%*	***16%h***	*7%*	*9%*	*7%*	*9%*	*3%*	*11%*	*7%*	*8%*	*11%*	*7%*	*35%*	*6%*	*8%*	*9%*	*3%*	*7%*
Don't know	**11**	4	7	*	2	2	2	1	4	3	4	4	2	9	-	11	9	1	1	-
	2%	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*4%*	*2%*	*1%*	*3%*	*1%*	*2%*	-	*2%*	*2%*	*2%*	*4%*	-
SUMMARY:																				
NET: 9-10	**107**	50	57	25	18	24	12	12	16	35	45	26	26	80	22	84	93	6	4	4
	18%	*20%*	*17%*	***31%f***	*19%*	*19%*	*11%*	*14%*	*16%*	*22%*	*16%*	*19%*	*20%*	*18%*	*49%*	*16%*	*19%*	*11%*	*18%*	*19%*
NET: 7-10	**389**	168	221	62	75	85	63	54	51	113	195	81	97	293	37	349	326	35	16	13
	66%	*67%*	*66%*	***77%h***	***79%fh***	*69%*	*58%*	*65%*	*53%*	*71%*	*69%*	*57%*	*72%*	*65%*	*82%*	*65%*	*67%*	*65%*	*65%*	*68%*
NET: 4-6	**167**	71	95	16	18	34	43	24	32	37	78	52	33	133	8	158	138	17	6	5
	28%	*28%*	*28%*	*20%*	*19%*	*27%*	***39%d***	*29%*	*33%*	*23%*	*27%*	*36%*	*24%*	*30%*	*18%*	*29%*	*28%*	*32%*	*26%*	*27%*
NET: 1-3	**19**	9	11	2	*	3	2	3	9	6	8	5	4	16	-	19	17	1	1	1
	3%	*3%*	*3%*	*2%*	*	*3%*	*2%*	*4%*	*9%*	*4%*	*3%*	*3%*	*3%*	*4%*	-	*4%*	*3%*	*1%*	*4%*	*6%*
Mean	**7.06**	7.09	7.04	***7.54h***	***7.46h***	7.12	6.85	6.93	6.54	7.27	7.02	6.91	7.30	6.99	8.11	6.97	7.07	7.05	7.00	7.04
Standard Deviation	**1.75**	1.74	1.77	1.87	1.37	1.83	1.56	1.81	1.89	1.84	1.68	1.79	1.73	1.76	1.83	1.73	1.78	1.43	1.82	1.88

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 340

Q15G Rating on statement - It shows well-made, high quality programmes
Channel 4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**591**	92	400	94	34	557	382	136	168	394	197	463	128	342	246	217	287	142	208	376	201
Weighted Base	**586**	92*	386	100*	42**	545	374	127*	163	379	180	470	116*	339	244	230	272	155	188	376	196
1 - LOWEST score	**4**	2	*	1	2	2	2	*	*	4	4	4	*	4	*	2	2	2	*	4	-
	1%	*2%*	*	*1%*	*4%*	*	*1%*	*	*	*1%*	*2%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	-
2	**5**	-	2	3	-	5	2	2	2	3	2	3	2	2	3	2	2	1	-	3	*
	1%	-	*	*3%*	-	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*
3	**11**	3	2	5	-	11	4	5	7	7	4	8	3	6	3	2	4	2	2	9	2
	2%	*3%*	*1%*	*5%b*	-	*2%*	*1%*	*4%*	*4%*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*
4	**24**	2	15	8	3	21	21	*	*	16	6	21	3	16	8	6	15	10	11	17	7
	4%	*2%*	*4%*	*8%*	*8%*	*4%*	*6%*	*	*	*4%*	*4%*	*4%*	*3%*	*5%*	*3%*	*3%*	*5%*	*6%*	*6%*	*5%*	*3%*
5	**60**	9	38	11	5	55	37	14	16	46	18	40	20	29	30	18	33	12	19	32	25
	10%	*10%*	*10%*	*11%*	*12%*	*10%*	*10%*	*11%*	*10%*	*12%*	*10%*	*9%*	*17%*	*9%*	*12%*	*8%*	*12%*	*8%*	*10%*	*9%*	*13%*
6	**83**	9	58	16	2	81	55	23	26	63	29	68	14	50	33	25	49	23	28	54	27
	14%	*10%*	*15%*	*16%*	*5%*	*15%*	*15%*	*18%*	*16%*	*17%*	*16%*	*15%*	*12%*	*15%*	*14%*	*11%*	*18%*	*15%*	*15%*	*14%*	*14%*
7	**144**	19	102	21	4	140	96	31	43	90	45	119	25	85	59	69	62	36	51	89	53
	25%	*21%*	*26%*	*21%*	*9%*	*26%*	*26%*	*24%*	*26%*	*24%*	*25%*	*25%*	*21%*	*25%*	*24%*	*30%*	*23%*	*23%*	*27%*	*24%*	*27%*
8	**139**	20	95	23	7	131	94	23	36	83	36	117	21	94	45	50	67	36	50	90	44
	24%	*22%*	*25%*	*23%*	*17%*	*24%*	*25%*	*18%*	*22%*	*22%*	*20%*	*25%*	*19%*	*28%*	*18%*	*22%*	*25%*	*23%*	*27%*	*24%*	*22%*
9	**59**	9	40	8	8	52	39	9	13	28	23	50	9	30	29	27	21	23	12	39	19
	10%	*10%*	*10%*	*8%*	*19%*	*9%*	*10%*	*7%*	*8%*	*7%*	*13%*	*11%*	*8%*	*9%*	*12%*	*12%*	*8%*	*15%*	*7%*	*10%*	*10%*
10 - HIGHEST score	**47**	19	24	3	8	39	25	13	14	30	14	34	13	19	27	25	15	11	14	30	17
	8%	*21%bc*	*6%*	*3%*	*19%*	*7%*	*7%*	*10%*	*9%*	*8%*	*8%*	*7%*	*12%*	*6%*	*11%*	*11%*	*5%*	*7%*	*7%*	*8%*	*9%*
Don't know	**11**	*	10	*	3	8	1	7	7	9	*	7	5	5	6	5	3	-	1	8	3
	2%	*1%*	*3%*	*	*7%*	*1%*	*	*5%f*	*4%f*	*2%*	*	*1%*	*4%*	*1%*	*2%*	*2%*	*1%*	-	*1%*	*2%*	*1%*
SUMMARY: NET: 9-10	**107**	28	64	12	16	91	63	22	27	58	37	84	23	49	56	51	36	34	26	69	36
	18%	*31%bc*	*16%*	*12%*	*38%*	*17%*	*17%*	*17%*	*17%*	*15%*	*21%*	*18%*	*20%*	*14%*	*23%*	*22%*	*13%*	*22%*	*14%*	*18%*	*18%*
NET: 7-10	**389**	68	261	56	27	363	253	76	106	231	118	320	69	228	160	170	165	106	128	248	133
	66%	*74%*	*68%*	*56%*	*65%*	*67%*	*68%*	*60%*	*65%*	*61%*	*65%*	*68%*	*60%*	*67%*	*66%*	*74%p*	*61%*	*68%*	*68%*	*66%*	*68%*
NET: 4-6	**167**	19	111	35	10	156	112	37	42	124	53	129	37	95	71	49	96	45	58	103	58
	28%	*21%*	*29%*	*35%*	*25%*	*29%*	*30%*	*29%*	*26%*	*33%*	*29%*	*27%*	*32%*	*28%*	*29%*	*21%*	*35%o*	*29%*	*31%*	*27%*	*30%*
NET: 1-3	**19**	5	4	9	2	18	8	7	9	14	9	14	5	11	7	5	7	5	2	16	2
	3%	*5%*	*1%*	*9%b*	*4%*	*3%*	*2%*	*6%*	*5%*	*4%*	*5%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*1%*	*4%*	*1%*
Mean	**7.06**	7.47c	7.13c	6.47	7.42	7.04	7.05	6.98	7.06	6.89	6.97	7.09	6.95	7.00	7.15	7.33p	6.86	7.10	7.04	7.04	7.14
Standard Deviation	**1.75**	2.02	1.54	1.94	2.36	1.70	1.67	1.80	1.73	1.79	1.90	1.72	1.92	1.70	1.79	1.68	1.68	1.82	1.58	1.82	1.60

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 341

Q15G Rating on statement - It shows well-made, high quality programmes
Channel 4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**591**	101	12	26	41	38	14	17	72	27	65	76	102
Weighted Base	**586**	54	18**	40**	63*	59*	22**	27**	24*	41**	103*	114*	19
1 - LOWEST score	**4**	-	-	-	-	-	-	-	1	-	-	3	*
	1%	-	-	-	-	-	-	-	*3%*	-	-	*3%*	*1%*
2	**5**	-	-	1	2	-	2	-	-	-	-	-	*
	1%	-	-	*4%*	*2%*	-	*7%*	-	-	-	-	-	*1%*
3	**11**	1	-	-	2	2	-	-	*	-	3	3	1
	2%	*1%*	-	-	*2%*	*3%*	-	-	*1%*	-	*3%*	*3%*	*3%*
4	**24**	-	2	2	5	-	2	3	*	3	5	3	1
	4%	-	*8%*	*4%*	*7%*	-	*7%*	*12%*	*1%*	*7%*	*5%*	*3%*	*3%*
5	**60**	7	3	3	3	9	3	2	3	5	14	6	2
	10%	*13%*	*17%*	*8%*	*5%*	*16%*	*14%*	*6%*	*12%*	*11%*	*14%*	*5%*	*8%*
6	**83**	10	3	6	8	12	2	6	3	3	11	15	3
	14%	*19%*	*16%*	*15%*	*12%*	*21%*	*7%*	*23%*	*12%*	*7%*	*11%*	*13%*	*16%*
7	**144**	17	2	6	17	17	8	8	5	9	27	23	5
	25%	*32%*	*9%*	*15%*	*27%*	*29%*	*36%*	*30%*	*22%*	*23%*	*26%*	*20%*	*25%*
8	**139**	12	3	9	17	8	5	5	6	9	16	43	5
	24%	*23%*	*16%*	*23%*	*27%*	*13%*	*22%*	*17%*	*25%*	*23%*	*15%*	**38%afk**	*24%*
9	**59**	1	-	5	5	9	2	2	4	6	10	15	2
	10%	*2%*	-	*11%*	*7%*	*16%*	*7%*	*6%*	**15%b**	*14%*	*10%*	*13%*	**12%b**
10 - HIGHEST score	**47**	5	3	6	6	2	-	-	1	4	17	1	1
	8%	**9%l**	*17%*	*16%*	*10%*	*3%*	-	-	*3%*	*11%*	**17%l**	*1%*	**7%l**
Don't know	**11**	1	3	1	-	-	-	1	1	2	-	1	-
	2%	*2%*	*17%*	*4%*	-	-	-	*5%*	**4%k**	*4%*	-	*1%*	-
SUMMARY:													
NET: 9-10	**107**	6	3	11	11	11	2	2	4	10	27	16	4
	18%	*11%*	*17%*	*27%*	*17%*	*19%*	*7%*	*6%*	*18%*	*25%*	*26%*	*14%*	*19%*
NET: 7-10	**389**	35	8	26	45	36	15	15	16	29	70	82	13
	66%	*65%*	*41%*	*66%*	*71%*	*61%*	*65%*	*53%*	*65%*	*71%*	*68%*	*72%*	*68%*
NET: 4-6	**167**	17	8	11	15	21	6	11	6	11	30	24	5
	28%	*32%*	*42%*	*27%*	*24%*	*36%*	*29%*	*42%*	*26%*	*26%*	*29%*	*21%*	*27%*
NET: 1-3	**19**	1	-	1	3	2	2	-	1	-	3	6	1
	3%	*1%*	-	*4%*	*5%*	*3%*	*7%*	-	*4%*	-	*3%*	*5%*	*6%*
Mean	**7.06**	7.05	6.89	7.35	7.05	6.91	6.45	6.55	7.00	7.34	7.21	7.10	7.04
Standard Deviation	**1.75**	1.43	2.05	1.99	1.86	1.51	1.81	1.41	1.82	1.74	1.90	1.74	1.88

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 342

Q15G Rating on statement - It shows well-made, high quality programmes
Channel 4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**591**	548	300	591	37	492	577	520	394	318	400	394	205	591	18	197	442	236	96	70	211
Weighted Base	**586**	551	465	586	12	492	574	524	397	325	394	379	316	586	6	180	448	239	101	76	205
1 - LOWEST score	**4**	4	3	4	*	4	4	2	2	2	2	4	3	4	-	4	4	2	-	1	*
	1%	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*	*	*1%*	*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*1%*	-	*2%*	*
2	**5**	5	4	5	-	3	5	5	3	3	5	3	3	5	-	2	3	3	2	3	5
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	*4%*	*2%*
3	**11**	11	9	11	-	7	11	11	6	7	2	7	6	11	-	4	10	4	1	1	2
	2%	*2%*	*2%*	*2%*	-	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*
4	**24**	24	23	24	*	20	24	23	15	13	16	16	15	24	*	6	15	11	3	*	6
	4%	*4%*	*5%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*6%*	*4%*	*3%*	*5%*	*3%*	*	*3%*
5	**60**	59	48	60	2	51	59	51	36	29	37	46	39	60	1	18	49	24	6	7	20
	10%	*11%*	*10%*	*10%*	*13%*	*10%*	*10%*	*10%*	*9%*	*9%*	*10%*	*12%*	*12%*	*10%*	*17%*	*10%*	*11%*	*10%*	*6%*	*9%*	*10%*
6	**83**	77	62	83	2	76	81	77	56	48	66	63	53	83	1	29	72	39	15	13	27
	14%	*14%*	*13%*	*14%*	*13%*	*15%*	*14%*	*15%*	*14%*	*15%*	*17%*	*17%*	*17%*	*14%*	*11%*	*16%*	*16%*	*16%*	*15%*	*18%*	*13%*
7	**144**	138	114	144	2	121	141	128	112	85	100	90	71	144	1	45	109	63	28	23	50
	25%	*25%*	*24%*	*25%*	*19%*	*25%*	*25%*	*25%*	*28%*	*26%*	*25%*	*24%*	*23%*	*25%*	*11%*	*25%*	*24%*	*26%*	*28%*	*30%*	*24%*
8	**139**	124	105	139	3	113	136	128	95	78	90	83	69	139	1	36	102	53	20	14	51
	24%	*23%*	*23%*	*24%*	*22%*	*23%*	*24%*	*25%*	*24%*	*24%*	*23%*	*22%*	*22%*	*24%*	*22%*	*20%*	*23%*	*22%*	*20%*	*18%*	*25%*
9	**59**	54	48	59	3	49	58	56	39	38	42	28	23	59	2	23	47	28	14	9	22
	10%	*10%*	*10%*	*10%*	*24%*	*10%*	*10%*	*11%*	*10%*	*12%*	*11%*	*7%*	*7%*	*10%*	*27%*	*13%*	*11%*	*12%*	*14%*	*11%*	*11%*
10 - HIGHEST score	**47**	45	39	47	*	40	44	34	28	16	32	30	26	47	*	14	29	11	12	5	20
	8%	*8%*	*8%*	*8%*	*3%*	*8%*	*8%*	*6%*	*7%*	*5%*	*8%*	*8%*	*8%*	*8%*	*6%*	*8%*	*6%*	*5%*	*12%*	*7%*	*10%*
Don't know	**11**	10	9	11	-	9	11	10	6	6	1	9	8	11	-	*	9	2	1	-	1
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*2%*	*	*2%*	*2%*	*2%*	-	*	*2%*	*1%*	*1%*	-	*
SUMMARY:																					
NET: 9-10	**107**	99	87	107	3	89	102	90	68	54	74	58	49	107	2	37	76	38	26	14	43
	18%	*18%*	*19%*	*18%*	*27%*	*18%*	*18%*	*17%*	*17%*	*17%*	*19%*	*15%*	*16%*	*18%*	*32%*	*21%*	*17%*	*16%*	*26%*	*18%*	*21%*
NET: 7-10	**389**	361	306	389	8	323	379	347	274	216	264	231	190	389	4	118	286	154	74	50	143
	66%	*66%*	*66%*	*66%*	*68%*	*66%*	*66%*	*66%*	*69%*	*67%*	*67%*	*61%*	*60%*	*66%*	*66%*	*65%*	*64%*	*64%*	*73%*	*66%*	*70%*
NET: 4-6	**167**	160	134	167	4	146	164	150	107	91	119	124	107	167	2	53	135	74	24	21	53
	28%	*29%*	*29%*	*28%*	*29%*	*30%*	*29%*	*29%*	*27%*	*28%*	*30%*	*33%*	*34%*	*28%*	*34%*	*29%*	*30%*	*31%*	*24%*	*27%*	*26%*
NET: 1-3	**19**	19	17	19	*	14	19	18	10	12	9	14	12	19	-	9	17	10	2	5	8
	3%	*4%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*2%*	*4%*	*4%*	*3%*	-	*5%*	*4%*	*4%*	*2%*	*7%*	*4%*
Mean	**7.06**	7.02	7.03	7.06	7.13	7.06	7.04	7.03	7.10	6.99	7.10	6.89	6.87	7.06	7.29	6.97	6.97	6.90	7.38	6.89	7.17
Standard Deviation	**1.75**	1.78	1.80	1.75	1.90	1.73	1.75	1.72	1.65	1.70	1.70	1.79	1.82	1.75	1.92	1.90	1.74	1.74	1.69	1.93	1.79

* = Less than .5

J20427 PSB Tracker 2013

Table 343

Q15G Rating on statement - It shows well-made, high quality programmes
S4C

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**34**	12	22	3	2	10	4	3	12	5	21	8	7	27	1	33	-	-	34	-
Weighted Base	**11***	4**	7**	1**	1**	3**	1**	1**	4**	2**	7**	2**	2**	9**	***	11*	-**	-**	11*	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**1**	*	*	-	-	-	*	-	*	1	-	-	-	1	-	1	-	-	1	-
	6%	*8%*	*5%*	-	-	-	*26%*	-	*9%*	*38%*	-	-	-	*8%*	-	*6%*	-	-	*6%*	-
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**1**	-	1	-	-	1	*	-	-	*	1	-	*	1	*	1	-	-	1	-
	9%	-	*14%*	-	-	*20%*	*24%*	-	-	*21%*	*9%*	-	*15%*	*7%*	*100%*	*6%*	-	-	*9%*	-
6	**1**	1	1	-	-	*	*	-	1	-	1	*	*	1	-	1	-	-	1	-
	12%	*16%*	*9%*	-	-	*10%*	*25%*	-	*17%*	-	*14%*	*12%*	*14%*	*11%*	-	*12%*	-	-	*12%*	-
7	**1**	1	*	-	-	*	*	*	-	-	1	-	-	1	-	1	-	-	1	-
	9%	*17%*	*5%*	-	-	*10%*	*26%*	*33%*	-	-	*15%*	-	-	*12%*	-	*9%*	-	-	*9%*	-
8	**4**	1	3	1	*	1	-	-	1	1	2	1	1	3	-	4	-	-	4	-
	33%	*25%*	*37%*	*100%*	*50%*	*30%*	-	-	*33%*	*41%*	*28%*	*38%*	*43%*	*30%*	-	*34%*	-	-	*33%*	-
9	**2**	*	2	-	-	*	-	1	1	-	1	1	*	2	-	2	-	-	2	-
	17%	*8%*	*22%*	-	-	*10%*	-	*67%*	*25%*	-	*19%*	*24%*	*14%*	*18%*	-	*18%*	-	-	*17%*	-
10 - HIGHEST score	**1**	1	-	-	*	-	-	-	*	-	*	*	-	1	-	1	-	-	1	-
	6%	*16%*	-	-	*50%*	-	-	-	*9%*	-	*5%*	*14%*	-	*8%*	-	*6%*	-	-	*6%*	-
Don't know	**1**	*	1	-	-	1	-	-	*	-	1	*	*	1	-	1	-	-	1	-
	9%	*9%*	*9%*	-	-	*20%*	-	-	*8%*	-	*10%*	*12%*	*14%*	*7%*	-	*9%*	-	-	*9%*	-
SUMMARY:																				
NET: 9-10	**3**	1	2	-	*	*	-	1	1	-	2	1	*	2	-	3	-	-	3	-
	23%	*25%*	*22%*	-	*50%*	*10%*	-	*67%*	*33%*	-	*23%*	*38%*	*14%*	*25%*	-	*24%*	-	-	*23%*	-
NET: 7-10	**7**	3	4	1	1	2	*	1	2	1	4	2	1	6	-	7	-	-	7	-
	65%	*67%*	*63%*	*100%*	*100%*	*50%*	*26%*	*100%*	*66%*	*41%*	*66%*	*76%*	*57%*	*67%*	-	*67%*	-	-	*65%*	-
NET: 4-6	**2**	1	2	-	-	1	1	-	1	*	2	*	1	2	*	2	-	-	2	-
	21%	*16%*	*23%*	-	-	*30%*	*49%*	-	*17%*	*21%*	*24%*	*12%*	*29%*	*18%*	*100%*	*18%*	-	-	*21%*	-
NET: 1-3	**1**	*	*	-	-	-	*	-	*	1	-	-	-	1	-	1	-	-	1	-
	6%	*8%*	*5%*	-	-	-	*26%*	-	*9%*	*38%*	-	-	-	*8%*	-	*6%*	-	-	*6%*	-
Mean	**7.34**	7.46	7.27	8.00	8.99	7.00	5.25	8.33	7.61	5.46	7.52	8.31	7.32	7.34	5.00	7.43	-	-	7.34	-
Standard Deviation	**1.87**	2.25	1.84	-	-	1.77	-	-	2.29	-	1.51	1.58	1.95	1.99	-	1.85	-	-	1.87	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 344

Q15G Rating on statement - It shows well-made, high quality programmes
S4C

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**34**	4	27	3	-	34	22	9	11	21	10	26	8	22	12	11	17	8	13	19	14
Weighted Base	**11***	1**	9**	1**	-**	11*	7**	3**	4**	7**	3**	8**	2**	7**	4**	4**	6**	3**	4**	6**	4**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**1**	-	*	*	-	1	*	*	*	*	-	1	-	1	-	-	1	-	*	*	*
	6%	-	*4%*	*32%*	-	*6%*	*5%*	*11%*	*9%*	*5%*	-	*8%*	-	*9%*	-	-	*12%*	-	*8%*	*5%*	*7%*
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**1**	-	*	1	-	1	1	*	*	1	*	1	*	1	*	*	1	*	-	1	*
	9%	-	*4%*	*68%*	-	*9%*	*10%*	*11%*	*9%*	*10%*	*11%*	*8%*	*13%*	*9%*	*9%*	*9%*	*12%*	*13%*	-	*11%*	*7%*
6	**1**	-	1	-	-	1	1	1	1	1	-	1	-	1	1	*	1	-	1	*	1
	12%	-	*15%*	-	-	*12%*	*9%*	*22%*	*18%*	*18%*	-	*15%*	-	*9%*	*17%*	*8%*	*12%*	-	*15%*	*5%*	*21%*
7	**1**	*	1	-	-	1	1	*	*	1	*	1	-	1	-	*	*	*	*	1	*
	9%	*25%*	*8%*	-	-	*9%*	*9%*	*11%*	*9%*	*10%*	*10%*	*12%*	-	*14%*	-	*9%*	*6%*	*13%*	*8%*	*11%*	*7%*
8	**4**	1	3	-	-	4	3	1	1	2	1	3	1	2	1	1	2	1	2	2	1
	33%	*49%*	*34%*	-	-	*33%*	*40%*	*24%*	*20%*	*29%*	*40%*	*35%*	*25%*	*32%*	*33%*	*36%*	*36%*	*37%*	*45%*	*37%*	*29%*
9	**2**	*	2	-	-	2	1	*	1	1	1	*	2	*	2	-	1	*	1	1	1
	17%	*26%*	*18%*	-	-	*17%*	*13%*	*10%*	*26%*	*18%*	*29%*	*4%*	*62%*	*5%*	*41%*	-	*17%*	*12%*	*15%*	*10%*	*21%*
10 - HIGHEST score	**1**	-	1	-	-	1	*	*	*	*	-	1	-	1	-	1	-	*	-	*	*
	6%	-	*7%*	-	-	*6%*	*5%*	*11%*	*9%*	*5%*	-	*8%*	-	*9%*	-	*18%*	-	*13%*	-	*5%*	*8%*
Don't know	**1**	-	1	-	-	1	1	-	-	*	*	1	-	1	-	1	*	*	*	1	-
	9%	-	*11%*	-	-	*9%*	*9%*	-	-	*5%*	*10%*	*11%*	-	*14%*	-	*19%*	*5%*	*12%*	*8%*	*16%*	-
SUMMARY: NET: 9-10	**3**	*	2	-	-	3	1	1	1	2	1	1	2	1	2	1	1	1	1	1	1
	23%	*26%*	*25%*	-	-	*23%*	*18%*	*21%*	*35%*	*23%*	*29%*	*12%*	*62%*	*14%*	*41%*	*18%*	*17%*	*25%*	*15%*	*15%*	*28%*
NET: 7-10	**7**	1	6	-	-	7	5	2	2	4	3	5	2	4	3	2	3	2	3	4	3
	65%	*100%*	*67%*	-	-	*65%*	*68%*	*56%*	*64%*	*62%*	*79%*	*58%*	*87%*	*59%*	*74%*	*64%*	*59%*	*74%*	*69%*	*63%*	*64%*
NET: 4-6	**2**	-	2	1	-	2	1	1	1	2	*	2	*	1	1	1	1	*	1	1	1
	21%	-	*18%*	*68%*	-	*21%*	*18%*	*32%*	*27%*	*29%*	*11%*	*23%*	*13%*	*18%*	*26%*	*17%*	*24%*	*13%*	*15%*	*16%*	*28%*
NET: 1-3	**1**	-	*	*	-	1	*	*	*	*	-	1	-	1	-	-	1	-	*	*	*
	6%	-	*4%*	*32%*	-	*6%*	*5%*	*11%*	*9%*	*5%*	-	*8%*	-	*9%*	-	-	*12%*	-	*8%*	*5%*	*7%*
Mean	**7.34**	8.01	7.62	4.35	-	7.34	7.39	6.89	7.26	7.24	7.86	7.05	8.22	7.05	7.81	7.81	6.86	7.83	7.32	7.29	7.29
Standard Deviation	**1.87**	-	1.71	-	-	1.87	1.78	2.49	2.36	1.86	1.50	1.94	1.71	2.11	1.58	1.91	2.14	1.95	1.88	1.92	2.09

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 345

Q15G Rating on statement - It shows well-made, high quality programmes
S4C

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**34**	-	-	-	-	-	-	-	34	-	-	-	-
Weighted Base	**11***	-**	-**	-**	-**	-**	-**	-**	11*	-**	-**	-**	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
6	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	12%	-	-	-	-	-	-	-	*12%*	-	-	-	-
7	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
8	**4**	-	-	-	-	-	-	-	4	-	-	-	-
	33%	-	-	-	-	-	-	-	*33%*	-	-	-	-
9	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	17%	-	-	-	-	-	-	-	*17%*	-	-	-	-
10 - HIGHEST score	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
Don't know	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
SUMMARY:													
NET: 9-10	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	23%	-	-	-	-	-	-	-	*23%*	-	-	-	-
NET: 7-10	**7**	-	-	-	-	-	-	-	7	-	-	-	-
	65%	-	-	-	-	-	-	-	*65%*	-	-	-	-
NET: 4-6	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	21%	-	-	-	-	-	-	-	*21%*	-	-	-	-
NET: 1-3	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
Mean	**7.34**	-	-	-	-	-	-	-	7.34	-	-	-	-
Standard Deviation	**1.87**	-	-	-	-	-	-	-	1.87	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 346

Q15G Rating on statement - It shows well-made, high quality programmes
S4C

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**34**	31	-	30	34	25	34	32	25	21	27	21	-	18	34	10	29	16	5	6	16
Weighted Base	**11**	10	-	10	11	8	11	10	8	7	9	7	-	6	11	3	9	5	2	2	5
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**1**	1	-	1	1	*	1	1	*	*	1	*	-	-	1	-	1	-	-	-	1
	6%	*7%*	-	*7%*	*6%*	*4%*	*6%*	*6%*	*4%*	*5%*	*8%*	*5%*	-	-	*6%*	-	*7%*	-	-	-	*13%*
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**1**	1	-	1	1	1	1	1	*	*	1	1	-	1	1	*	1	1	*	*	1
	9%	*10%*	-	*7%*	*9%*	*8%*	*9%*	*10%*	*4%*	*5%*	*11%*	*10%*	-	*12%*	*9%*	*11%*	*11%*	*19%*	*21%*	*18%*	*13%*
6	**1**	1	-	1	1	1	1	1	1	1	1	1	-	1	1	-	1	*	-	*	1
	12%	*13%*	-	*13%*	*12%*	*8%*	*12%*	*9%*	*7%*	*9%*	*7%*	*18%*	-	*10%*	*12%*	-	*13%*	*6%*	-	*15%*	*12%*
7	**1**	1	-	1	1	1	1	1	1	1	1	1	-	1	1	*	1	1	-	*	*
	9%	*10%*	-	*10%*	*9%*	*12%*	*9%*	*10%*	*12%*	*15%*	*11%*	*10%*	-	*11%*	*9%*	*10%*	*7%*	*13%*	-	*17%*	*6%*
8	**4**	3	-	3	4	3	4	4	3	3	3	2	-	2	4	1	3	1	*	-	1
	33%	*29%*	-	*30%*	*33%*	*40%*	*33%*	*35%*	*40%*	*38%*	*33%*	*29%*	-	*28%*	*33%*	*40%*	*31%*	*24%*	*21%*	-	*17%*
9	**2**	2	-	2	2	1	2	2	1	*	2	1	-	2	2	1	1	*	*	*	1
	17%	*19%*	-	*16%*	*17%*	*16%*	*17%*	*15%*	*15%*	*4%*	*18%*	*18%*	-	*27%*	*17%*	*29%*	*13%*	*6%*	*18%*	*15%*	*25%*
10 - HIGHEST score	**1**	*	-	1	1	*	1	1	*	1	*	*	-	*	1	-	1	1	*	-	*
	6%	*3%*	-	*7%*	*6%*	*4%*	*6%*	*6%*	*4%*	*10%*	*4%*	*5%*	-	*6%*	*6%*	-	*7%*	*13%*	*20%*	-	*7%*
Don't know	**1**	1	-	1	1	1	1	1	1	1	1	*	-	*	1	*	1	1	*	1	*
	9%	*10%*	-	*10%*	*9%*	*8%*	*9%*	*9%*	*12%*	*14%*	*7%*	*5%*	-	*6%*	*9%*	*10%*	*10%*	*19%*	*20%*	*35%*	*7%*
SUMMARY:																					
NET: 9-10	**3**	2	-	2	3	2	3	2	2	1	2	2	-	2	3	1	2	1	1	*	2
	23%	*22%*	-	*23%*	*23%*	*20%*	*23%*	*21%*	*19%*	*14%*	*22%*	*23%*	-	*32%*	*23%*	*29%*	*20%*	*19%*	*38%*	*15%*	*31%*
NET: 7-10	**7**	6	-	6	7	6	7	7	6	5	6	4	-	4	7	3	5	3	1	1	3
	65%	*61%*	-	*63%*	*65%*	*72%*	*65%*	*66%*	*72%*	*67%*	*67%*	*62%*	-	*72%*	*65%*	*79%*	*59%*	*56%*	*59%*	*32%*	*55%*
NET: 4-6	**2**	2	-	2	2	1	2	2	1	1	2	2	-	1	2	*	2	1	*	1	1
	21%	*22%*	-	*20%*	*21%*	*16%*	*21%*	*19%*	*12%*	*14%*	*19%*	*29%*	-	*22%*	*21%*	*11%*	*24%*	*25%*	*21%*	*33%*	*26%*
NET: 1-3	**1**	1	-	1	1	*	1	1	*	*	1	*	-	-	1	-	1	-	-	-	1
	6%	*7%*	-	*7%*	*6%*	*4%*	*6%*	*6%*	*4%*	*5%*	*8%*	*5%*	-	-	*6%*	-	*7%*	-	-	-	*13%*
Mean	**7.34**	7.20	-	7.32	7.34	7.47	7.34	7.33	7.58	7.43	7.23	7.24	-	7.70	7.34	7.86	7.18	7.37	7.94	6.67	6.97
Standard Deviation	**1.87**	1.89	-	1.92	1.87	1.68	1.87	1.90	1.62	1.81	1.95	1.86	-	1.60	1.87	1.50	1.98	1.95	-	-	2.46

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 347

Q15G Rating on statement - It shows well-made, high quality programmes
Channel 5

Base : All that watch this channel regularly

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**360**	156	204	40	56	82	61	47	74	71	172	117	85	275	22	336	176	55	77	52
Weighted Base	**337**	141	196	45*	48*	73*	60*	40*	72*	66*	158	113*	81*	256	31**	302	273	30*	25*	10*
1 - LOWEST score	**4**	2	2	2	-	1	2	-	1	2	2	1	2	3	-	4	3	-	1	*
	1%	*1%*	*1%*	*3%*	-	*1%*	*3%*	-	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	-	*2%*	*4%*
2	**5**	4	2	-	-	2	3	*	-	1	5	-	3	2	2	4	5	-	1	*
	2%	*3%*	*1%*	-	-	*3%*	*5%*	*1%*	-	*1%*	*3%*	-	*4%*	*1%*	*5%*	*1%*	*2%*	-	*3%*	*2%*
3	**2**	2	1	-	-	-	*	-	2	-	*	2	-	2	-	2	2	1	-	*
	1%	*1%*	*	-	-	-	*	-	*3%*	-	*	*2%*	-	*1%*	-	*1%*	*1%*	*2%*	-	***4%p***
4	**14**	7	7	2	3	4	2	1	2	5	5	4	5	9	5	7	11	2	*	*
	4%	*5%*	*3%*	*3%*	*7%*	*5%*	*4%*	*3%*	*2%*	*7%*	*3%*	*3%*	*6%*	*3%*	*15%*	*2%*	*4%*	*7%*	*1%*	*4%*
5	**50**	16	34	5	4	11	9	5	16	9	21	20	13	36	5	45	41	5	2	1
	15%	*11%*	*17%*	*11%*	*8%*	*15%*	*15%*	*13%*	*22%*	*14%*	*13%*	*17%*	*17%*	*14%*	*16%*	*15%*	*15%*	*16%*	*8%*	*14%*
6	**53**	28	25	5	4	11	13	5	14	13	20	20	15	38	3	50	38	6	7	1
	16%	*20%*	*13%*	*12%*	*8%*	*16%*	*22%*	*13%*	*19%*	*19%*	*13%*	*18%*	*18%*	*15%*	*10%*	*16%*	*14%*	*22%*	*26%*	*15%*
7	**102**	42	61	13	19	22	18	13	18	23	46	34	25	78	5	97	84	9	8	2
	30%	*30%*	*31%*	*28%*	*39%*	*30%*	*29%*	*34%*	*25%*	*34%*	*29%*	*30%*	*30%*	*30%*	*16%*	*32%*	*31%*	*29%*	*32%*	*18%*
8	**58**	25	33	9	10	15	7	8	8	5	38	15	13	46	6	52	48	5	3	3
	17%	*18%*	*17%*	*20%*	*22%*	*21%*	*11%*	*20%*	*12%*	*7%*	*24%*	*13%*	*16%*	*18%*	*20%*	*17%*	*18%*	*16%*	*11%*	*26%*
9	**18**	6	11	*	4	4	4	3	3	5	7	5	2	15	1	17	14	1	3	*
	5%	*4%*	*6%*	*	*9%*	*5%*	*6%*	*7%*	*5%*	*8%*	*5%*	*5%*	*3%*	*6%*	*2%*	*6%*	*5%*	*4%*	*10%*	*4%*
10 - HIGHEST score	**23**	6	17	10	2	4	*	3	4	5	10	8	4	19	5	18	21	1	*	1
	7%	*4%*	*9%*	***21%f***	*4%*	*6%*	*	*8%*	*5%*	*8%*	*6%*	*7%*	*5%*	*7%*	*16%*	*6%*	*8%*	*4%*	*1%*	*8%*
Don't know	**7**	4	4	-	2	-	1	1	4	*	3	4	-	7	-	6	6	-	1	*
	2%	*3%*	*2%*	-	*3%*	-	*3%*	*2%*	*5%*	*	*2%*	*4%*	-	*3%*	-	*2%*	*2%*	-	*5%*	*2%*
SUMMARY:																				
NET: 9-10	**40**	12	29	10	6	8	4	6	7	10	17	13	6	34	5	35	34	2	3	1
	12%	*8%*	*15%*	*22%*	*13%*	*10%*	*6%*	*15%*	*10%*	*15%*	*11%*	*12%*	*8%*	*13%*	*17%*	*12%*	*13%*	*7%*	*12%*	*11%*
NET: 7-10	**201**	79	122	32	35	44	28	27	34	38	101	62	43	158	17	184	166	16	14	5
	60%	*56%*	*62%*	*70%*	*74%*	*61%*	*47%*	*69%*	*47%*	*57%*	*64%*	*55%*	*53%*	*62%*	*53%*	*61%*	*61%*	*53%*	*55%*	*55%*
NET: 4-6	**116**	51	65	12	11	26	25	11	31	26	46	44	33	83	13	102	91	13	9	3
	35%	*36%*	*33%*	*26%*	*23%*	*35%*	*42%*	*28%*	*44%*	*40%*	*29%*	*39%*	*41%*	*33%*	*42%*	*34%*	*33%*	*45%*	*35%*	*33%*
NET: 1-3	**12**	8	4	2	-	2	5	*	3	2	7	3	5	7	2	11	9	1	1	1
	4%	*5%*	*2%*	*3%*	-	*3%*	*8%*	*1%*	*4%*	*3%*	*5%*	*3%*	*6%*	*3%*	*5%*	*3%*	*3%*	*2%*	*5%*	*10%*
Mean	**6.72**	6.53	6.85	7.21	7.07	6.70	6.12	7.07	6.47	6.61	6.79	6.67	6.35	6.83	6.58	6.74	6.76	6.51	6.60	6.51
Standard Deviation	**1.75**	1.76	1.74	2.06	1.44	1.72	1.84	1.54	1.66	1.83	1.81	1.63	1.84	1.71	2.23	1.69	1.77	1.51	1.74	2.27

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 348

Q15G Rating on statement - It shows well-made, high quality programmes
Channel 5

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**360**	47	248	60	28	332	225	93	106	256	360	273	87	203	156	103	178	81	124	220	136
Weighted Base	**337**	52*	226	52*	28**	308	207	91*	102*	242	337	259	78*	187	150	93*	175	83*	104*	207	125*
1 - LOWEST score	**4**	2	*	2	2	3	1	2	2	4	4	4	*	2	2	2	2	-	1	3	2
	1%	*3%*	*	**5%b**	*5%*	*1%*	*	*2%*	*2%*	*2%*	*1%*	*2%*	*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*
2	**5**	-	4	2	*	5	4	2	2	5	5	3	2	3	2	2	4	2	2	5	*
	2%	-	*2%*	*4%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*
3	**2**	-	2	1	2	1	1	-	-	2	2	1	2	1	2	1	*	-	*	1	2
	1%	-	*1%*	*1%*	*5%*	*	*	-	-	*1%*	*1%*	*	*2%*	*	*1%*	*1%*	*	-	*	*	*1%*
4	**14**	2	11	1	*	14	10	2	4	12	14	13	*	9	5	6	7	7	3	10	4
	4%	*3%*	*5%*	*3%*	*1%*	*4%*	*5%*	*2%*	*4%*	*5%*	*4%*	*5%*	*1%*	*5%*	*3%*	*7%*	*4%*	*8%*	*3%*	*5%*	*3%*
5	**50**	7	28	12	7	43	28	14	14	41	50	37	13	25	25	9	29	9	16	28	20
	15%	*13%*	*12%*	*23%*	*25%*	*14%*	*14%*	*16%*	*14%*	*17%*	*15%*	*14%*	*17%*	*13%*	*16%*	*9%*	*17%*	*11%*	*16%*	*13%*	*16%*
6	**53**	4	40	8	4	49	28	18	20	32	53	40	13	29	23	17	24	16	10	31	22
	16%	*8%*	*18%*	*16%*	*14%*	*16%*	*14%*	*20%*	*20%*	*13%*	*16%*	*16%*	*16%*	*16%*	*16%*	*18%*	*14%*	*19%*	*10%*	*15%*	*18%*
7	**102**	19	66	17	4	99	73	23	25	77	102	82	21	60	42	25	63	22	41	62	39
	30%	*36%*	*29%*	*33%*	*12%*	*32%*	*36%*	*25%*	*25%*	*32%*	*30%*	*32%*	*26%*	*32%*	*28%*	*27%*	*36%*	*26%*	*39%*	*30%*	*31%*
8	**58**	4	49	6	4	54	35	18	19	38	58	47	11	37	22	18	26	15	19	39	19
	17%	*7%*	*22%*	*11%*	*15%*	*18%*	*17%*	*19%*	*19%*	*16%*	*17%*	*18%*	*15%*	*20%*	*14%*	*20%*	*15%*	*18%*	*18%*	*19%*	*15%*
9	**18**	4	13	*	2	16	12	4	5	11	18	12	6	8	9	5	10	6	4	11	6
	5%	*8%*	*6%*	*1%*	*5%*	*5%*	*6%*	*4%*	*4%*	*5%*	*5%*	*5%*	*8%*	*4%*	*6%*	*5%*	*6%*	*7%*	*4%*	*6%*	*5%*
10 - HIGHEST score	**23**	10	10	2	5	18	10	8	8	16	23	13	9	6	16	7	7	6	4	13	8
	7%	**19%b**	*4%*	*3%*	*17%*	*6%*	*5%*	*9%*	*8%*	*6%*	*7%*	*5%*	*12%*	*3%*	*11%*	*8%*	*4%*	*7%*	*4%*	*6%*	*7%*
Don't know	**7**	1	4	*	-	7	5	*	2	5	7	7	*	7	1	2	4	2	3	4	4
	2%	*3%*	*2%*	*1%*	-	*2%*	*2%*	*	*2%*	*2%*	*2%*	*3%*	*1%*	*4%*	*1%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*
SUMMARY: NET: 9-10	**40**	14	23	2	6	34	22	12	13	27	40	25	15	15	26	12	17	11	8	24	15
	12%	**27%bc**	*10%*	*4%*	*22%*	*11%*	*10%*	*13%*	*12%*	*11%*	*12%*	*10%*	*20%*	*8%*	*17%*	*13%*	*10%*	*14%*	*8%*	*12%*	*12%*
NET: 7-10	**201**	36	138	25	14	187	130	53	57	142	201	154	47	111	90	55	106	48	68	126	72
	60%	*70%*	*61%*	*48%*	*49%*	*61%*	*63%*	*58%*	*56%*	*59%*	*60%*	*59%*	*61%*	*60%*	*60%*	*60%*	*60%*	*58%*	*65%*	*61%*	*58%*
NET: 4-6	**116**	13	79	22	11	105	66	34	38	84	116	90	26	63	53	32	60	31	30	69	46
	35%	*24%*	*35%*	*42%*	*40%*	*34%*	*32%*	*38%*	*38%*	*35%*	*35%*	*35%*	*34%*	*34%*	*35%*	*35%*	*34%*	*38%*	*29%*	*33%*	*36%*
NET: 1-3	**12**	2	6	5	3	9	5	4	4	11	12	8	4	6	6	4	5	2	3	8	4
	4%	*3%*	*2%*	*10%*	*11%*	*3%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*5%*	*3%*	*4%*	*4%*	*3%*	*2%*	*3%*	*4%*	*3%*
Mean	**6.72**	7.20c	6.78c	5.98	6.55	6.73	6.74	6.76	6.72	6.60	6.72	6.66	6.91	6.65	6.80	6.74	6.62	6.78	6.72	6.71	6.72
Standard Deviation	**1.75**	2.04	1.58	1.90	2.44	1.68	1.61	1.84	1.82	1.81	1.75	1.70	1.90	1.63	1.90	1.86	1.64	1.72	1.58	1.79	1.67

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 349

Q15G Rating on statement - It shows well-made, high quality programmes
Channel 5

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**360**	55	8	10	25	24	9	10	77	14	30	46	52
Weighted Base	**337**	30*	13**	15**	38**	37**	15**	16**	25*	22**	48**	69*	10*
1 - LOWEST score	**4**	-	-	-	-	-	-	-	1	2	-	2	*
	1%	-	-	-	-	-	-	-	*2%*	*8%*	-	*2%*	*4%*
2	**5**	-	-	-	2	-	-	-	1	-	-	3	*
	2%	-	-	-	*4%*	-	-	-	*3%*	-	-	*4%*	*2%*
3	**2**	1	-	-	2	-	-	-	-	-	-	-	*
	1%	*2%*	-	-	*4%*	-	-	-	-	-	-	-	**4%I**
4	**14**	2	-	2	-	-	-	-	*	2	5	3	*
	4%	*7%*	-	*10%*	-	-	-	-	*1%*	*7%*	*10%*	*4%*	*4%*
5	**50**	5	2	1	6	6	-	2	2	3	8	14	1
	15%	*16%*	*12%*	*10%*	*16%*	*16%*	-	*10%*	*8%*	*14%*	*17%*	*20%*	*14%*
6	**53**	6	2	5	2	8	6	-	7	2	9	6	1
	16%	*22%*	*12%*	*30%*	*4%*	*21%*	*44%*	-	**26%I**	*7%*	*19%*	*9%*	*15%*
7	**102**	9	6	3	18	6	8	8	8	6	10	18	2
	30%	*29%*	*51%*	*20%*	*48%*	*17%*	*56%*	*50%*	*32%*	*29%*	*20%*	*26%*	*18%*
8	**58**	5	-	5	5	8	-	3	3	5	7	17	3
	17%	*16%*	-	*30%*	*12%*	*21%*	-	*21%*	*11%*	*21%*	*14%*	*24%*	*26%*
9	**18**	1	2	-	2	5	-	-	3	2	2	3	*
	5%	*4%*	*12%*	-	*4%*	*13%*	-	-	*10%*	*8%*	*3%*	*4%*	*4%*
10 - HIGHEST score	**23**	1	2	-	2	3	-	3	*	1	8	2	1
	7%	*4%*	*13%*	-	*4%*	*9%*	-	*20%*	*1%*	*7%*	*17%*	*2%*	*8%*
Don't know	**7**	-	-	-	2	2	-	-	1	-	-	3	*
	2%	-	-	-	*4%*	*4%*	-	-	*5%*	-	-	*4%*	*2%*
SUMMARY:													
NET: 9-10	**40**	2	3	-	3	8	-	3	3	3	10	4	1
	12%	*7%*	*25%*	-	*8%*	*21%*	-	*20%*	*12%*	*14%*	*20%*	*6%*	*11%*
NET: 7-10	**201**	16	10	8	26	22	8	14	14	14	26	39	5
	60%	*53%*	*76%*	*50%*	*68%*	*59%*	*56%*	*90%*	*55%*	*64%*	*54%*	*56%*	*55%*
NET: 4-6	**116**	13	3	8	8	14	6	2	9	6	22	23	3
	35%	*45%*	*24%*	*50%*	*20%*	*37%*	*44%*	*10%*	*35%*	*28%*	*46%*	*33%*	*33%*
NET: 1-3	**12**	1	-	-	3	-	-	-	1	2	-	5	1
	4%	*2%*	-	-	*8%*	-	-	-	*5%*	*8%*	-	*7%*	*10%*
Mean	**6.72**	6.51	7.27	6.50	6.59	7.19	6.56	7.59	6.60	6.54	6.88	6.40	6.51
Standard Deviation	**1.75**	1.51	1.54	1.33	1.73	1.58	0.51	1.47	1.74	2.28	1.90	1.90	2.27

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 350

Q15G Rating on statement - It shows well-made, high quality programmes
Channel 5

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**360**	332	166	337	33	360	356	315	230	182	237	256	129	197	10	360	245	106	73	44	116
Weighted Base	**337**	313	256	316	11	337	334	295	209	167	215	242	198	180	3	337	237	95	73	45	108
1 - LOWEST score	**4**	4	3	4	*	4	4	4	*	*	2	4	3	2	-	4	4	2	-	-	2
	1%	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*	*	*1%*	*2%*	*2%*	*1%*	-	*1%*	*2%*	*2%*	-	-	*2%*
2	**5**	5	5	5	-	5	5	5	3	2	3	5	5	5	-	5	5	5	2	2	3
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*3%*	-	*2%*	*2%*	*5%*	*2%*	*4%*	*3%*
3	**2**	2	2	2	-	2	2	2	1	1	1	2	2	2	-	2	1	1	1	1	1
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	-	*1%*	*	*1%*	*1%*	*2%*	*1%*
4	**14**	13	11	11	-	14	14	10	9	8	7	12	9	6	-	14	10	5	2	-	5
	4%	*4%*	*4%*	*4%*	-	*4%*	*4%*	*3%*	*4%*	*5%*	*3%*	*5%*	*5%*	*3%*	-	*4%*	*4%*	*5%*	*2%*	-	*4%*
5	**50**	48	40	46	1	50	50	41	28	20	32	41	35	34	*	50	41	15	13	11	16
	15%	*15%*	*16%*	*15%*	*6%*	*15%*	*15%*	*14%*	*13%*	*12%*	*15%*	*17%*	*18%*	*19%*	*11%*	*15%*	*17%*	*15%*	*18%*	*25%*	*15%*
6	**53**	47	34	50	3	53	53	49	37	27	37	32	22	29	*	53	38	12	11	7	16
	16%	*15%*	*13%*	*16%*	*27%*	*16%*	*16%*	*17%*	*18%*	*16%*	*17%*	*13%*	*11%*	*16%*	*10%*	*16%*	*16%*	*12%*	*14%*	*15%*	*15%*
7	**102**	96	79	97	3	102	101	89	70	53	69	77	64	52	1	102	59	31	24	11	30
	30%	*31%*	*31%*	*31%*	*31%*	*30%*	*30%*	*30%*	*33%*	*32%*	*32%*	*32%*	*32%*	*29%*	*20%*	*30%*	*25%*	*32%*	*33%*	*25%*	*28%*
8	**58**	53	43	55	1	58	57	54	36	30	35	38	31	29	1	58	42	15	12	6	16
	17%	*17%*	*17%*	*17%*	*12%*	*17%*	*17%*	*18%*	*17%*	*18%*	*16%*	*16%*	*16%*	*16%*	*19%*	*17%*	*18%*	*16%*	*16%*	*13%*	*15%*
9	**18**	17	14	16	2	18	18	17	13	13	12	11	9	8	1	18	14	2	5	3	5
	5%	*6%*	*5%*	*5%*	*15%*	*5%*	*5%*	*6%*	*6%*	*8%*	*5%*	*5%*	*5%*	*4%*	*30%*	*5%*	*6%*	*2%*	*7%*	*7%*	*5%*
10 - HIGHEST score	**23**	21	19	23	*	23	23	15	10	8	11	16	14	12	*	23	18	7	4	4	9
	7%	*7%*	*7%*	*7%*	*3%*	*7%*	*7%*	*5%*	*5%*	*5%*	*5%*	*6%*	*7%*	*7%*	*10%*	*7%*	*7%*	*7%*	*6%*	*9%*	*8%*
Don't know	**7**	7	6	6	*	7	7	7	2	6	7	5	5	2	-	7	7	2	-	-	4
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*1%*	*3%*	*3%*	*2%*	*2%*	*1%*	-	*2%*	*3%*	*2%*	-	-	*3%*
SUMMARY:																					
NET: 9-10	**40**	39	33	38	2	40	40	31	23	21	23	27	23	20	1	40	31	9	9	7	14
	12%	*12%*	*13%*	*12%*	*18%*	*12%*	*12%*	*11%*	*11%*	*12%*	*11%*	*11%*	*12%*	*11%*	*40%*	*12%*	*13%*	*10%*	*12%*	*15%*	*13%*
NET: 7-10	**201**	187	155	191	7	201	198	174	129	103	127	142	118	101	3	201	131	55	45	24	60
	60%	*60%*	*61%*	*60%*	*61%*	*60%*	*59%*	*59%*	*62%*	*62%*	*59%*	*59%*	*60%*	*56%*	*79%*	*60%*	*55%*	*58%*	*62%*	*53%*	*56%*
NET: 4-6	**116**	108	85	108	4	116	116	101	74	55	75	84	66	68	1	116	89	31	25	18	37
	35%	*34%*	*33%*	*34%*	*33%*	*35%*	*35%*	*34%*	*36%*	*33%*	*35%*	*35%*	*34%*	*38%*	*21%*	*35%*	*37%*	*33%*	*35%*	*40%*	*35%*
NET: 1-3	**12**	11	9	12	*	12	12	12	4	3	6	11	9	9	-	12	10	7	2	3	6
	4%	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*2%*	*2%*	*3%*	*4%*	*5%*	*5%*	-	*4%*	*4%*	*8%*	*3%*	*6%*	*6%*
Mean	**6.72**	6.71	6.73	6.74	6.94	6.72	6.71	6.68	6.76	6.82	6.70	6.60	6.60	6.56	7.78	6.72	6.65	6.44	6.76	6.58	6.58
Standard Deviation	**1.75**	1.77	1.79	1.75	1.72	1.75	1.76	1.73	1.54	1.58	1.66	1.81	1.86	1.82	1.79	1.75	1.87	1.99	1.64	1.90	1.97

* = Less than .5

J20427 PSB Tracker 2013

Table 351

Q15G Rating on statement - It shows well-made, high quality programmes
BBC1

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1552**	735	817	162	204	291	279	246	370	385	722	445	290	1262	84	1460	875	238	235	204
Weighted Base	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123*	1467	1359	127	76	38
1 - LOWEST score	**13**	8	5	5	3	3	-	-	2	3	8	2	5	9	3	10	13	-	*	*
	1%	*1%*	*1%*	*3%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*	*2%*	*1%*	*3%*	*1%*	*1%*	-	*	*1%*
2	**12**	10	2	3	2	2	1	-	5	5	3	3	2	10	5	7	11	1	*	-
	1%	*1%*	*	*2%*	*1%*	*1%*	*	-	*1%*	*1%*	*	*1%*	*1%*	*1%*	**4%o**	*	*1%*	*	*	-
3	**16**	8	8	-	5	2	5	1	3	3	10	2	*	15	2	14	15	-	*	1
	1%	*1%*	*1%*	-	*2%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	-	*	**2%g**
4	**28**	17	11	2	5	5	7	2	7	10	5	13	3	24	3	24	25	1	2	1
	2%	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*3%*	*1%*	*2%*	*3%*	*2%*	*2%*	*	*2%*	*2%*
5	**100**	44	56	8	12	20	16	21	24	25	43	33	17	83	7	93	86	9	3	2
	6%	*6%*	*7%*	*5%*	*6%*	*7%*	*5%*	*9%*	*6%*	*6%*	*6%*	*7%*	*6%*	*6%*	*6%*	*6%*	*6%*	*7%*	*4%*	*5%*
6	**140**	67	73	16	15	21	19	22	46	32	56	52	18	122	9	131	120	12	4	4
	9%	*9%*	*9%*	*10%*	*7%*	*7%*	*6%*	*9%*	*12%*	*8%*	*8%*	*12%*	*6%*	*9%*	*7%*	*9%*	*9%*	*10%*	*5%*	*10%*
7	**341**	158	183	37	33	67	67	47	90	83	168	89	66	275	23	311	290	28	14	9
	21%	*21%*	*22%*	*22%*	*16%*	*22%*	*23%*	*20%*	*24%*	*20%*	*23%*	*21%*	*23%*	*21%*	*19%*	*21%*	*21%*	*22%*	*18%*	*23%*
8	**535**	247	287	51	80	101	110	91	103	133	273	129	113	421	37	498	445	48	30	12
	33%	*33%*	*34%*	*29%*	*38%*	*33%*	*37%*	*38%*	*27%*	*31%*	*37%*	*29%*	*39%*	*32%*	*30%*	*34%*	*33%*	*37%*	*40%*	*31%*
9	**273**	124	148	30	46	61	46	35	54	90	121	61	44	229	17	254	232	19	16	6
	17%	*16%*	*18%*	*17%*	*22%*	*20%*	*16%*	*15%*	*14%*	*21%*	*16%*	*14%*	*15%*	*17%*	*14%*	*17%*	*17%*	*15%*	*21%*	*16%*
10 - HIGHEST score	**132**	68	65	19	7	24	23	18	42	40	45	47	19	114	15	116	114	9	5	4
	8%	*9%*	*8%*	*11%*	*4%*	*8%*	*8%*	*7%*	**11%d**	*9%*	*6%*	*11%*	*6%*	*9%*	*12%*	*8%*	*8%*	*7%*	*7%*	*10%*
Don't know	**12**	4	8	*	1	2	2	2	6	1	6	6	2	10	2	10	9	1	1	*
	1%	*	*1%*	*	*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*
SUMMARY:																				
NET: 9-10	**405**	192	213	49	53	85	69	53	96	130	166	109	62	342	32	370	346	28	21	10
	25%	*25%*	*25%*	*29%*	*26%*	*28%*	*23%*	*22%*	*25%*	*30%*	*22%*	*25%*	*22%*	*26%*	*26%*	*25%*	*25%*	*22%*	*28%*	*25%*
NET: 7-10	**1281**	597	683	137	166	252	245	191	289	346	607	327	242	1039	92	1179	1081	104	65	31
	80%	*79%*	*81%*	*80%*	*80%*	*82%*	*83%*	*80%*	*76%*	*81%*	*82%*	*75%*	*84%*	*79%*	*75%*	*80%*	*80%*	*82%*	*86%*	*79%*
NET: 4-6	**267**	127	140	26	31	46	42	45	77	66	104	97	38	229	19	248	231	22	8	6
	17%	*17%*	*17%*	*15%*	*15%*	*15%*	*14%*	*19%*	*20%*	*16%*	*14%*	**22%ij**	*13%*	*17%*	*16%*	*17%*	*17%*	*17%*	*11%*	*17%*
NET: 1-3	**41**	26	14	8	10	7	5	1	10	12	22	7	6	34	10	31	38	1	1	1
	3%	*3%*	*2%*	**5%g**	**5%g**	*2%*	*2%*	*	*3%*	*3%*	*3%*	*1%*	*2%*	*3%*	**8%o**	*2%*	*3%*	*	*1%*	*3%*
Mean	**7.54**	7.48	7.59	7.49	7.46	7.60	7.60	7.60	7.46	7.62	7.52	7.48	7.56	7.53	7.26	7.56	7.52	7.61	7.79	7.55
Standard Deviation	**1.62**	1.73	1.51	1.91	1.74	1.60	1.47	1.37	1.69	1.70	1.56	1.64	1.55	1.63	2.17	1.57	1.65	1.34	1.43	1.62

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 352

Q15G Rating on statement - It shows well-made, high quality programmes
BBC1

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	1552	182	1109	237	105	1447	968	388	457	820	245	1161	391	871	675	467	788	315	567	942	590
Weighted Base	1601	205	1101	268	120*	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
1 - LOWEST score	13	3	5	5	3	10	5	5	5	5	3	7	6	5	8	5	5	2	3	8	5
	1%	2%	*	2%	3%	1%	*	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	1%
2	12	2	3	7	-	12	10	2	2	5	5	10	2	9	3	4	8	5	5	11	1
	1%	1%	*	3%b	-	1%	1%	1%	*	1%	2%	1%	*	1%	*	1%	1%	1%	1%	1%	*
3	16	-	9	6	2	14	7	6	7	7	-	7	8	6	10	*	9	3	2	11	5
	1%	-	1%	2%	1%	1%	1%	1%	2%	1%	-	1%	2%	1%	1%	*	1%	1%	*	1%	1%
4	28	3	16	7	5	23	11	10	10	19	10	23	4	20	8	8	16	6	4	19	7
	2%	2%	1%	3%	4%	2%	1%	3%	2%	2%	4%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%
5	100	6	63	32	12	89	68	17	19	53	17	61	39	45	53	18	51	16	37	54	45
	6%	3%	6%	12%ab	10%	6%	7%	4%	4%	6%	7%	5%	10%k	5%	8%	4%	6%	5%	7%	5%	8%
6	140	6	91	41	12	128	79	40	49	73	23	100	40	68	71	41	72	29	42	87	52
	9%	3%	8%	15%ab	10%	9%	8%	10%	10%	9%	10%	8%	10%	8%	10%	8%	9%	8%	7%	9%	9%
7	341	33	243	63	22	319	223	68	89	176	40	272	69	207	133	108	182	74	127	201	136
	21%	16%	22%	24%	18%	22%	23%	17%	19%	22%	17%	22%	18%	23%	19%	22%	23%	22%	23%	20%	23%
8	535	64	404	63	28	507	334	144	162	277	69	423	111	315	216	166	286	114	195	315	217
	33%	31%	37%c	24%	23%	34%	34%	36%	34%	34%	29%	35%	29%	35%	31%	33%	35%	34%	35%	32%	37%
9	273	42	192	29	15	258	165	75	92	130	41	217	55	157	115	90	126	60	98	178	89
	17%	21%	17%	11%	12%	17%	17%	19%	19%	16%	17%	18%	14%	17%	17%	18%	16%	18%	17%	18%	15%
10 - HIGHEST score	132	45	67	13	23	110	72	35	37	65	27	89	43	66	67	54	47	26	44	95	33
	8%	22%bc	6%	5%	19%efgh	7%	7%	9%	8%	8%	11%	7%	11%	7%	10%	11%p	6%	8%	8%	10%	5%
Don't know	12	*	8	2	1	11	7	2	4	5	*	7	5	5	7	2	7	2	4	8	4
	1%	*	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	*	1%	1%	1%
SUMMARY: NET: 9-10	405	87	259	42	37	367	237	110	129	195	69	306	99	223	182	145	172	86	142	273	122
	25%	42%bc	24%	16%	31%	25%	24%	27%	27%	24%	29%	25%	26%	25%	26%	29%p	21%	26%	25%	28%t	21%
NET: 7-10	1281	184	906	168	87	1193	794	321	380	647	178	1001	279	744	531	418	641	274	464	789	475
	80%	90%c	82%c	63%	72%	81%	81%	80%	80%	80%	75%	82%l	73%	83%	77%	84%	79%	81%	83%	80%	80%
NET: 4-6	267	15	170	80	28	240	158	67	78	144	50	185	83	133	132	67	139	51	83	159	103
	17%	7%	15%	30%ab	23%	16%	16%	17%	16%	18%	21%	15%	22%	15%	19%	14%	17%	15%	15%	16%	17%
NET: 1-3	41	5	18	18	5	36	22	13	15	17	8	24	16	19	21	9	22	10	10	31	10
	3%	2%	2%	7%b	4%	2%	2%	3%	3%	2%	4%	2%	4%	2%	3%	2%	3%	3%	2%	3%	2%
Mean	7.54	8.12bc	7.59c	6.79	7.44	7.55	7.54	7.57	7.57	7.51	7.43	7.59	7.38	7.57	7.50	7.73p	7.43	7.55	7.61	7.57	7.48
Standard Deviation	1.62	1.70	1.45	1.91	2.06	1.58	1.55	1.70	1.65	1.59	1.91	1.53	1.86	1.55	1.71	1.56	1.58	1.61	1.52	1.69	1.48

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 353

Q15G Rating on statement - It shows well-made, high quality programmes
BBC1

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1552**	238	45	84	111	103	43	54	235	98	135	202	204
Weighted Base	**1601**	127	69*	129*	172	160	69*	87*	76	152*	215	305	38
1 - LOWEST score	**13**	-	-	3	2	-	2	-	*	-	3	3	*
	1%	-	-	*2%*	*1%*	-	*2%*	-	*	-	*2%*	*1%*	*1%*
2	**12**	1	-	3	2	-	-	-	*	-	6	-	-
	1%	*	-	*2%*	*1%*	-	-	-	*	-	*3%*	-	-
3	**16**	-	1	2	3	-	2	2	*	3	-	2	1
	1%	-	*2%*	*1%*	*2%*	-	*2%*	*2%*	*	*2%*	-	*1%*	**2%bfk**
4	**28**	1	3	2	3	2	2	-	2	5	2	7	1
	2%	*	*4%*	*1%*	*2%*	*1%*	*2%*	-	*2%*	*3%*	*1%*	*2%*	*2%*
5	**100**	9	9	6	14	8	6	3	3	12	11	16	2
	6%	*7%*	*13%*	*5%*	*8%*	*5%*	*9%*	*4%*	*4%*	*8%*	*5%*	*5%*	*5%*
6	**140**	12	6	11	19	16	5	11	4	8	16	29	4
	9%	*10%*	*9%*	*8%*	*11%*	*10%*	*7%*	*13%*	*5%*	*5%*	*7%*	*9%*	*10%*
7	**341**	28	8	37	32	43	16	17	14	29	48	59	9
	21%	*22%*	*11%*	*28%*	*19%*	*27%*	*24%*	*20%*	*18%*	*19%*	*22%*	*19%*	*23%*
8	**535**	48	21	29	64	50	21	27	30	56	68	109	12
	33%	*37%*	*31%*	*22%*	*37%*	*31%*	*30%*	*32%*	**40%d**	*37%*	*31%*	*36%*	*31%*
9	**273**	19	14	23	23	31	8	21	16	27	35	50	6
	17%	*15%*	*20%*	*18%*	*13%*	*19%*	*12%*	*24%*	*21%*	*18%*	*16%*	*16%*	*16%*
10 - HIGHEST score	**132**	9	6	9	11	11	8	5	5	11	26	27	4
	8%	*7%*	*9%*	*7%*	*6%*	*7%*	*12%*	*5%*	*7%*	*7%*	*12%*	*9%*	*10%*
Don't know	**12**	1	-	5	-	-	-	-	1	2	-	3	*
	1%	*1%*	-	*4%*	-	-	-	-	*2%*	*1%*	-	*1%*	*1%*
SUMMARY:													
NET: 9-10	**405**	28	20	33	34	42	16	26	21	37	61	77	10
	25%	*22%*	*29%*	*25%*	*20%*	*26%*	*23%*	*30%*	*28%*	*25%*	*28%*	*25%*	*25%*
NET: 7-10	**1281**	104	49	99	130	135	53	70	65	123	177	245	31
	80%	*82%*	*71%*	*76%*	*76%*	*84%*	*77%*	*81%*	*86%*	*80%*	*82%*	*80%*	*79%*
NET: 4-6	**267**	22	19	18	36	25	13	14	8	25	29	53	6
	17%	*17%*	*27%*	*14%*	*21%*	*16%*	*18%*	*17%*	*11%*	*16%*	*13%*	*17%*	*17%*
NET: 1-3	**41**	1	1	8	6	-	3	2	1	3	10	5	1
	3%	*	*2%*	*6%*	*4%*	-	*5%*	*2%*	*1%*	*2%*	*5%*	*1%*	**3%f**
Mean	**7.54**	7.61	7.41	7.29	7.33	7.68	7.33	7.67	7.79	7.54	7.56	7.60	7.55
Standard Deviation	**1.62**	1.34	1.78	1.92	1.68	1.28	1.91	1.39	1.43	1.57	1.85	1.56	1.62

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

Q15G Rating on statement - It shows well-made, high quality programmes
BBC1

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1552**	1412	814	1402	97	1163	1552	1405	968	825	1102	820	446	442	29	245	1552	573	193	121	586
Weighted Base	**1601**	1467	1260	1449	31	1200	1601	1445	1005	838	1125	813	687	448	9	237	1601	594	217	130	576
1 - LOWEST score	**13**	13	13	10	-	10	13	10	5	3	4	5	5	2	-	3	13	2	3	-	3
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*	-	*1%*	*1%*	*	*2%*	-	*1%*
2	**12**	12	11	12	*	8	12	10	8	5	10	5	5	5	*	5	12	4	5	2	7
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*4%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*
3	**16**	10	10	12	*	10	16	14	7	7	7	7	6	2	*	-	16	8	-	3	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*3%*	-	*1%*	*1%*	-	*2%*	*
4	**28**	27	25	26	1	22	28	21	12	9	14	19	17	9	*	10	28	7	2	5	11
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*4%*	*4%*	*2%*	*1%*	*1%*	*4%*	*2%*
5	**100**	86	74	84	1	64	100	75	47	31	65	53	49	31	1	17	100	28	10	8	32
	6%	*6%*	*6%*	*6%*	*3%*	*5%*	*6%*	*5%*	*5%*	*4%*	*6%*	*6%*	*7%*	*7%*	*7%*	*7%*	*6%*	*5%*	*4%*	*6%*	*6%*
6	**140**	132	114	130	2	103	140	128	91	77	95	73	62	36	1	23	140	37	17	14	51
	9%	*9%*	*9%*	*9%*	*5%*	*9%*	*9%*	*9%*	*9%*	*9%*	*8%*	*9%*	*9%*	*8%*	*10%*	*10%*	*9%*	*6%*	*8%*	*11%*	*9%*
7	**341**	326	281	316	4	262	341	309	220	179	243	176	149	93	1	40	341	114	46	22	122
	21%	*22%*	*22%*	*22%*	*13%*	*22%*	*21%*	*21%*	*22%*	*21%*	*22%*	*22%*	*22%*	*21%*	*11%*	*17%*	*21%*	*19%*	*21%*	*17%*	*21%*
8	**535**	491	412	493	12	411	535	498	348	289	381	277	229	166	2	69	535	219	76	42	190
	33%	*33%*	*33%*	*34%*	*37%*	*34%*	*33%*	*34%*	*35%*	*34%*	*34%*	*34%*	*33%*	*37%*	*24%*	*29%*	*33%*	*37%*	*35%*	*33%*	*33%*
9	**273**	250	214	241	9	204	273	256	181	164	215	130	104	64	3	41	273	116	34	18	111
	17%	*17%*	*17%*	*17%*	*30%*	*17%*	*17%*	*18%*	*18%*	*20%*	*19%*	*16%*	*15%*	*14%*	*27%*	*17%*	*17%*	*19%*	*16%*	*14%*	*19%*
10 - HIGHEST score	**132**	110	97	115	2	100	132	115	79	69	80	65	57	40	1	27	132	57	24	15	37
	8%	*8%*	*8%*	*8%*	*5%*	*8%*	*8%*	*8%*	*8%*	*8%*	*7%*	*8%*	*8%*	*9%*	*7%*	*11%*	*8%*	*10%*	*11%*	*11%*	*6%*
Don't know	**12**	11	9	10	*	6	12	9	8	5	11	5	5	1	*	*	12	2	*	-	8
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*3%*	*	*1%*	*	*	-	*1%*
SUMMARY:																					
NET: 9-10	**405**	360	311	356	11	304	405	370	260	233	295	195	161	104	3	69	405	173	57	33	149
	25%	*25%*	*25%*	*25%*	*35%*	*25%*	*25%*	*26%*	*26%*	*28%*	*26%*	*24%*	*23%*	*23%*	*34%*	*29%*	*25%*	*29%*	*26%*	*25%*	*26%*
NET: 7-10	**1281**	1176	1005	1166	27	977	1281	1178	828	701	919	647	539	363	6	178	1281	506	179	97	461
	80%	*80%*	*80%*	*80%*	*86%*	*81%*	*80%*	*82%*	*82%*	*84%*	*82%*	*80%*	*78%*	*81%*	*69%*	*75%*	*80%*	*85%*	*83%*	*75%*	*80%*
NET: 4-6	**267**	244	213	240	4	188	267	225	150	117	175	144	128	75	2	50	267	73	28	28	95
	17%	*17%*	*17%*	*17%*	*11%*	*16%*	*17%*	*16%*	*15%*	*14%*	*16%*	*18%*	*19%*	*17%*	*21%*	*21%*	*17%*	*12%*	*13%*	*21%*	*16%*
NET: 1-3	**41**	35	33	34	1	29	41	34	20	15	20	17	16	9	1	8	41	14	8	5	11
	3%	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*7%*	*4%*	*3%*	*2%*	*4%*	*4%*	*2%*
Mean	**7.54**	7.52	7.50	7.54	7.83	7.57	7.54	7.59	7.63	7.70	7.62	7.51	7.47	7.55	7.33	7.43	7.54	7.75	7.59	7.43	7.56
Standard Deviation	**1.62**	1.60	1.64	1.59	1.52	1.59	1.62	1.56	1.51	1.47	1.50	1.59	1.63	1.57	2.16	1.91	1.62	1.52	1.76	1.79	1.56

* = Less than .5

J20427 PSB Tracker 2013

Table 355

Q15G Rating on statement - It shows well-made, high quality programmes
BBC2

Base : All that watch this channel regularly

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**618**	335	283	41	74	95	109	120	179	171	274	173	87	531	31	586	352	94	102	70
Weighted Base	**642**	339	303	41**	80*	99*	123*	110*	189	192	282	169	91*	551	44**	597	546	50*	33	13*
1 - LOWEST score	**2**	2	-	2	-	-	-	-	-	2	-	-	2	-	-	2	2	-	-	-
	*	*	-	4%	-	-	-	-	-	1%	-	-	2%	-	-	*	*	-	-	-
2	**5**	4	2	2	-	2	2	-	-	1	3	2	2	4	2	4	5	1	-	*
	1%	1%	1%	4%	-	2%	2%	-	-	*	1%	1%	2%	1%	4%	1%	1%	1%	-	2%
3	**7**	3	3	2	-	-	3	*	2	-	5	2	-	7	2	5	6	1	-	*
	1%	1%	1%	4%	-	-	3%	*	1%	-	2%	1%	-	1%	4%	1%	1%	1%	-	1%
4	**15**	6	9	2	3	1	3	5	1	5	8	2	2	14	2	14	13	1	1	*
	2%	2%	3%	5%	4%	1%	3%	4%	*	3%	3%	1%	2%	2%	4%	2%	2%	2%	4%	1%
5	**27**	17	10	-	6	7	5	3	6	9	11	7	1	26	4	24	23	2	1	1
	4%	5%	3%	-	7%	7%	4%	3%	3%	5%	4%	4%	1%	5%	8%	4%	4%	3%	4%	5%
6	**48**	31	17	2	4	13	7	7	15	10	28	10	12	36	5	43	41	3	3	2
	7%	9%	5%	5%	4%	13%	6%	7%	8%	5%	10%	6%	13%	7%	11%	7%	7%	5%	9%	12%
7	**126**	54	72	6	18	17	19	20	46	33	57	35	12	114	5	121	108	9	5	4
	20%	16%	24%	14%	22%	18%	16%	18%	24%	17%	20%	21%	13%	21%	11%	20%	20%	18%	16%	26%
8	**229**	128	101	13	20	35	52	38	71	74	102	54	34	195	11	217	192	21	13	4
	36%	38%	33%	31%	25%	35%	43%	34%	38%	39%	36%	32%	37%	35%	24%	36%	35%	41%	38%	30%
9	**113**	52	61	6	23	19	18	23	23	34	44	35	20	93	5	108	96	9	7	2
	18%	15%	20%	15%	**29%h**	19%	15%	21%	12%	18%	16%	21%	22%	17%	11%	18%	18%	17%	21%	12%
10 - HIGHEST score	**64**	37	27	6	5	4	12	12	25	22	20	22	6	58	9	55	56	4	3	1
	10%	11%	9%	14%	7%	4%	9%	11%	13%	12%	7%	13%	7%	10%	20%	9%	10%	9%	8%	9%
Don't know	**6**	5	2	2	1	2	1	2	*	2	4	1	2	4	2	5	5	1	*	*
	1%	1%	1%	4%	1%	2%	*	1%	*	1%	1%	1%	3%	1%	4%	1%	1%	2%	1%	1%
SUMMARY:																				
NET: 9-10	**177**	89	88	12	29	23	30	35	48	56	64	57	26	151	14	163	152	13	9	3
	28%	26%	29%	29%	36%	23%	24%	32%	25%	29%	23%	34%	29%	27%	31%	27%	28%	26%	28%	21%
NET: 7-10	**532**	271	261	30	67	75	101	93	165	163	223	146	72	460	29	502	452	43	27	10
	83%	80%	86%	74%	83%	76%	82%	85%	87%	85%	79%	86%	79%	84%	67%	84%	83%	85%	82%	77%
NET: 4-6	**90**	55	35	4	13	20	16	15	22	25	47	18	14	76	10	80	77	5	6	2
	14%	16%	11%	10%	16%	21%	13%	14%	11%	13%	17%	11%	15%	14%	23%	13%	14%	11%	17%	19%
NET: 1-3	**14**	8	5	5	-	2	5	*	2	2	8	4	3	11	3	11	12	1	-	*
	2%	2%	2%	12%	-	2%	4%	*	1%	1%	3%	2%	3%	2%	7%	2%	2%	2%	-	3%
Mean	**7.69**	7.65	7.73	7.25	7.72	7.50	7.59	7.85	7.83	7.80	7.50	7.86	7.66	7.69	7.38	7.71	7.68	7.75	7.74	7.42
Standard Deviation	**1.56**	1.63	1.49	2.45	1.51	1.46	1.69	1.45	1.34	1.54	1.58	1.54	1.70	1.54	2.21	1.51	1.58	1.48	1.43	1.65

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 356

Q15G Rating on statement - It shows well-made, high quality programmes
BBC2

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	618	74	425	105	52	566	352	166	198	298	106	470	148	337	280	215	280	126	187	363	243
Weighted Base	642	81*	429	115*	58*	584	362	168	205	286	95*	494	148	357	283	224	291	139*	187	383	245
1 - LOWEST score	2	2	-	-	2	-	-	-	-	2	2	2	-	2	-	2	-	-	-	2	-
	*	2%	-	-	3%e	-	-	-	-	1%	2%	*	-	*	-	1%	-	-	-	*	-
2	5	-	3	2	-	5	3	2	2	2	3	2	3	2	3	-	5	2	2	3	2
	1%	-	1%	2%	-	1%	1%	1%	1%	1%	3%	*	2%	1%	1%	-	2%	1%	1%	1%	1%
3	7	-	5	2	-	7	4	2	3	2	1	4	3	4	3	1	2	2	1	4	3
	1%	-	1%	2%	-	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	*	1%	1%	1%	1%	1%
4	15	*	3	11	*	15	10	4	4	9	2	9	6	9	6	6	6	5	4	11	4
	2%	1%	1%	10%b	*	3%	3%	2%	2%	3%	2%	2%	4%	2%	2%	3%	2%	4%	2%	3%	2%
5	27	-	21	6	2	26	13	11	12	17	6	20	7	13	14	5	15	5	7	13	14
	4%	-	5%	5%	3%	4%	4%	6%	6%	6%	6%	4%	5%	4%	5%	2%	5%	4%	4%	3%	6%
6	48	3	33	12	2	46	30	12	16	29	11	40	8	24	22	20	20	11	10	31	17
	7%	4%	8%	10%	3%	8%	8%	7%	8%	10%	12%	8%	5%	7%	8%	9%	7%	8%	5%	8%	7%
7	126	21	83	23	12	115	76	28	38	61	20	99	27	72	54	41	59	27	41	82	41
	20%	26%	19%	20%	20%	20%	21%	17%	19%	21%	21%	20%	19%	20%	19%	18%	20%	19%	22%	21%	17%
8	229	24	169	32	24	205	128	54	66	104	25	183	46	140	89	80	112	46	70	127	98
	36%	30%	39%	28%	41%	35%	35%	32%	32%	36%	26%	37%	31%	39%	31%	36%	38%	33%	37%	33%	40%
9	113	12	75	19	10	103	55	41	47	38	15	85	28	55	58	47	46	24	27	64	47
	18%	15%	18%	17%	17%	18%	15%	24%	23%	13%	16%	17%	19%	16%	20%	21%	16%	17%	15%	17%	19%
10 - HIGHEST score	64	18	32	6	8	56	37	15	17	18	11	44	20	31	33	21	24	16	22	40	19
	10%	23%bc	8%	5%	14%	10%	10%	9%	8%	6%	11%	9%	13%	9%	12%	9%	8%	11%	12%	10%	8%
Don't know	6	-	5	2	*	6	6	-	-	4	1	6	-	6	1	2	3	2	4	6	*
	1%	-	1%	1%	*	1%	2%	-	-	1%	1%	1%	-	2%	*	1%	1%	1%	2%	2%	*
SUMMARY: NET: 9-10	177	31	108	26	18	159	92	55	64	56	25	129	48	87	90	68	70	39	49	104	66
	28%	38%	25%	22%	30%	27%	25%	33%	31%	20%	27%	26%	32%	24%	32%	31%	24%	28%	26%	27%	27%
NET: 7-10	532	75	359	80	53	479	297	138	168	222	70	411	121	299	233	189	240	113	159	314	205
	83%	93%c	84%c	70%	91%	82%	82%	82%	82%	77%	74%	83%	82%	84%	82%	84%	83%	81%	85%	82%	84%
NET: 4-6	90	4	57	29	3	87	53	26	32	55	19	69	21	46	43	31	41	21	21	55	35
	14%	5%	13%	25%ab	6%	15%	15%	16%	15%	19%	20%	14%	14%	13%	15%	14%	14%	15%	11%	14%	14%
NET: 1-3	14	2	8	4	2	12	7	4	6	6	5	8	6	7	6	2	7	3	3	9	5
	2%	2%	2%	4%	3%	2%	2%	2%	3%	2%	6%	2%	4%	2%	2%	1%	2%	2%	2%	2%	2%
Mean	7.69	8.11c	7.70c	7.11	7.92	7.66	7.66	7.70	7.65	7.41	7.31	7.70	7.63	7.67	7.72	7.81	7.61	7.65	7.76	7.65	7.69
Standard Deviation	1.56	1.59	1.42	1.86	1.62	1.55	1.53	1.62	1.60	1.57	1.98	1.47	1.83	1.51	1.62	1.46	1.56	1.64	1.49	1.60	1.50

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 357

Q15G Rating on statement - It shows well-made, high quality programmes
BBC2

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**618**	94	18	28	44	34	13	27	102	41	60	87	70
Weighted Base	**642**	50*	27**	44**	68*	53*	21**	44**	33	63*	96*	131*	13*
1 - LOWEST score	**2**	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	-	-	-	-	-	-	-	*1%*	-
2	**5**	1	-	-	3	-	-	-	-	-	2	-	*
	1%	*1%*	-	-	*4%*	-	-	-	-	-	*2%*	-	*2%*
3	**7**	1	1	2	-	-	2	-	-	-	2	-	*
	1%	*1%*	*5%*	*3%*	-	-	*8%*	-	-	-	*2%*	-	*1%*
4	**15**	1	-	-	2	2	2	2	1	3	2	2	*
	2%	*2%*	-	-	*2%*	*3%*	*7%*	*4%*	*4%*	*5%*	*2%*	*1%*	*1%*
5	**27**	2	3	2	1	2	-	3	1	6	5	1	1
	4%	*3%*	*12%*	*4%*	*2%*	*3%*	-	*8%*	*4%*	*10%*	*5%*	*1%*	*5%*
6	**48**	3	1	1	5	2	2	8	3	3	11	8	2
	7%	*5%*	*5%*	*3%*	*7%*	*3%*	*8%*	*18%*	*9%*	*5%*	*12%*	*6%*	*12%*
7	**126**	9	6	11	8	11	7	6	5	12	22	26	4
	20%	*18%*	*22%*	*25%*	*11%*	*20%*	*32%*	*15%*	*16%*	*19%*	*23%*	*20%*	*26%*
8	**229**	21	6	14	34	20	6	15	13	21	22	53	4
	36%	*41%*	*22%*	*32%*	**50%k**	*38%*	*31%*	*33%*	*38%*	*34%*	*23%*	*40%*	*30%*
9	**113**	9	5	8	11	12	-	10	7	9	18	24	2
	18%	*17%*	*17%*	*18%*	*16%*	*23%*	-	*22%*	*21%*	*15%*	*18%*	*18%*	*12%*
10 - HIGHEST score	**64**	4	5	3	5	5	3	-	3	8	13	15	1
	10%	*9%*	*17%*	*7%*	*7%*	*9%*	*15%*	-	*8%*	*12%*	*14%*	*11%*	*9%*
Don't know	**6**	1	-	3	-	-	-	-	*	-	-	2	*
	1%	*2%*	-	*7%*	-	-	-	-	*1%*	-	-	*1%*	*1%*
SUMMARY:													
NET: 9-10	**177**	13	9	11	15	17	3	10	9	17	31	39	3
	28%	*26%*	*34%*	*25%*	*23%*	*32%*	*15%*	*22%*	*28%*	*27%*	*32%*	*30%*	*21%*
NET: 7-10	**532**	43	21	36	57	48	16	31	27	50	75	118	10
	83%	*85%*	*78%*	*82%*	*84%*	*91%*	*77%*	*70%*	*82%*	*80%*	*78%*	*90%*	*77%*
NET: 4-6	**90**	5	5	3	8	5	3	13	6	12	18	10	2
	14%	*11%*	*17%*	*7%*	*11%*	*9%*	*15%*	*30%*	*17%*	*20%*	*18%*	*8%*	*19%*
NET: 1-3	**14**	1	1	2	3	-	2	-	-	-	3	2	*
	2%	*2%*	*5%*	*3%*	*4%*	-	*8%*	-	-	-	*3%*	*1%*	*3%*
Mean	**7.69**	7.75	7.58	7.69	7.62	7.95	7.15	7.32	7.74	7.61	7.60	7.94	7.42
Standard Deviation	**1.56**	1.48	1.89	1.48	1.70	1.29	1.95	1.42	1.43	1.61	1.73	1.39	1.65

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 358

Q15G Rating on statement - It shows well-made, high quality programmes
BBC2

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**618**	555	327	569	49	457	614	618	407	406	459	298	155	236	16	106	573	618	100	103	276
Weighted Base	**642**	587	506	593	16	472	637	642	422	425	474	286	239	239	5	95	594	642	106	113	269
1 - LOWEST score	**2**	2	2	2	-	2	2	2	-	-	-	2	2	2	-	2	2	2	-	-	-
	*	*	*	*	-	*	*	*	-	-	-	1%	1%	1%	-	2%	*	*	-	-	-
2	**5**	5	5	5	-	5	5	5	3	3	3	2	2	5	-	3	5	5	2	3	3
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	3%	1%	1%	1%	3%	1%
3	**7**	7	6	5	-	2	7	7	4	4	5	2	1	1	-	1	7	7	1	2	2
	1%	1%	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	1%	*	2%	1%
4	**15**	12	11	12	1	9	15	15	9	7	10	9	8	9	1	2	13	15	1	5	5
	2%	2%	2%	2%	6%	2%	2%	2%	2%	2%	2%	3%	3%	4%	13%	2%	2%	2%	1%	4%	2%
5	**27**	26	23	24	1	20	27	27	21	16	19	17	15	11	1	6	24	27	8	5	9
	4%	4%	5%	4%	4%	4%	4%	4%	5%	4%	4%	6%	6%	4%	13%	6%	4%	4%	8%	4%	3%
6	**48**	46	39	45	2	36	48	48	31	30	37	29	25	27	1	11	43	48	11	13	19
	7%	8%	8%	8%	14%	8%	8%	7%	7%	7%	8%	10%	10%	11%	26%	12%	7%	7%	10%	11%	7%
7	**126**	118	102	123	2	96	126	126	86	90	94	61	51	48	*	20	111	126	24	21	47
	20%	20%	20%	21%	12%	20%	20%	20%	20%	21%	20%	21%	21%	20%	6%	21%	19%	20%	23%	19%	18%
8	**229**	209	176	213	3	171	227	229	151	148	168	104	88	77	1	25	216	229	33	33	104
	36%	36%	35%	36%	20%	36%	36%	36%	36%	35%	35%	36%	37%	32%	12%	26%	36%	36%	31%	29%	39%
9	**113**	104	91	103	5	81	113	113	79	81	90	38	29	40	1	15	110	113	14	14	48
	18%	18%	18%	17%	33%	17%	18%	18%	19%	19%	19%	13%	12%	17%	18%	16%	18%	18%	13%	12%	18%
10 - HIGHEST score	**64**	52	47	56	1	47	61	64	33	42	42	18	15	19	*	11	57	64	13	16	25
	10%	9%	9%	9%	8%	10%	10%	10%	8%	10%	9%	6%	6%	8%	7%	11%	10%	10%	12%	15%	9%
Don't know	**6**	6	5	6	*	4	6	6	5	4	6	4	3	2	*	1	6	6	1	1	6
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	6%	1%	1%	1%	1%	*	2%
SUMMARY:																					
NET: 9-10	**177**	156	137	158	6	128	174	177	112	123	132	56	45	59	1	25	167	177	27	30	73
	28%	27%	27%	27%	41%	27%	27%	28%	27%	29%	28%	20%	19%	25%	25%	27%	28%	28%	25%	26%	27%
NET: 7-10	**532**	483	416	495	12	394	527	532	349	361	393	222	183	183	2	70	495	532	83	85	225
	83%	82%	82%	83%	73%	84%	83%	83%	83%	85%	83%	77%	77%	77%	42%	74%	83%	83%	79%	75%	84%
NET: 4-6	**90**	84	74	80	4	65	90	90	62	53	66	55	48	47	3	19	80	90	20	23	33
	14%	14%	15%	14%	25%	14%	14%	14%	15%	12%	14%	19%	20%	20%	52%	20%	13%	14%	19%	20%	12%
NET: 1-3	**14**	14	12	12	-	8	14	14	7	7	9	6	4	7	-	5	13	14	2	5	5
	2%	2%	2%	2%	-	2%	2%	2%	2%	2%	2%	2%	2%	3%	-	6%	2%	2%	2%	4%	2%
Mean	**7.69**	7.65	7.64	7.68	7.69	7.70	7.67	7.69	7.66	7.77	7.71	7.41	7.39	7.43	6.75	7.31	7.71	7.69	7.56	7.43	7.76
Standard Deviation	**1.56**	1.56	1.58	1.53	1.69	1.53	1.56	1.56	1.49	1.46	1.49	1.57	1.57	1.72	2.11	1.98	1.56	1.56	1.61	1.89	1.49

Prepared by BDRC Continental

* = Less than .5

Q15G Rating on statement - It shows well-made, high quality programmes
BBC3

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**278**	127	151	75	34	71	34	24	40	63	127	88	62	216	35	243	168	43	41	26
Weighted Base	**306**	135*	170	88*	33**	75*	34**	28**	47*	76*	134*	96*	59*	247	55*	251	265	23*	14*	5**
1 - LOWEST score	**3**	2	2	2	-	-	-	2	-	-	3	-	2	2	2	2	3	-	-	-
	1%	*1%*	*1%*	*2%*	-	-	-	*6%*	-	-	*2%*	-	*3%*	*1%*	*3%*	*1%*	*1%*	-	-	-
2	**3**	3	-	2	-	2	-	-	-	2	2	-	2	2	2	2	3	-	-	-
	1%	*2%*	-	*2%*	-	*2%*	-	-	-	*2%*	*1%*	-	*3%*	*1%*	*3%*	*1%*	*1%*	-	-	-
3	**4**	-	4	-	-	2	-	-	2	-	-	4	2	2	-	4	3	1	-	-
	1%	-	*2%*	-	-	*2%*	-	-	*4%*	-	-	*4%*	*3%*	*1%*	-	*1%*	*1%*	*2%*	-	-
4	**7**	3	4	2	2	*	*	2	1	2	4	*	2	5	2	5	5	1	*	*
	2%	*2%*	*2%*	*3%*	*5%*	*	*1%*	*6%*	*1%*	*3%*	*3%*	*	*3%*	*2%*	*3%*	*2%*	*2%*	*4%*	*2%*	*7%*
5	**28**	10	17	7	2	5	7	3	4	9	5	14	4	24	5	23	25	1	1	1
	9%	*8%*	*10%*	*7%*	*6%*	*7%*	*22%*	*11%*	*8%*	*11%*	*4%*	*15%*	*6%*	*10%*	*9%*	*9%*	*9%*	*5%*	*7%*	*15%*
6	**43**	21	22	7	4	16	2	5	9	12	22	8	10	33	6	37	39	2	1	1
	14%	*16%*	*13%*	*8%*	*13%*	*21%*	*5%*	*17%*	*20%*	*16%*	*17%*	*9%*	*17%*	*13%*	*11%*	*15%*	*15%*	*7%*	*10%*	*16%*
7	**69**	36	33	14	9	23	9	5	11	15	25	29	14	55	11	58	62	3	4	1
	23%	*27%*	*20%*	*16%*	*27%*	*30%*	*25%*	*16%*	*23%*	*20%*	*19%*	*30%*	*24%*	*22%*	*20%*	*23%*	*23%*	*12%*	*27%*	*24%*
8	**71**	25	45	29	7	16	9	2	8	16	39	16	13	58	14	56	60	5	4	1
	23%	*19%*	*27%*	*33%*	*22%*	*21%*	*27%*	*8%*	*17%*	*21%*	*29%*	*17%*	*22%*	*23%*	*26%*	*22%*	*23%*	*23%*	*29%*	*23%*
9	**37**	23	15	16	6	5	2	4	5	9	17	11	3	34	8	29	31	5	1	*
	12%	*17%*	*9%*	*18%*	*19%*	*7%*	*6%*	*13%*	*10%*	*12%*	*13%*	*12%*	*6%*	*14%*	*15%*	*12%*	*12%*	*21%*	*10%*	*9%*
10 - HIGHEST score	**27**	11	16	9	2	4	2	3	6	9	7	11	4	23	5	22	22	3	2	*
	9%	*8%*	*10%*	*10%*	*6%*	*6%*	*6%*	*12%*	*13%*	*11%*	*5%*	*12%*	*7%*	*9%*	*9%*	*9%*	*8%*	*14%*	*12%*	*4%*
Don't know	**14**	2	13	2	1	4	3	3	2	3	9	2	4	10	-	14	11	3	*	*
	5%	*1%*	*7%*	*2%*	*2%*	*5%*	*8%*	*11%*	*4%*	*4%*	*7%*	*2%*	*7%*	*4%*	-	*6%*	*4%*	*12%*	*2%*	*4%*
SUMMARY:																				
NET: 9-10	**64**	33	31	25	8	9	4	7	11	17	24	23	8	57	13	51	53	8	3	1
	21%	*25%*	*18%*	*28%*	*25%*	*12%*	*12%*	*25%*	*23%*	*23%*	*18%*	*24%*	*13%*	*23%*	*24%*	*20%*	*20%*	*35%*	*22%*	*12%*
NET: 7-10	**204**	95	110	67	25	48	22	14	29	49	88	68	34	170	39	166	175	16	11	3
	67%	*70%*	*64%*	*76%*	*74%*	*63%*	*64%*	*49%*	*63%*	*64%*	*66%*	*71%*	*59%*	*69%*	*70%*	*66%*	*66%*	*70%*	*78%*	*59%*
NET: 4-6	**77**	34	43	16	8	21	10	10	14	23	32	22	15	62	13	64	69	4	3	2
	25%	*25%*	*25%*	*18%*	*24%*	*28%*	*28%*	*34%*	*29%*	*30%*	*24%*	*24%*	*26%*	*25%*	*24%*	*26%*	*26%*	*16%*	*20%*	*38%*
NET: 1-3	**10**	5	5	3	-	3	-	2	2	2	5	4	5	5	3	7	10	1	-	-
	3%	*4%*	*3%*	*4%*	-	*4%*	-	*6%*	*4%*	*2%*	*4%*	*4%*	*8%*	*2%*	*6%*	*3%*	*4%*	*2%*	-	-
Mean	**7.20**	7.20	7.21	7.50	7.40	6.98	7.06	6.76	7.19	7.21	7.18	7.23	6.75	7.31	7.10	7.23	7.15	7.77	7.54	6.83
Standard Deviation	**1.78**	1.81	1.76	1.89	1.53	1.58	1.52	2.36	1.79	1.79	1.80	1.75	2.04	1.70	2.07	1.71	1.79	1.84	1.52	1.73

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

J20427 PSB Tracker 2013

Table 360

Q15G Rating on statement - It shows well-made, high quality programmes
BBC3

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**278**	53	197	26	-	278	185	76	89	152	73	219	59	152	125	103	111	61	109	153	121
Weighted Base	**306**	67*	208	28**	-**	306	199	85*	102*	162	73*	241	65*	158	148	109*	122*	73*	113*	174	126*
1 - LOWEST score	**3**	2	2	-	-	3	2	2	2	3	2	3	-	-	3	2	2	-	2	2	2
	1%	*2%*	*1%*	-	-	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	-	-	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
2	**3**	-	2	2	-	3	2	2	2	2	2	2	2	-	3	2	2	-	2	3	-
	1%	-	*1%*	*6%*	-	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*1%*	-	*2%*	*2%*	-
3	**4**	-	3	1	-	4	1	2	3	2	2	1	3	1	3	1	-	-	-	1	3
	1%	-	*2%*	*2%*	-	*1%*	*	*2%*	*3%*	*1%*	*3%*	*	*5%*	*	*2%*	*	-	-	-	*	*2%*
4	**7**	2	4	-	-	7	4	2	2	4	1	6	1	5	1	2	3	2	2	6	1
	2%	*4%*	*2%*	-	-	*2%*	*2%*	*3%*	*2%*	*3%*	*1%*	*2%*	*1%*	*3%*	*1%*	*2%*	*2%*	*3%*	*2%*	*3%*	*1%*
5	**28**	5	16	7	-	28	13	11	13	16	7	26	2	14	14	15	9	3	10	21	7
	9%	*7%*	*8%*	*25%*	-	*9%*	*7%*	*13%*	*12%*	*10%*	*10%*	*11%*	*3%*	*9%*	*9%*	*14%*	*7%*	*4%*	*9%*	*12%*	*5%*
6	**43**	5	35	3	-	43	27	15	15	27	11	33	10	21	22	14	24	10	13	26	17
	14%	*7%*	*17%*	*12%*	-	*14%*	*14%*	*18%*	*15%*	*17%*	*15%*	*14%*	*16%*	*13%*	*15%*	*13%*	*19%*	*14%*	*12%*	*15%*	*14%*
7	**69**	15	51	3	-	69	47	18	22	37	22	57	12	38	32	28	31	19	24	32	38
	23%	*23%*	*25%*	*10%*	-	*23%*	*24%*	*21%*	*22%*	*23%*	*30%*	*24%*	*18%*	*24%*	*21%*	*26%*	*25%*	*27%*	*21%*	*18%*	*30%*
8	**71**	11	52	7	-	71	53	13	16	34	11	56	14	37	34	19	32	21	29	40	29
	23%	*17%*	*25%*	*25%*	-	*23%*	*26%*	*15%*	*16%*	*21%*	*15%*	*23%*	*22%*	*24%*	*23%*	*18%*	*26%*	*29%*	*26%*	*23%*	*23%*
9	**37**	10	25	1	-	37	23	12	14	19	8	27	10	18	20	13	9	7	14	18	18
	12%	*16%*	*12%*	*2%*	-	*12%*	*12%*	*14%*	*14%*	*12%*	*10%*	*11%*	*16%*	*11%*	*13%*	*12%*	*7%*	*10%*	*12%*	*10%*	*14%*
10 - HIGHEST score	**27**	11	13	2	-	27	19	5	7	12	7	20	7	16	11	9	5	6	11	19	7
	9%	*16%*	*6%*	*7%*	-	*9%*	*10%*	*6%*	*7%*	*7%*	*9%*	*8%*	*11%*	*10%*	*7%*	*8%*	*4%*	*8%*	*10%*	*11%*	*6%*
Don't know	**14**	5	6	3	-	14	9	4	5	5	2	11	3	8	6	4	8	4	5	8	6
	5%	*8%*	*3%*	*11%*	-	*5%*	*4%*	*4%*	*5%*	*3%*	*3%*	*4%*	*5%*	*5%*	*4%*	*4%*	*6%*	*5%*	*5%*	*5%*	*4%*
SUMMARY: NET: 9-10	**64**	21	38	2	-	64	42	18	22	31	14	47	18	33	31	23	14	13	25	36	25
	21%	*32%*	*18%*	*8%*	-	*21%*	*21%*	*21%*	*21%*	*19%*	*20%*	*19%*	*27%*	*21%*	*21%*	*21%*	*11%*	*18%*	*22%*	*21%*	*19%*
NET: 7-10	**204**	48	141	12	-	204	142	48	60	103	47	161	44	108	96	70	77	54	79	108	91
	67%	*72%*	*68%*	*44%*	-	*67%*	*71%*	*56%*	*59%*	*63%*	*65%*	*67%*	*68%*	*69%*	*65%*	*64%*	*63%*	*74%*	*70%*	*62%*	*72%*
NET: 4-6	**77**	12	55	10	-	77	45	29	31	48	18	64	13	40	37	31	35	15	26	52	25
	25%	*18%*	*26%*	*37%*	-	*25%*	*22%*	*34%*	*30%*	*29%*	*25%*	*27%*	*20%*	*26%*	*25%*	*29%*	*29%*	*21%*	*23%*	*30%*	*20%*
NET: 1-3	**10**	2	6	2	-	10	4	5	6	7	5	5	5	1	10	4	3	-	3	5	5
	3%	*2%*	*3%*	*8%*	-	*3%*	*2%*	*6%*	*6%*	*4%*	*7%*	*2%*	*7%*	*	*6%*	*4%*	*3%*	-	*3%*	*3%*	*4%*
Mean	**7.20**	7.54	7.16	6.42	-	7.20	7.37	6.82	6.89	7.01	6.92	7.17	7.33	7.35	7.04	7.02	6.99	7.46	7.30	7.12	7.25
Standard Deviation	**1.78**	1.97	1.64	2.05	-	1.78	1.65	1.96	1.97	1.85	1.98	1.74	1.94	1.57	1.96	1.85	1.60	1.39	1.81	1.88	1.62

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 361

Q15G Rating on statement - It shows well-made, high quality programmes
BBC3

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**278**	43	10	18	17	21	4	8	41	13	42	35	26
Weighted Base	**306**	23*	16**	28**	26**	33**	7**	13**	14*	20**	68*	54*	5**
1 - LOWEST score	**3**	-	2	-	-	-	-	-	-	-	2	-	-
	1%	-	*10%*	-	-	-	-	-	-	-	*2%*	-	-
2	**3**	-	-	-	2	-	-	-	-	-	2	-	-
	1%	-	-	-	*6%*	-	-	-	-	-	*3%*	-	-
3	**4**	1	-	-	-	2	-	-	-	-	-	2	-
	1%	*2%*	-	-	-	*5%*	-	-	-	-	-	*3%*	-
4	**7**	1	2	-	-	2	-	-	*	-	2	-	*
	2%	*4%*	*10%*	-	-	*5%*	-	-	*2%*	-	*3%*	-	*7%*
5	**28**	1	3	3	3	3	-	2	1	5	5	2	1
	9%	*5%*	*20%*	*11%*	*11%*	*10%*	-	*13%*	*7%*	*23%*	*7%*	*3%*	*15%*
6	**43**	2	-	1	3	2	3	5	1	3	10	12	1
	14%	*7%*	-	*5%*	*12%*	*5%*	*47%*	*37%*	*10%*	*15%*	*14%*	*23%*	*16%*
7	**69**	3	3	6	3	11	2	-	4	7	13	17	1
	23%	*12%*	*20%*	*22%*	*11%*	*33%*	*26%*	-	*27%*	*37%*	*19%*	*31%*	*24%*
8	**71**	5	2	11	5	3	-	5	4	2	21	12	1
	23%	*23%*	*10%*	*39%*	*18%*	*10%*	-	*37%*	*29%*	*8%*	*31%*	*23%*	*23%*
9	**37**	5	2	5	3	5	-	2	1	3	7	5	*
	12%	*21%*	*11%*	*18%*	*12%*	*14%*	-	*13%*	*10%*	*17%*	*10%*	*9%*	*9%*
10 - HIGHEST score	**27**	3	2	2	5	1	2	-	2	-	8	3	*
	9%	*14%*	*10%*	*6%*	*17%*	*5%*	*27%*	-	*12%*	-	*12%*	*6%*	*4%*
Don't know	**14**	3	2	-	3	5	-	-	*	-	-	2	*
	5%	**12%k**	*10%*	-	*12%*	*14%*	-	-	*2%*	-	-	*3%*	*4%*
SUMMARY:													
NET: 9-10	**64**	8	3	7	8	6	2	2	3	3	15	8	1
	21%	*35%*	*20%*	*23%*	*29%*	*19%*	*27%*	*13%*	*22%*	*17%*	*22%*	*14%*	*12%*
NET: 7-10	**204**	16	8	24	16	20	4	6	11	13	49	37	3
	67%	*70%*	*50%*	*84%*	*59%*	*62%*	*53%*	*50%*	*78%*	*62%*	*72%*	*68%*	*59%*
NET: 4-6	**77**	4	5	5	6	6	3	6	3	8	16	14	2
	25%	*16%*	*30%*	*16%*	*23%*	*19%*	*47%*	*50%*	*20%*	*38%*	*24%*	*26%*	*38%*
NET: 1-3	**10**	1	2	-	2	2	-	-	-	-	3	2	-
	3%	*2%*	*10%*	-	*6%*	*5%*	-	-	-	-	*5%*	*3%*	-
Mean	**7.20**	7.77	6.20	7.64	7.35	6.93	7.33	7.00	7.54	6.80	7.24	7.18	6.83
Standard Deviation	**1.78**	1.84	2.72	1.32	2.21	1.81	1.80	1.39	1.52	1.37	1.97	1.40	1.73

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 362

Q15G Rating on statement - It shows well-made, high quality programmes
BBC3

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**278**	264	165	255	17	227	272	248	278	192	207	152	91	96	5	73	193	100	278	64	96
Weighted Base	**306**	294	257	283	6	248	298	273	306	204	234	162	140	101	2	73	217	106	306	72	112
1 - LOWEST score	**3**	3	3	2	-	3	3	2	3	2	2	3	3	-	-	2	3	-	3	-	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	-	-	*2%*	*1%*	-	*1%*	-	*1%*
2	**3**	3	3	3	-	2	3	2	3	2	3	2	2	2	-	2	3	2	3	2	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*
3	**4**	4	3	4	-	4	4	4	4	4	2	2	2	1	-	2	2	1	4	2	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*3%*	*1%*	*	*1%*	*3%*	*2%*
4	**7**	6	5	7	-	7	7	7	7	4	4	4	3	1	-	1	7	1	7	1	2
	2%	*2%*	*2%*	*2%*	-	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	-	*1%*	*3%*	*1%*	*2%*	*1%*	*2%*
5	**28**	26	23	28	1	22	28	24	28	20	23	16	14	13	*	7	17	10	28	9	17
	9%	*9%*	*9%*	*10%*	*12%*	*9%*	*9%*	*9%*	*9%*	*10%*	*10%*	*10%*	*10%*	*13%*	*21%*	*10%*	*8%*	*9%*	*9%*	*12%*	*15%*
6	**43**	43	39	43	1	36	43	43	43	31	34	27	25	17	-	11	36	17	43	12	19
	14%	*15%*	*15%*	*15%*	*12%*	*14%*	*14%*	*16%*	*14%*	*15%*	*15%*	*17%*	*18%*	*17%*	-	*15%*	*16%*	*16%*	*14%*	*16%*	*17%*
7	**69**	66	59	58	2	57	69	63	69	46	56	37	33	19	*	22	52	23	69	18	22
	23%	*22%*	*23%*	*21%*	*35%*	*23%*	*23%*	*23%*	*23%*	*23%*	*24%*	*23%*	*23%*	*18%*	*20%*	*30%*	*24%*	*21%*	*23%*	*25%*	*19%*
8	**71**	70	60	64	1	57	67	62	71	40	51	34	28	18	*	11	40	24	71	11	21
	23%	*24%*	*23%*	*23%*	*18%*	*23%*	*23%*	*23%*	*23%*	*20%*	*22%*	*21%*	*20%*	*18%*	*21%*	*15%*	*19%*	*23%*	*23%*	*15%*	*19%*
9	**37**	37	31	37	1	34	36	33	37	28	31	19	18	12	*	8	28	12	37	6	8
	12%	*12%*	*12%*	*13%*	*12%*	*14%*	*12%*	*12%*	*12%*	*14%*	*13%*	*12%*	*13%*	*12%*	*18%*	*10%*	*13%*	*11%*	*12%*	*8%*	*7%*
10 - HIGHEST score	**27**	23	19	25	1	17	24	22	27	17	14	12	10	13	*	7	19	11	27	8	10
	9%	*8%*	*7%*	*9%*	*11%*	*7%*	*8%*	*8%*	*9%*	*8%*	*6%*	*7%*	*7%*	*13%*	*20%*	*9%*	*9%*	*11%*	*9%*	*11%*	*9%*
Don't know	**14**	13	11	13	-	10	14	13	14	11	14	5	3	6	-	2	10	5	14	5	9
	5%	*4%*	*4%*	*5%*	-	*4%*	*5%*	*5%*	*5%*	*5%*	*6%*	*3%*	*2%*	*6%*	-	*3%*	*4%*	*5%*	*5%*	*7%*	*8%*
SUMMARY:																					
NET: 9-10	**64**	60	50	62	1	51	60	55	64	46	45	31	27	25	1	14	47	23	64	14	18
	21%	*20%*	*19%*	*22%*	*23%*	*20%*	*20%*	*20%*	*21%*	*22%*	*19%*	*19%*	*20%*	*25%*	*38%*	*20%*	*22%*	*22%*	*21%*	*19%*	*16%*
NET: 7-10	**204**	196	170	184	4	165	197	180	204	132	152	103	89	62	1	47	139	70	204	43	60
	67%	*67%*	*66%*	*65%*	*76%*	*67%*	*66%*	*66%*	*67%*	*64%*	*65%*	*63%*	*63%*	*61%*	*79%*	*65%*	*64%*	*66%*	*67%*	*59%*	*54%*
NET: 4-6	**77**	75	67	77	1	65	77	73	77	55	61	48	42	31	*	18	59	28	77	21	38
	25%	*26%*	*26%*	*27%*	*24%*	*26%*	*26%*	*27%*	*25%*	*27%*	*26%*	*29%*	*30%*	*31%*	*21%*	*25%*	*27%*	*27%*	*25%*	*29%*	*34%*
NET: 1-3	**10**	10	10	8	-	8	10	7	10	7	7	7	6	2	-	5	8	2	10	4	5
	3%	*3%*	*4%*	*3%*	-	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*4%*	*4%*	*2%*	-	*7%*	*4%*	*2%*	*3%*	*5%*	*5%*
Mean	**7.20**	7.18	7.13	7.21	7.41	7.14	7.15	7.20	7.20	7.17	7.13	7.01	6.99	7.28	7.75	6.92	7.10	7.33	7.20	7.00	6.82
Standard Deviation	**1.78**	1.77	1.78	1.76	1.61	1.76	1.77	1.68	1.78	1.77	1.69	1.85	1.87	1.79	-	1.98	1.86	1.66	1.78	1.85	1.91

Prepared by BDRC Continental

* = Less than .5

Q15G Rating on statement - It shows well-made, high quality programmes
BBC4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**150**	76	74	8	14	29	26	30	43	41	58	51	20	130	8	141	93	22	20	15
Weighted Base	**166**	79*	86*	9**	18**	32**	29**	36**	41*	51*	58*	56*	21**	144	10**	154	144*	12**	6**	3**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**2**	2	-	-	-	2	-	-	-	-	2	-	2	-	-	2	2	-	-	-
	1%	*2%*	-	-	-	*5%*	-	-	-	-	*3%*	-	*7%*	-	-	*1%*	*1%*	-	-	-
3	**1**	-	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	-
	*	-	*1%*	-	-	-	-	-	*1%*	-	-	*1%*	-	*	-	*	-	*4%*	-	-
4	**8**	1	8	2	-	-	-	2	5	2	2	5	-	8	2	7	8	1	-	-
	5%	*1%*	*9%*	*17%*	-	-	-	*4%*	*12%*	*3%*	*3%*	*8%*	-	*6%*	*15%*	*4%*	*5%*	*4%*	-	-
5	**12**	5	7	*	-	5	5	1	*	3	6	2	4	9	*	12	11	1	*	1
	7%	*6%*	*8%*	*2%*	-	*15%*	*19%*	*4%*	*1%*	*7%*	*11%*	*4%*	*16%*	*6%*	*3%*	*8%*	*7%*	*5%*	*5%*	*21%*
6	**16**	10	6	*	2	3	2	2	7	5	6	5	3	13	-	16	14	1	*	*
	10%	*13%*	*7%*	*2%*	*9%*	*11%*	*5%*	*6%*	*17%*	*10%*	*9%*	*9%*	*15%*	*9%*	-	*10%*	*10%*	*9%*	*5%*	*13%*
7	**34**	15	19	3	3	6	5	11	5	8	11	15	*	33	3	31	31	1	2	-
	20%	*19%*	*22%*	*38%*	*17%*	*19%*	*16%*	*30%*	*13%*	*16%*	*19%*	*26%*	*2%*	*23%*	*30%*	*20%*	*21%*	*9%*	*24%*	-
8	**36**	18	17	-	4	5	7	7	13	11	13	11	3	32	-	34	31	2	2	1
	22%	*23%*	*20%*	-	*20%*	*16%*	*25%*	*19%*	*31%*	*22%*	*23%*	*19%*	*15%*	*22%*	-	*22%*	*22%*	*14%*	*30%*	*22%*
9	**38**	19	19	4	6	8	6	7	7	16	12	10	8	30	5	33	34	2	1	1
	23%	*24%*	*22%*	*40%*	*35%*	*26%*	*21%*	*20%*	*16%*	*31%*	*21%*	*18%*	*39%*	*21%*	*47%*	*22%*	*24%*	*18%*	*20%*	*19%*
10 - HIGHEST score	**17**	10	7	-	3	2	2	6	3	6	4	7	-	17	1	16	14	2	1	*
	10%	*12%*	*9%*	-	*17%*	*6%*	*8%*	*17%*	*8%*	*11%*	*7%*	*13%*	-	*12%*	*5%*	*11%*	*10%*	*14%*	*15%*	*13%*
Don't know	**3**	1	2	-	1	1	2	-	*	-	2	1	1	2	-	3	-	3	-	*
	2%	*1%*	*3%*	-	*3%*	*2%*	*6%*	-	*	-	*4%*	*2%*	*6%*	*1%*	-	*2%*	-	*23%*	-	*13%*
SUMMARY:																				
NET: 9-10	**55**	28	27	4	9	10	8	13	10	21	16	17	8	47	5	50	48	4	2	1
	33%	*36%*	*31%*	*40%*	*52%*	*32%*	*29%*	*37%*	*24%*	*42%*	*28%*	*31%*	*39%*	*32%*	*52%*	*32%*	*33%*	*32%*	*36%*	*32%*
NET: 7-10	**124**	61	63	7	16	21	20	31	28	41	41	43	12	112	8	114	111	6	6	1
	75%	*77%*	*73%*	*78%*	*88%*	*67%*	*70%*	*86%*	*69%*	*80%*	*70%*	*76%*	*55%*	*78%*	*82%*	*74%*	*76%*	*54%*	*90%*	*53%*
NET: 4-6	**36**	16	20	2	2	8	7	5	12	10	14	12	7	29	2	34	32	2	1	1
	22%	*20%*	*24%*	*22%*	*9%*	*26%*	*24%*	*14%*	*30%*	*20%*	*24%*	*21%*	*32%*	*20%*	*18%*	*22%*	*22%*	*18%*	*10%*	*34%*
NET: 1-3	**2**	2	1	-	-	2	-	-	1	-	2	1	2	1	-	2	2	1	-	-
	1%	*2%*	*1%*	-	-	*5%*	-	-	*1%*	-	*3%*	*1%*	*7%*	*	-	*1%*	*1%*	*4%*	-	-
Mean	**7.54**	7.70	7.40	7.22	8.36	7.21	7.51	7.84	7.29	7.85	7.32	7.49	7.09	7.61	7.57	7.54	7.52	7.55	8.01	7.49
Standard Deviation	**1.72**	1.66	1.77	1.91	1.25	1.95	1.62	1.58	1.78	1.56	1.80	1.76	2.19	1.64	1.97	1.71	1.70	2.18	1.43	2.39

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

J20427 PSB Tracker 2013

Table 364

Q15G Rating on statement - It shows well-made, high quality programmes
BBC4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**150**	21	97	26	-	150	80	54	65	69	44	120	30	82	68	56	62	35	38	84	62
Weighted Base	**166**	26**	103*	28**	-**	166	87*	60*	74*	73*	45*	136*	30**	93*	73*	70*	62*	47*	34**	91*	70*
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**2**	-	2	-	-	2	-	2	2	2	2	-	2	-	2	-	2	-	-	2	-
	1%	-	*1%*	-	-	*1%*	-	*3%*	*2%*	*2%*	*3%*	-	*5%*	-	*2%*	-	*2%*	-	-	*2%*	-
3	**1**	-	-	1	-	1	1	-	-	1	1	1	-	1	-	1	-	-	-	1	-
	*****	-	-	*2%*	-	*	*1%*	-	-	*1%*	*1%*	*	-	*1%*	-	*1%*	-	-	-	*1%*	-
4	**8**	-	5	3	-	8	3	1	4	5	1	7	2	6	2	3	2	2	1	3	5
	5%	-	*5%*	*11%*	-	*5%*	*3%*	*1%*	*5%*	*7%*	*1%*	*5%*	*5%*	*6%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*7%*
5	**12**	-	7	4	-	12	4	6	6	11	7	10	2	8	4	1	9	2	2	10	2
	7%	-	*7%*	*13%*	-	*7%*	*5%*	*10%*	*8%*	*15%*	*16%*	*7%*	*8%*	*9%*	*5%*	*2%*	*15%*	*4%*	*7%*	*11%*	*3%*
6	**16**	-	11	5	-	16	10	6	6	7	5	14	2	9	7	7	6	6	4	11	5
	10%	-	*11%*	*17%*	-	*10%*	*12%*	*9%*	*8%*	*9%*	*10%*	*11%*	*5%*	*10%*	*10%*	*10%*	*10%*	*13%*	*10%*	*12%*	*8%*
7	**34**	13	18	3	-	34	17	15	17	12	10	27	7	17	17	16	10	10	5	15	18
	20%	*48%*	*17%*	*11%*	-	*20%*	*19%*	*25%*	*23%*	*17%*	*23%*	*20%*	*22%*	*18%*	*23%*	*23%*	*16%*	*20%*	*15%*	*17%*	*26%*
8	**36**	7	20	5	-	36	18	14	18	13	3	29	6	25	11	10	18	7	11	17	18
	22%	*25%*	*19%*	*19%*	-	*22%*	*20%*	*23%*	*24%*	*18%*	*7%*	*22%*	*20%*	*26%*	*15%*	*14%*	*30%*	*14%*	*32%*	*19%*	*26%*
9	**38**	3	25	7	-	38	25	9	12	16	11	32	6	18	20	20	12	17	8	19	17
	23%	*12%*	*24%*	*24%*	-	*23%*	*29%*	*15%*	*16%*	*21%*	*26%*	*24%*	*20%*	*20%*	*27%*	*29%*	*20%*	*37%*	*22%*	*21%*	*24%*
10 - HIGHEST score	**17**	3	13	1	-	17	6	7	9	6	4	13	4	7	10	12	1	3	1	12	4
	10%	*13%*	*12%*	*3%*	-	*10%*	*7%*	*12%*	*12%*	*8%*	*10%*	*10%*	*13%*	*8%*	*14%*	*17%*	*1%*	*7%*	*4%*	*13%*	*5%*
Don't know	**3**	1	3	-	-	3	2	1	1	3	1	3	*	2	1	-	2	1	2	2	1
	2%	*2%*	*2%*	-	-	*2%*	*3%*	*1%*	*1%*	*4%*	*2%*	*2%*	*1%*	*3%*	*1%*	-	*3%*	*2%*	*5%*	*3%*	*1%*
SUMMARY: NET: 9-10	**55**	6	38	7	-	55	31	16	21	21	16	45	10	26	30	32	13	21	9	31	21
	33%	*24%*	*37%*	*27%*	-	*33%*	*36%*	*27%*	*29%*	*29%*	*35%*	*33%*	*33%*	*27%*	*41%*	*46%*	*21%*	*43%*	*27%*	*34%*	*30%*
NET: 7-10	**124**	26	76	16	-	124	66	45	56	46	29	102	23	67	57	58	41	37	25	63	57
	75%	*98%*	*73%*	*57%*	-	*75%*	*76%*	*76%*	*76%*	*63%*	*65%*	*75%*	*76%*	*72%*	*79%*	*83%*	*67%*	*78%*	*74%*	*69%*	*82%*
NET: 4-6	**36**	-	23	11	-	36	18	12	15	22	13	31	6	23	13	11	17	10	7	23	12
	22%	-	*23%*	*41%*	-	*22%*	*21%*	*20%*	*21%*	*30%*	*28%*	*23%*	*18%*	*25%*	*18%*	*16%*	*28%*	*21%*	*21%*	*26%*	*17%*
NET: 1-3	**2**	-	2	1	-	2	1	2	2	2	2	1	2	1	2	1	2	-	-	2	-
	1%	-	*1%*	*2%*	-	*1%*	*1%*	*3%*	*2%*	*3%*	*5%*	*	*5%*	*1%*	*2%*	*1%*	*2%*	-	-	*2%*	-
Mean	**7.54**	7.89	7.60	6.94	-	7.54	7.67	7.45	7.46	7.11	7.19	7.58	7.38	7.41	7.71	7.92	7.13	7.78	7.55	7.46	7.57
Standard Deviation	**1.72**	1.08	1.80	1.87	-	1.72	1.55	1.74	1.80	1.96	2.00	1.63	2.08	1.67	1.76	1.64	1.71	1.51	1.50	1.86	1.50

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 365

Q15G Rating on statement - It shows well-made, high quality programmes
BBC4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**150**	22	7	6	9	11	3	6	20	12	22	17	15
Weighted Base	**166**	12**	11**	9**	14**	17**	5**	10**	6**	18**	35**	26**	3**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**2**	-	-	-	2	-	-	-	-	-	-	-	-
	1%	-	-	-	*11%*	-	-	-	-	-	-	-	-
3	**1**	1	-	-	-	-	-	-	-	-	-	-	-
	*****	*4%*	-	-	-	-	-	-	-	-	-	-	-
4	**8**	1	1	-	-	-	2	-	-	2	2	2	-
	5%	*4%*	*13%*	-	-	-	*31%*	-	-	*8%*	*4%*	*6%*	-
5	**12**	1	2	1	-	-	-	-	*	5	-	3	1
	7%	*5%*	*14%*	*16%*	-	-	-	-	*5%*	*25%*	-	*12%*	*21%*
6	**16**	1	-	-	-	5	2	2	*	-	5	2	*
	10%	*9%*	-	-	-	*28%*	*33%*	*16%*	*5%*	-	*14%*	*6%*	*13%*
7	**34**	1	2	2	3	3	-	2	2	6	8	6	-
	20%	*9%*	*15%*	*18%*	*22%*	*18%*	-	*16%*	*24%*	*32%*	*23%*	*23%*	-
8	**36**	2	5	5	5	3	2	3	2	2	5	3	1
	22%	*14%*	*43%*	*50%*	*34%*	*19%*	*36%*	*33%*	*30%*	*9%*	*13%*	*12%*	*22%*
9	**38**	2	2	-	2	6	-	3	1	3	9	9	1
	23%	*18%*	*15%*	-	*11%*	*35%*	-	*35%*	*20%*	*17%*	*27%*	*35%*	*19%*
10 - HIGHEST score	**17**	2	-	2	3	-	-	-	1	2	6	1	*
	10%	*14%*	-	*16%*	*22%*	-	-	-	*15%*	*9%*	*18%*	*6%*	*13%*
Don't know	**3**	3	-	-	-	-	-	-	-	-	-	-	*
	2%	*23%*	-	-	-	-	-	-	-	-	-	-	*13%*
SUMMARY:													
NET: 9-10	**55**	4	2	2	5	6	-	3	2	5	16	11	1
	33%	*32%*	*15%*	*16%*	*33%*	*35%*	-	*35%*	*36%*	*25%*	*45%*	*41%*	*32%*
NET: 7-10	**124**	6	8	8	12	12	2	8	6	12	29	20	1
	75%	*54%*	*72%*	*84%*	*89%*	*72%*	*36%*	*84%*	*90%*	*66%*	*82%*	*76%*	*53%*
NET: 4-6	**36**	2	3	1	-	5	3	2	1	6	6	6	1
	22%	*18%*	*28%*	*16%*	-	*28%*	*64%*	*16%*	*10%*	*34%*	*18%*	*24%*	*34%*
NET: 1-3	**2**	1	-	-	2	-	-	-	-	-	-	-	-
	1%	*4%*	-	-	*11%*	-	-	-	-	-	-	-	-
Mean	**7.54**	7.55	7.04	7.66	7.68	7.62	6.08	7.86	8.01	6.92	7.95	7.53	7.49
Standard Deviation	**1.72**	2.18	1.75	1.56	2.33	1.26	1.84	1.13	1.43	1.87	1.60	1.71	2.39

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 366

Q15G Rating on statement - It shows well-made, high quality programmes
BBC4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**150**	130	82	142	10	118	150	145	116	150	122	69	40	70	6	44	121	103	64	150	72
Weighted Base	**166**	145	127	155	3	129	166	161	127	166	140	73	62	76	2	45	130	113	72	166	77
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**2**	2	2	2	-	2	2	2	2	2	2	2	2	2	-	2	2	2	2	2	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	-	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*
3	**1**	1	-	1	-	1	1	1	1	1	1	1	-	1	-	1	1	1	1	1	1
	*****	*	-	*	-	*	*	*	*	*	*	*1%*	-	*1%*	-	*1%*	*	*	*1%*	*	*1%*
4	**8**	8	8	8	-	7	8	8	8	8	6	5	4	3	-	1	8	3	4	8	3
	5%	*6%*	*6%*	*5%*	-	*5%*	*5%*	*5%*	*6%*	*5%*	*4%*	*7%*	*7%*	*4%*	-	*1%*	*6%*	*3%*	*5%*	*5%*	*4%*
5	**12**	12	11	12	*	12	12	10	10	12	9	11	9	8	*	7	11	8	7	12	7
	7%	*8%*	*8%*	*8%*	*11%*	*9%*	*7%*	*6%*	*8%*	*7%*	*6%*	*15%*	*15%*	*10%*	*18%*	*16%*	*9%*	*7%*	*10%*	*7%*	*9%*
6	**16**	15	14	16	*	13	16	16	15	16	15	7	6	10	*	5	16	14	10	16	4
	10%	*11%*	*11%*	*10%*	*9%*	*10%*	*10%*	*10%*	*12%*	*10%*	*11%*	*9%*	*10%*	*13%*	*15%*	*10%*	*12%*	*12%*	*13%*	*10%*	*5%*
7	**34**	26	23	30	1	26	34	32	24	34	26	12	11	13	1	10	22	19	17	34	13
	20%	*18%*	*18%*	*20%*	*31%*	*20%*	*20%*	*20%*	*19%*	*20%*	*19%*	*17%*	*17%*	*17%*	*51%*	*23%*	*17%*	*17%*	*23%*	*20%*	*17%*
8	**36**	30	27	31	*	25	36	36	25	36	31	13	11	11	-	3	26	26	12	36	19
	22%	*21%*	*21%*	*20%*	*9%*	*19%*	*22%*	*22%*	*20%*	*22%*	*22%*	*18%*	*18%*	*15%*	-	*7%*	*20%*	*23%*	*17%*	*22%*	*25%*
9	**38**	36	33	38	1	30	38	38	28	38	35	16	14	20	*	11	27	25	13	38	20
	23%	*24%*	*26%*	*25%*	*30%*	*23%*	*23%*	*24%*	*22%*	*23%*	*25%*	*21%*	*23%*	*26%*	*15%*	*26%*	*21%*	*22%*	*18%*	*23%*	*26%*
10 - HIGHEST score	**17**	12	11	15	*	11	17	17	11	17	12	6	5	8	-	4	15	15	6	17	9
	10%	*9%*	*8%*	*10%*	*9%*	*9%*	*10%*	*10%*	*9%*	*10%*	*9%*	*8%*	*8%*	*11%*	-	*10%*	*12%*	*13%*	*8%*	*10%*	*11%*
Don't know	**3**	3	-	3	-	3	3	3	2	3	3	3	-	1	-	1	3	1	2	3	1
	2%	*2%*	-	*2%*	-	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	-	*1%*	-	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*
SUMMARY:																					
NET: 9-10	**55**	48	43	53	1	41	55	55	39	55	47	21	19	28	*	16	42	40	19	55	29
	33%	*33%*	*34%*	*34%*	*40%*	*32%*	*33%*	*34%*	*31%*	*33%*	*34%*	*29%*	*30%*	*37%*	*15%*	*35%*	*32%*	*36%*	*26%*	*33%*	*37%*
NET: 7-10	**124**	104	93	114	3	92	124	123	89	124	105	46	40	53	1	29	90	85	48	124	61
	75%	*72%*	*73%*	*73%*	*80%*	*71%*	*75%*	*76%*	*70%*	*75%*	*75%*	*63%*	*65%*	*69%*	*67%*	*65%*	*69%*	*75%*	*66%*	*75%*	*79%*
NET: 4-6	**36**	36	32	36	1	32	36	34	34	36	30	22	20	20	1	13	35	25	20	36	13
	22%	*25%*	*25%*	*23%*	*20%*	*25%*	*22%*	*21%*	*27%*	*22%*	*22%*	*30%*	*32%*	*27%*	*33%*	*28%*	*27%*	*22%*	*28%*	*22%*	*17%*
NET: 1-3	**2**	2	2	2	-	2	2	2	2	2	2	2	2	2	-	2	2	2	2	2	2
	1%	*1%*	*1%*	*1%*	-	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*	*2%*	*3%*	-	*5%*	*2%*	*2%*	*3%*	*1%*	*3%*
Mean	**7.54**	7.46	7.46	7.51	7.68	7.41	7.54	7.58	7.36	7.54	7.57	7.11	7.13	7.43	6.79	7.19	7.42	7.64	7.16	7.54	7.66
Standard Deviation	**1.72**	1.76	1.76	1.75	1.80	1.77	1.72	1.71	1.79	1.72	1.69	1.96	1.94	1.89	-	2.00	1.84	1.74	1.84	1.72	1.82

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 367

Q15H Rating on statement - It shows programmes with new ideas and different approaches
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1235**	533	702	144	178	239	236	195	243	267	602	366	245	990	48	1181	633	200	173	229
Weighted Base	**1186**	523	662	128*	156	235	241	183	243	264	571	351	226	960	68*	1111	980	107	56	43
1 - LOWEST score	**11**	4	7	3	-	3	2	2	-	5	3	2	3	7	2	9	9	1	*	*
	1%	*1%*	*1%*	*3%*	*-*	*1%*	*1%*	*1%*	*-*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	***	*1%*	*1%*
2	**11**	4	6	-	2	*	3	-	6	2	6	3	2	9	-	11	9	1	-	*
	1%	*1%*	*1%*	*-*	*1%*	***	*1%*	*-*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*-*	*1%*	*1%*	*1%*	*-*	*1%*
3	**31**	13	18	-	6	7	7	7	5	12	15	5	10	22	-	31	27	3	1	1
	3%	*2%*	*3%*	*-*	*4%*	*3%*	*3%*	*4%*	*2%*	*4%*	*3%*	*1%*	*4%*	*2%*	*-*	*3%*	*3%*	*2%*	*2%*	*2%*
4	**62**	30	32	9	5	11	12	12	12	13	29	20	7	54	7	55	49	6	3	3
	5%	*6%*	*5%*	*7%*	*3%*	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	*6%*	*3%*	*6%*	*10%*	*5%*	*5%*	*6%*	*5%*	*8%*
5	**189**	86	103	15	23	43	48	28	32	43	93	53	37	152	9	179	162	13	9	4
	16%	*16%*	*16%*	*11%*	*15%*	*18%*	*20%*	*15%*	*13%*	*16%*	*16%*	*15%*	*17%*	*16%*	*13%*	*16%*	*17%*	*13%*	*16%*	*10%*
6	**204**	91	113	23	22	37	42	45	35	46	108	51	46	159	5	199	165	21	10	8
	17%	*17%*	*17%*	*18%*	*14%*	*16%*	*17%*	*25%*	*14%*	*17%*	*19%*	*14%*	*20%*	*17%*	*7%*	*18%*	*17%*	*20%*	*17%*	*18%*
7	**283**	145	138	24	43	61	56	37	62	53	141	89	66	217	22	260	228	26	17	13
	24%	*28%*	*21%*	*18%*	*27%*	*26%*	*23%*	*20%*	*26%*	*20%*	*25%*	*25%*	*29%*	*23%*	*32%*	*23%*	*23%*	*24%*	*30%*	*29%*
8	**209**	85	124	33	38	38	41	23	37	51	103	55	24	185	16	191	173	19	10	7
	18%	*16%*	*19%*	*26%g*	*24%*	*16%*	*17%*	*12%*	*15%*	*19%*	*18%*	*16%*	*11%*	*19%l*	*24%*	*17%*	*18%*	*18%*	*18%*	*17%*
9	**41**	21	21	8	2	12	5	3	11	7	20	14	7	34	-	41	33	5	2	1
	3%	*4%*	*3%*	*6%*	*2%*	*5%*	*2%*	*2%*	*5%*	*3%*	*4%*	*4%*	*3%*	*4%*	*-*	*4%*	*3%*	*5%*	*3%*	*3%*
10 - HIGHEST score	**31**	10	21	8	2	2	3	6	8	6	6	18	6	25	5	24	28	1	*	1
	3%	*2%*	*3%*	*6%*	*1%*	*1%*	*1%*	*4%*	*3%*	*2%*	*1%*	*5%j*	*3%*	*3%*	*7%*	*2%*	*3%*	*1%*	*1%*	*2%*
Don't know	**115**	36	79	6	13	20	22	20	34	27	48	40	18	97	4	111	97	10	5	3
	10%	*7%*	*12%*	*4%*	*8%*	*9%*	*9%*	*11%*	*14%*	*10%*	*8%*	*11%*	*8%*	*10%*	*5%*	*10%*	*10%*	*9%*	*9%*	*7%*
SUMMARY:																				
NET: 9-10	**72**	30	41	16	5	14	8	10	20	13	26	33	13	59	5	65	61	6	2	2
	6%	*6%*	*6%*	*12%df*	*3%*	*6%*	*3%*	*5%*	*8%*	*5%*	*5%*	*9%*	*6%*	*6%*	*7%*	*6%*	*6%*	*6%*	*4%*	*6%*
NET: 7-10	**564**	260	303	72	85	113	105	69	119	117	270	176	103	461	43	516	461	51	29	22
	48%	*50%*	*46%*	*56%g*	*54%g*	*48%*	*44%*	*38%*	*49%*	*44%*	*47%*	*50%*	*45%*	*48%*	*63%*	*46%*	*47%*	*48%*	*51%*	*52%*
NET: 4-6	**455**	206	249	47	50	92	102	85	79	101	229	124	90	365	20	433	376	41	21	16
	38%	*39%*	*38%*	*37%*	*32%*	*39%*	*42%*	*47%*	*33%*	*38%*	*40%*	*35%*	*40%*	*38%*	*29%*	*39%*	*38%*	*39%*	*38%*	*37%*
NET: 1-3	**52**	21	32	3	8	10	12	8	11	18	24	10	15	37	2	51	45	4	1	2
	4%	*4%*	*5%*	*3%*	*5%*	*4%*	*5%*	*5%*	*4%*	*7%*	*4%*	*3%*	*7%*	*4%*	*2%*	*5%*	*5%*	*4%*	*2%*	*4%*
Mean	**6.42**	6.40	6.43	6.78	6.53	6.37	6.22	6.23	6.52	6.27	6.38	6.59	6.25	6.46	6.68	6.39	6.41	6.45	6.48	6.45
Standard Deviation	**1.66**	1.59	1.72	1.84	1.54	1.62	1.61	1.62	1.71	1.79	1.56	1.70	1.66	1.66	1.81	1.64	1.68	1.59	1.44	1.64

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 368

Q15H Rating on statement - It shows programmes with new ideas and different approaches
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1235**	145	918	160	72	1163	827	274	325	1235	256	912	323	719	511	323	661	253	503	747	470
Weighted Base	**1186**	157	849	166	80*	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
1 - LOWEST score	**11**	3	3	4	2	9	3	4	6	11	3	7	3	5	5	3	7	2	1	8	2
	1%	*2%*	*	*3%*	*2%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*
2	**11**	1	6	4	2	8	7	2	2	11	2	8	2	5	5	3	5	3	3	4	5
	1%	*	*1%*	*2%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**31**	3	15	13	*	31	13	14	18	31	5	18	13	10	21	5	20	4	8	22	9
	3%	*2%*	*2%*	**8%b**	*	*3%*	*2%*	**5%f**	**6%f**	*3%*	*2%*	*2%*	*4%*	*1%*	**4%m**	*2%*	*3%*	*1%*	*2%*	*3%*	*2%*
4	**62**	8	33	20	10	52	35	14	17	62	10	43	19	27	35	14	30	8	26	44	18
	5%	*5%*	*4%*	**12%b**	*12%*	*5%*	*4%*	*5%*	*5%*	*5%*	*4%*	*5%*	*6%*	*4%*	*7%*	*5%*	*5%*	*3%*	*6%*	*6%*	*4%*
5	**189**	13	140	35	8	181	149	24	30	189	38	156	33	121	66	66	93	61	70	123	62
	16%	*8%*	*16%*	**21%a**	*10%*	**16%gh**	**19%gh**	*9%*	*9%*	*16%*	*16%*	*18%*	*11%*	*17%*	*14%*	*21%*	*15%*	*23%*	*16%*	*16%*	*15%*
6	**204**	30	143	26	15	189	134	51	54	204	35	156	48	118	84	56	110	46	78	124	78
	17%	*19%*	*17%*	*16%*	*18%*	*17%*	*17%*	*19%*	*17%*	*17%*	*14%*	*18%*	*16%*	*17%*	*17%*	*18%*	*17%*	*17%*	*18%*	*17%*	*19%*
7	**283**	37	215	28	12	270	195	60	72	283	56	220	62	179	104	79	155	68	112	180	100
	24%	*23%*	*25%*	*17%*	*16%*	*24%*	*25%*	*22%*	*22%*	*24%*	*23%*	*25%*	*21%*	*26%*	*21%*	*25%*	*25%*	*26%*	*25%*	*24%*	*24%*
8	**209**	29	165	13	12	197	136	47	61	209	50	148	62	115	94	48	113	39	90	120	84
	18%	*19%*	**19%c**	*8%*	*15%*	*18%*	*18%*	*17%*	*19%*	*18%*	*21%*	*17%*	*21%*	*17%*	*19%*	*15%*	*18%*	*15%*	*20%*	*16%*	*20%*
9	**41**	7	29	5	4	38	26	8	10	41	10	31	11	27	13	10	25	8	11	31	8
	3%	*5%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*4%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*2%*
10 - HIGHEST score	**31**	13	13	3	6	25	16	6	8	31	10	18	13	12	18	7	8	5	11	21	8
	3%	**8%b**	*2%*	*2%*	*8%*	*2%*	*2%*	*2%*	*2%*	*3%*	*4%*	*2%*	*4%*	*2%*	*4%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*
Don't know	**115**	12	88	15	10	105	61	39	42	115	23	86	29	72	43	21	64	21	31	71	42
	10%	*8%*	*10%*	*9%*	*13%*	*9%*	*8%*	**15%f**	*13%*	*10%*	*10%*	*10%*	*10%*	*10%*	*9%*	*7%*	*10%*	*8%*	*7%*	*10%*	*10%*
SUMMARY: NET: 9-10	**72**	20	42	8	10	62	42	14	18	72	20	48	24	39	30	17	34	13	22	52	17
	6%	**13%b**	*5%*	*5%*	*12%*	*6%*	*5%*	*5%*	*6%*	*6%*	*8%*	*5%*	*8%*	*6%*	*6%*	*6%*	*5%*	*5%*	*5%*	*7%*	*4%*
NET: 7-10	**564**	86	422	49	34	529	373	121	151	564	127	416	147	333	228	144	302	120	225	352	201
	48%	**55%c**	**50%c**	*30%*	*43%*	*48%*	*48%*	*45%*	*47%*	*48%*	*52%*	*47%*	*50%*	*48%*	*47%*	*46%*	*48%*	*45%*	*51%*	*47%*	*48%*
NET: 4-6	**455**	51	316	81	32	423	318	89	101	455	82	355	99	266	185	137	234	114	174	291	158
	38%	*33%*	*37%*	*49%*	*40%*	*38%*	*41%*	*33%*	*32%*	*38%*	*34%*	*40%*	*34%*	*38%*	*38%*	*44%*	*37%*	*43%*	*39%*	*39%*	*38%*
NET: 1-3	**52**	7	24	21	4	48	23	20	26	52	10	34	18	21	32	11	32	9	13	35	16
	4%	*4%*	*3%*	**13%b**	*5%*	*4%*	*3%*	**7%f**	**8%f**	*4%*	*4%*	*4%*	*6%*	*3%*	*6%*	*4%*	*5%*	*3%*	*3%*	*5%*	*4%*
Mean	**6.42**	6.77c	6.52c	5.55	6.40	6.42	6.44	6.36	6.36	6.42	6.60	6.39	6.51	6.46	6.35	6.32	6.39	6.33	6.49	6.39	6.46
Standard Deviation	**1.66**	1.86	1.51	1.90	2.08	1.63	1.54	1.78	1.83	1.66	1.75	1.60	1.83	1.55	1.80	1.60	1.65	1.54	1.55	1.69	1.56

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 369

Q15H Rating on statement - It shows programmes with new ideas and different approaches
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1235**	200	41	65	102	77	29	36	173	65	77	141	229
Weighted Base	**1186**	107	63*	100*	157	119*	47**	58*	56	101*	122*	213	43
1 - LOWEST score	**11**	1	-	2	-	-	-	-	*	3	2	3	*
	1%	*	-	*2%*	-	-	-	-	*1%*	*3%*	*1%*	*1%*	*1%*
2	**11**	1	-	-	2	2	2	-	-	-	-	4	*
	1%	*1%*	-	-	*1%*	*1%*	*3%*	-	-	-	-	*2%*	*1%*
3	**31**	3	3	3	6	-	-	5	1	2	5	3	1
	3%	*2%*	*5%*	*3%*	*4%*	-	-	*9%*	*2%*	*1%*	*4%*	*1%*	*2%*
4	**62**	6	6	5	3	8	-	-	3	6	2	19	3
	5%	*6%*	*10%*	*5%*	*2%*	*6%*	-	-	*5%*	*6%*	*1%*	*9%*	**8%ek**
5	**189**	13	4	9	31	23	10	3	9	15	16	51	4
	16%	*13%*	*7%*	*9%*	*20%*	*19%*	*21%*	*6%*	*16%*	*15%*	*13%*	**24%m**	*10%*
6	**204**	21	15	21	20	20	3	13	10	16	25	32	8
	17%	*20%*	*24%*	*21%*	*13%*	*17%*	*7%*	*22%*	*17%*	*15%*	*21%*	*15%*	*18%*
7	**283**	26	10	14	31	31	14	16	17	25	27	60	13
	24%	*24%*	*17%*	*14%*	*20%*	*26%*	*31%*	*28%*	**30%d**	*24%*	*22%*	*28%*	**29%d**
8	**209**	19	11	28	34	19	11	8	10	11	30	20	7
	18%	*18%*	*17%*	**28%l**	**22%l**	*16%*	*24%*	*14%*	*18%*	*11%*	**25%l**	*9%*	*17%*
9	**41**	5	-	-	8	8	-	5	2	3	3	6	1
	3%	*5%*	-	-	*5%*	*6%*	-	*8%*	*3%*	*3%*	*3%*	*3%*	*3%*
10 - HIGHEST score	**31**	1	6	2	5	3	3	-	*	3	5	2	1
	3%	*1%*	**10%al**	*2%*	*3%*	*3%*	*7%*	-	*1%*	*3%*	*4%*	*1%*	*2%*
Don't know	**115**	10	6	17	18	6	3	8	5	17	8	13	3
	10%	*9%*	*10%*	*17%*	*12%*	*5%*	*7%*	*14%*	*9%*	*17%*	*6%*	*6%*	*7%*
SUMMARY:													
NET: 9-10	**72**	6	6	2	12	11	3	5	2	6	8	7	2
	6%	*6%*	*10%*	*2%*	*8%*	*9%*	*7%*	*8%*	*4%*	*6%*	*7%*	*3%*	*6%*
NET: 7-10	**564**	51	28	43	77	61	29	29	29	42	66	87	22
	48%	*48%*	*44%*	*43%*	*49%*	*51%*	*62%*	*50%*	*51%*	*42%*	*54%*	*41%*	*52%*
NET: 4-6	**455**	41	26	35	54	50	13	16	21	37	42	102	16
	38%	*39%*	*41%*	*35%*	*34%*	*42%*	*27%*	*28%*	*38%*	*37%*	*35%*	*48%*	*37%*
NET: 1-3	**52**	4	3	5	8	2	2	5	1	5	6	11	2
	4%	*4%*	*5%*	*5%*	*5%*	*1%*	*3%*	*9%*	*2%*	*5%*	*5%*	*5%*	*4%*
Mean	**6.42l**	6.45l	6.55	6.48	6.57l	6.53	6.79	6.57	6.48l	6.25	6.67l	5.96	6.45l
Standard Deviation	**1.66**	1.59	1.87	1.67	1.68	1.56	1.69	1.58	1.44	1.82	1.64	1.61	1.64

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 370

Q15H Rating on statement - It shows programmes with new ideas and different approaches
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1235**	1235	633	1137	67	1000	1200	1057	779	618	864	1235	633	394	21	256	820	298	152	69	399
Weighted Base	**1186**	1186	980	1104	22	970	1155	1016	743	585	809	1186	980	379	7	242	813	286	162	73	367
1 - LOWEST score	**11**	11	9	9	-	8	9	7	5	5	3	11	9	5	-	3	9	5	-	2	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*2%*	-	*2%*	*1%*
2	**11**	11	9	11	-	7	11	9	6	3	2	11	9	2	-	2	5	2	-	-	*
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	-	*
3	**31**	31	27	29	1	24	31	26	17	17	17	31	27	16	*	5	22	11	2	2	9
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*4%*	*5%*	*2%*	*3%*	*4%*	*1%*	*3%*	*2%*
4	**62**	62	49	56	1	48	61	57	30	26	43	62	49	23	*	10	41	17	7	2	20
	5%	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*	*4%*	*4%*	*5%*	*5%*	*5%*	*6%*	*5%*	*4%*	*5%*	*6%*	*4%*	*3%*	*5%*
5	**189**	189	162	176	2	146	182	144	109	72	126	189	162	69	1	38	133	46	16	13	63
	16%	*16%*	*17%*	*16%*	*10%*	*15%*	*16%*	*14%*	*15%*	*12%*	*16%*	*16%*	*17%*	*18%*	*19%*	*16%*	*16%*	*16%*	*10%*	*18%*	*17%*
6	**204**	204	165	188	4	161	200	188	135	108	126	204	165	55	-	35	148	49	29	15	59
	17%	*17%*	*17%*	*17%*	*18%*	*17%*	*17%*	*18%*	*18%*	*18%*	*16%*	*17%*	*17%*	*14%*	-	*14%*	*18%*	*17%*	*18%*	*21%*	*16%*
7	**283**	283	228	269	7	244	279	252	191	160	215	283	228	88	2	56	192	71	37	17	90
	24%	*24%*	*23%*	*24%*	*32%*	*25%*	*24%*	*25%*	*26%*	*27%*	*27%*	*24%*	*23%*	*23%*	*29%*	*23%*	*24%*	*25%*	*23%*	*23%*	*25%*
8	**209**	209	173	198	4	179	202	176	144	119	157	209	173	62	2	50	135	47	45	12	61
	18%	*18%*	*18%*	*18%*	*19%*	*18%*	*17%*	*17%*	*19%*	*20%*	*19%*	*18%*	*18%*	*16%*	*24%*	*21%*	*17%*	*16%*	*28%*	*16%*	*17%*
9	**41**	41	33	38	1	38	41	36	29	19	29	41	33	13	1	10	22	6	8	2	16
	3%	*3%*	*3%*	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*9%*	*4%*	*3%*	*2%*	*5%*	*3%*	*4%*
10 - HIGHEST score	**31**	31	28	30	-	24	27	23	16	11	20	31	28	17	-	10	16	6	9	4	13
	3%	*3%*	*3%*	*3%*	-	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*5%*	-	*4%*	*2%*	*2%*	*6%*	*5%*	*3%*
Don't know	**115**	115	97	100	2	90	111	97	61	46	70	115	97	28	1	23	90	27	10	4	34
	10%	*10%*	*10%*	*9%*	*9%*	*9%*	*10%*	*10%*	*8%*	*8%*	*9%*	*10%*	*10%*	*7%*	*10%*	*10%*	*11%*	*9%*	*6%*	*6%*	*9%*
SUMMARY:																					
NET: 9-10	**72**	72	61	68	1	63	68	58	46	31	49	72	61	30	1	20	38	11	17	6	29
	6%	*6%*	*6%*	*6%*	*4%*	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*6%*	*8%*	*9%*	*8%*	*5%*	*4%*	*10%*	*8%*	*8%*
NET: 7-10	**564**	564	461	535	12	486	549	487	381	310	421	564	461	181	4	127	365	130	99	34	181
	48%	*48%*	*47%*	*48%*	*55%*	*50%*	*48%*	*48%*	*51%*	*53%*	*52%*	*48%*	*47%*	*48%*	*62%*	*52%*	*45%*	*45%*	*61%*	*47%*	*49%*
NET: 4-6	**455**	455	376	421	7	355	444	389	274	205	295	455	376	146	2	82	322	112	51	31	142
	38%	*38%*	*38%*	*38%*	*33%*	*37%*	*38%*	*38%*	*37%*	*35%*	*36%*	*38%*	*38%*	*39%*	*24%*	*34%*	*40%*	*39%*	*32%*	*42%*	*39%*
NET: 1-3	**52**	52	45	48	1	40	51	43	28	25	23	52	45	23	*	10	36	18	2	4	11
	4%	*4%*	*5%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*5%*	*6%*	*5%*	*4%*	*4%*	*6%*	*1%*	*5%*	*3%*
Mean	**6.42**	6.42	6.41	6.43	6.61	6.49	6.41	6.43	6.53	6.54	6.55	6.42	6.41	6.35	6.67	6.60	6.34	6.23	6.99	6.42	6.51
Standard Deviation	**1.66**	1.66	1.68	1.65	1.40	1.64	1.64	1.62	1.58	1.57	1.55	1.66	1.68	1.82	1.81	1.75	1.62	1.72	1.51	1.78	1.62

* = Less than .5

J20427 PSB Tracker 2013

Table 371

Q15H Rating on statement - It shows programmes with new ideas and different approaches
Channel 4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**591**	257	334	78	97	132	105	84	95	148	290	153	139	452	30	558	316	101	72	102
Weighted Base	**586**	252	335	81*	95*	123*	109*	83*	95*	161	284	142	135	451	45**	537	489	54	24*	19
1 - LOWEST score	**4**	2	2	2	-	-	2	*	1	2	2	1	2	2	-	4	3	1	*	*
	1%	*1%*	*1%*	*2%*	-	-	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	-	*1%*	*1%*	*1%*	*1%*	*1%*
2	**10**	1	10	-	*	4	-	3	4	3	6	2	-	10	-	10	9	1	-	*
	2%	*	*3%*	-	*	*3%*	-	*4%*	*4%*	*2%*	*2%*	*1%*	-	*2%*	-	*2%*	*2%*	*2%*	-	*1%*
3	**15**	7	9	*	3	4	2	3	3	6	8	2	5	11	-	15	14	-	1	1
	3%	*3%*	*3%*	*	*4%*	*3%*	*2%*	*4%*	*4%*	*4%*	*3%*	*1%*	*4%*	*2%*	-	*3%*	*3%*	-	*3%*	**4%g**
4	**15**	9	6	2	1	-	3	2	7	4	4	7	1	13	-	15	12	2	*	1
	3%	*4%*	*2%*	*3%*	*1%*	-	*3%*	*3%*	*7%*	*2%*	*1%*	*5%*	*1%*	*3%*	-	*3%*	*3%*	*3%*	*1%*	*3%*
5	**61**	26	35	9	7	11	15	10	9	5	32	24	9	53	7	54	51	6	2	2
	10%	*10%*	*10%*	*11%*	*7%*	*9%*	*14%*	*12%*	*9%*	*3%*	*11%*	**17%i**	*6%*	*12%*	*15%*	*10%*	*10%*	*11%*	*9%*	*12%*
6	**81**	36	45	9	12	16	17	10	17	19	42	20	16	65	8	72	65	9	4	2
	14%	*14%*	*14%*	*11%*	*12%*	*13%*	*16%*	*12%*	*18%*	*12%*	*15%*	*14%*	*12%*	*14%*	*17%*	*13%*	*13%*	*17%*	*18%*	*11%*
7	**110**	48	62	10	13	28	14	22	23	29	52	30	23	87	4	104	88	13	5	4
	19%	*19%*	*19%*	*12%*	*14%*	*23%*	*13%*	*27%*	*24%*	*18%*	*18%*	*21%*	*17%*	*19%*	*8%*	*19%*	*18%*	*25%*	*21%*	*22%*
8	**147**	62	85	23	40	36	31	8	9	45	73	28	46	101	9	137	126	11	5	5
	25%	*25%*	*25%*	**29%gh**	**42%gh**	**29%gh**	**29%gh**	*9%*	*9%*	*28%*	*26%*	*20%*	*34%*	*22%*	*21%*	*26%*	*26%*	*20%*	*22%*	*26%*
9	**50**	25	25	8	9	11	10	9	3	12	30	8	17	33	3	47	40	5	3	2
	9%	*10%*	*7%*	*10%*	*9%*	*9%*	*9%*	*10%*	*3%*	*8%*	*10%*	*6%*	*13%*	*7%*	*8%*	*9%*	*8%*	*10%*	*11%*	*9%*
10 - HIGHEST score	**37**	17	20	13	4	8	5	4	2	11	18	8	11	26	14	22	31	4	1	1
	6%	*7%*	*6%*	**16%h**	*4%*	*6%*	*5%*	*5%*	*2%*	*7%*	*6%*	*5%*	*8%*	*6%*	*32%*	*4%*	*6%*	*7%*	*3%*	*5%*
Don't know	**56**	20	36	5	6	6	9	11	18	25	19	12	6	49	-	56	49	3	3	1
	9%	*8%*	*11%*	*6%*	*6%*	*5%*	*8%*	*14%*	**19%e**	*15%*	*7%*	*9%*	*5%*	*11%*	-	*10%*	*10%*	*5%*	*11%*	*6%*
SUMMARY:																				
NET: 9-10	**87**	42	45	21	13	19	16	13	6	23	48	16	28	59	18	69	72	9	3	3
	15%	*17%*	*13%*	**26%h**	*14%*	*15%*	*14%*	*15%*	*6%*	*14%*	*17%*	*11%*	*21%*	*13%*	*39%*	*13%*	*15%*	*17%*	*14%*	*14%*
NET: 7-10	**344**	152	192	54	66	83	61	43	37	97	172	74	96	248	31	310	286	33	13	12
	59%	*60%*	*57%*	**67%h**	**70%h**	**67%h**	*56%*	*51%*	*39%*	*61%*	*61%*	*52%*	**71%m**	*55%*	*68%*	*58%*	*58%*	*61%*	*57%*	*62%*
NET: 4-6	**157**	71	86	19	19	27	35	23	33	28	78	51	26	131	15	142	128	17	7	5
	27%	*28%*	*26%*	*24%*	*21%*	*22%*	*32%*	*27%*	*34%*	*17%*	*28%*	**36%i**	*19%*	*29%*	*32%*	*26%*	*26%*	*31%*	*28%*	*26%*
NET: 1-3	**30**	9	21	2	4	7	4	6	8	11	15	4	7	23	-	30	26	2	1	1
	5%	*4%*	*6%*	*2%*	*4%*	*6%*	*3%*	*8%*	*8%*	*7%*	*5%*	*3%*	*5%*	*5%*	-	*6%*	*5%*	*3%*	*4%*	*6%*
Mean	**6.95**	7.03	6.88	**7.48h**	**7.31h**	**7.09h**	6.93	6.60	6.12	7.10	7.00	6.68	7.34	6.82	7.84	6.86	6.95	6.97	6.94	6.86
Standard Deviation	**1.84**	1.76	1.89	1.93	1.54	1.75	1.80	1.96	1.84	1.92	1.83	1.76	1.77	1.84	1.87	1.82	1.85	1.78	1.70	1.91

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 372

Q15H Rating on statement - It shows programmes with new ideas and different approaches
Channel 4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**591**	92	400	94	34	557	382	136	168	394	197	463	128	342	246	217	287	142	208	376	201
Weighted Base	**586**	92*	386	100*	42**	545	374	127*	163	379	180	470	116*	339	244	230	272	155	188	376	196
1 - LOWEST score	**4**	2	*	2	2	3	2	*	*	4	4	4	-	4	-	4	*	2	-	4	-
	1%	*2%*	*	*2%*	*4%*	*	*1%*	*	*	*1%*	*2%*	*1%*	-	*1%*	-	*2%*	*	*1%*	-	*1%*	-
2	**10**	-	5	6	-	10	4	3	5	5	2	6	5	3	6	3	3	4	-	4	5
	2%	-	*1%*	*6%*	-	*2%*	*1%*	*3%*	*3%*	*1%*	*1%*	*1%*	*4%*	*1%*	*2%*	*1%*	*1%*	*2%*	-	*1%*	*2%*
3	**15**	*	5	10	*	15	8	7	7	11	3	10	5	3	12	3	8	3	5	11	5
	3%	*	*1%*	10%b	*	*3%*	*2%*	*6%*	*5%*	*3%*	*1%*	*2%*	*5%*	*1%*	*5%*	*1%*	*3%*	*2%*	*2%*	*3%*	*3%*
4	**15**	*	10	5	2	13	7	5	6	13	4	9	6	7	8	1	6	5	3	10	4
	3%	*1%*	*2%*	*5%*	*4%*	*2%*	*2%*	*4%*	*4%*	*3%*	*2%*	*2%*	*5%*	*2%*	*3%*	*1%*	*2%*	*3%*	*2%*	*3%*	*2%*
5	**61**	6	44	10	2	59	45	9	12	47	28	45	17	29	32	15	37	17	20	30	31
	10%	*6%*	*11%*	*10%*	*4%*	*11%*	*12%*	*7%*	*7%*	*12%*	*16%*	*9%*	*14%*	*9%*	*13%*	*7%*	*13%*	*11%*	*11%*	*8%*	*16%*
6	**81**	15	55	11	4	77	52	21	23	57	27	71	10	50	31	29	47	21	26	53	26
	14%	*16%*	*14%*	*11%*	*9%*	*14%*	*14%*	*17%*	*14%*	*15%*	*15%*	*15%*	*8%*	*15%*	*13%*	*13%*	*17%*	*13%*	*14%*	*14%*	*13%*
7	**110**	14	77	18	5	105	79	18	26	71	30	87	23	68	42	41	54	23	47	63	47
	19%	*15%*	*20%*	*18%*	*13%*	*19%*	*21%*	*14%*	*16%*	*19%*	*17%*	*19%*	*20%*	*20%*	*17%*	*18%*	*20%*	*15%*	*25%*	*17%*	*24%*
8	**147**	26	105	14	16	131	97	22	33	81	42	125	22	94	51	69	64	48	49	100	41
	25%	*28%*	*27%*	*14%*	*39%*	*24%*	*26%*	*17%*	*20%*	*22%*	*23%*	*27%*	*19%*	*28%*	*21%*	*30%*	*24%*	*31%*	*26%*	*27%*	*21%*
9	**50**	11	24	15	2	48	32	11	16	36	20	42	8	31	19	25	16	11	15	37	11
	9%	*12%*	*6%*	*15%*	*4%*	*9%*	*9%*	*9%*	*10%*	*10%*	*11%*	*9%*	*7%*	*9%*	*8%*	*11%*	*6%*	*7%*	*8%*	*10%*	*6%*
10 - HIGHEST score	**37**	14	18	3	5	32	24	8	8	20	11	30	7	17	19	19	10	14	10	29	7
	6%	15%b	*5%*	*3%*	*11%*	*6%*	*6%*	*6%*	*5%*	*5%*	*6%*	*6%*	*6%*	*5%*	*8%*	*8%*	*4%*	*9%*	*5%*	*8%*	*4%*
Don't know	**56**	4	45	5	5	51	24	22	27	34	10	42	13	33	23	19	27	8	13	34	18
	9%	*5%*	*12%*	*5%*	*12%*	*9%*	*6%*	18%f	16%f	*9%*	*6%*	*9%*	*11%*	*10%*	*9%*	*8%*	*10%*	*5%*	*7%*	*9%*	*9%*
SUMMARY: NET: 9-10	**87**	25	42	18	6	80	56	19	24	56	31	71	15	48	39	44	26	25	25	66	19
	15%	26%b	*11%*	*18%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*17%*	*15%*	*13%*	*14%*	*16%*	19%p	*9%*	*16%*	*13%*	*18%*	*9%*
NET: 7-10	**344**	65	223	51	28	316	232	58	82	208	102	284	61	210	132	155	144	96	122	230	107
	59%	*71%*	*58%*	*51%*	*67%*	*58%*	62%g	*46%*	*50%*	*55%*	*57%*	*60%*	*52%*	*62%*	*54%*	68%p	*53%*	*62%*	*65%*	*61%*	*54%*
NET: 4-6	**157**	21	108	26	7	150	105	35	41	117	59	125	32	86	71	45	90	43	49	93	61
	27%	*23%*	*28%*	*26%*	*17%*	*28%*	*28%*	*28%*	*25%*	*31%*	*33%*	*26%*	*28%*	*25%*	*29%*	*20%*	33%o	*27%*	*26%*	*25%*	*31%*
NET: 1-3	**30**	2	11	18	2	28	14	11	13	20	8	20	10	10	18	10	11	9	5	19	10
	5%	*2%*	*3%*	18%ab	*4%*	*5%*	*4%*	*9%*	*8%*	*5%*	*5%*	*4%*	*9%*	*3%*	*7%*	*4%*	*4%*	*6%*	*2%*	*5%*	*5%*
Mean	**6.95**	7.60bc	6.96c	6.24	7.33	6.92	7.00	6.67	6.76	6.80	6.86	7.04	6.55	7.09	6.77	7.30p	6.75	7.01	7.09	7.09	6.67
Standard Deviation	**1.84**	1.75	1.62	2.35	2.00	1.82	1.73	2.05	1.98	1.86	1.91	1.77	2.07	1.68	1.99	1.81	1.65	1.95	1.52	1.87	1.72

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 373

Q15H Rating on statement - It shows programmes with new ideas and different approaches
Channel 4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**591**	101	12	26	41	38	14	17	72	27	65	76	102
Weighted Base	**586**	54	18**	40**	63*	59*	22**	27**	24*	41**	103*	114*	19
1 - LOWEST score	**4**	1	-	-	-	-	-	-	*	-	-	3	*
	1%	*1%*	-	-	-	-	-	-	*1%*	-	-	*3%*	*1%*
2	**10**	1	-	1	-	3	2	-	-	-	2	2	*
	2%	*2%*	-	*4%*	-	*5%*	*7%*	-	-	-	*2%*	*1%*	*1%*
3	**15**	-	2	-	3	2	-	3	1	-	2	3	1
	3%	-	*8%*	-	*5%*	*3%*	-	*12%*	*3%*	-	*1%*	*3%*	***4%b***
4	**15**	2	-	2	3	-	-	-	*	2	2	5	1
	3%	*3%*	-	*4%*	*5%*	-	-	-	*1%*	*4%*	*2%*	*4%*	*3%*
5	**61**	6	2	3	6	8	2	3	2	2	12	14	2
	10%	*11%*	*9%*	*8%*	*10%*	*13%*	*7%*	*11%*	*9%*	*4%*	*12%*	*12%*	*12%*
6	**81**	9	3	6	9	11	2	8	4	2	14	10	2
	14%	*17%*	*17%*	*15%*	*15%*	*18%*	*7%*	*30%*	*18%*	*4%*	*14%*	*9%*	*11%*
7	**110**	13	4	3	9	14	7	-	5	11	21	20	4
	19%	*25%*	*25%*	*8%*	*14%*	*24%*	*29%*	-	*21%*	*26%*	*20%*	*17%*	*22%*
8	**147**	11	2	6	17	16	8	8	5	11	24	35	5
	25%	*20%*	*8%*	*15%*	*27%*	*27%*	*35%*	*29%*	*22%*	*27%*	*23%*	*30%*	*26%*
9	**50**	5	-	5	5	3	2	2	3	3	10	12	2
	9%	*10%*	-	*12%*	*7%*	*6%*	*7%*	*6%*	*11%*	*8%*	*9%*	*10%*	*9%*
10 - HIGHEST score	**37**	4	3	3	3	3	-	-	1	5	11	3	1
	6%	*7%*	*17%*	*8%*	*5%*	*5%*	-	-	*3%*	*11%*	*11%*	*3%*	*5%*
Don't know	**56**	3	3	11	8	-	2	3	3	8	6	9	1
	9%	*5%*	*17%*	*27%*	*12%*	-	*7%*	*11%*	***11%f***	*18%*	*6%*	*8%*	*6%*
SUMMARY:													
NET: 9-10	**87**	9	3	8	8	6	2	2	3	8	21	15	3
	15%	*17%*	*17%*	*19%*	*12%*	*11%*	*7%*	*6%*	*14%*	*18%*	*20%*	*13%*	*14%*
NET: 7-10	**344**	33	9	17	34	36	16	10	13	29	66	69	12
	59%	*61%*	*50%*	*42%*	*54%*	*61%*	*72%*	*35%*	*57%*	*71%*	*63%*	*60%*	*62%*
NET: 4-6	**157**	17	5	11	18	18	3	11	7	5	28	29	5
	27%	*31%*	*25%*	*27%*	*29%*	*31%*	*15%*	*41%*	*28%*	*11%*	*27%*	*25%*	*26%*
NET: 1-3	**30**	2	2	1	3	5	2	3	1	-	3	8	1
	5%	*3%*	*8%*	*4%*	*5%*	*8%*	*7%*	*12%*	*4%*	-	*3%*	*7%*	*6%*
Mean	**6.95**	6.97	6.90	7.02	6.86	6.74	6.94	6.31	6.94	7.64	7.20	6.79	6.86
Standard Deviation	**1.84**	1.78	2.10	2.09	1.78	1.82	1.74	1.82	1.70	1.48	1.78	1.98	1.91

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 374

Q15H Rating on statement - It shows programmes with new ideas and different approaches
Channel 4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**591**	548	300	591	37	492	577	520	394	318	400	394	205	591	18	197	442	236	96	70	211
Weighted Base	**586**	551	465	586	12	492	574	524	397	325	394	379	316	586	6	180	448	239	101	76	205
1 - LOWEST score	**4**	4	3	4	-	4	4	4	2	1	1	4	3	4	-	4	4	4	1	1	1
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*2%*	*1%*	*1%*	*
2	**10**	10	9	10	-	9	10	10	5	2	4	5	5	10	-	2	7	7	-	2	4
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*2%*	*3%*	-	*2%*	*2%*
3	**15**	14	13	15	*	9	15	14	11	13	13	11	9	15	-	3	12	9	2	2	7
	3%	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	-	*1%*	*3%*	*4%*	*2%*	*2%*	*3%*
4	**15**	14	12	15	-	12	13	11	9	11	11	13	11	15	-	4	9	6	2	1	6
	3%	*3%*	*3%*	*3%*	-	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	-	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*
5	**61**	61	51	61	*	55	61	51	41	28	40	47	40	61	*	28	48	17	10	10	20
	10%	*11%*	*11%*	*10%*	*3%*	*11%*	*11%*	*10%*	*10%*	*9%*	*10%*	*12%*	*13%*	*10%*	*6%*	*16%*	*11%*	*7%*	*10%*	*13%*	*10%*
6	**81**	79	64	81	3	71	79	73	59	48	61	57	46	81	1	27	59	32	16	10	30
	14%	*14%*	*14%*	*14%*	*24%*	*14%*	*14%*	*14%*	*15%*	*15%*	*16%*	*15%*	*15%*	*14%*	*22%*	*15%*	*13%*	*13%*	*16%*	*13%*	*15%*
7	**110**	101	83	110	2	94	108	104	85	76	79	71	55	110	1	30	83	53	21	19	41
	19%	*18%*	*18%*	*19%*	*13%*	*19%*	*19%*	*20%*	*21%*	*23%*	*20%*	*19%*	*17%*	*19%*	*11%*	*17%*	*19%*	*22%*	*20%*	*25%*	*20%*
8	**147**	136	117	147	3	125	143	130	93	68	85	81	72	147	1	42	119	65	22	16	43
	25%	*25%*	*25%*	*25%*	*22%*	*25%*	*25%*	*25%*	*23%*	*21%*	*22%*	*22%*	*23%*	*25%*	*22%*	*23%*	*26%*	*27%*	*22%*	*21%*	*21%*
9	**50**	48	39	50	3	43	50	45	37	30	38	36	29	50	1	20	42	16	11	5	16
	9%	*9%*	*8%*	*9%*	*21%*	*9%*	*9%*	*9%*	*9%*	*9%*	*10%*	*10%*	*9%*	*9%*	*16%*	*11%*	*9%*	*7%*	*11%*	*7%*	*8%*
10 - HIGHEST score	**37**	34	30	37	1	29	35	29	23	15	26	20	17	37	1	11	20	11	11	5	20
	6%	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*5%*	*7%*	*5%*	*5%*	*6%*	*12%*	*6%*	*5%*	*5%*	*10%*	*7%*	*10%*
Don't know	**56**	50	44	56	1	41	55	52	31	34	35	34	29	56	1	10	44	20	7	7	18
	9%	*9%*	*10%*	*9%*	*8%*	*8%*	*10%*	*10%*	*8%*	*10%*	*9%*	*9%*	*9%*	*9%*	*12%*	*6%*	*10%*	*8%*	*6%*	*9%*	*9%*
SUMMARY:																					
NET: 9-10	**87**	82	68	87	3	72	85	74	60	45	64	56	46	87	2	31	63	27	22	10	36
	15%	*15%*	*15%*	*15%*	*27%*	*15%*	*15%*	*14%*	*15%*	*14%*	*16%*	*15%*	*15%*	*15%*	*28%*	*17%*	*14%*	*11%*	*21%*	*14%*	*17%*
NET: 7-10	**344**	319	269	344	8	291	337	308	238	189	228	208	173	344	4	102	265	145	64	46	120
	59%	*58%*	*58%*	*59%*	*62%*	*59%*	*59%*	*59%*	*60%*	*58%*	*58%*	*55%*	*55%*	*59%*	*60%*	*57%*	*59%*	*61%*	*64%*	*60%*	*59%*
NET: 4-6	**157**	154	127	157	3	138	152	135	110	87	113	117	97	157	2	59	116	55	28	21	56
	27%	*28%*	*27%*	*27%*	*27%*	*28%*	*26%*	*26%*	*28%*	*27%*	*29%*	*31%*	*31%*	*27%*	*28%*	*33%*	*26%*	*23%*	*28%*	*27%*	*27%*
NET: 1-3	**30**	28	25	30	*	22	30	28	18	16	18	20	17	30	-	8	23	19	2	4	11
	5%	*5%*	*5%*	*5%*	*3%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	-	*5%*	*5%*	*8%*	*2%*	*5%*	*5%*
Mean	**6.95**	6.92	6.92	6.95	7.46	6.95	6.95	6.93	6.95	6.89	6.96	6.80	6.81	6.95	7.62	6.86	6.94	6.79	7.26	6.90	6.99
Standard Deviation	**1.84**	1.84	1.86	1.84	1.60	1.81	1.84	1.83	1.77	1.72	1.78	1.86	1.88	1.84	1.69	1.91	1.81	1.94	1.71	1.79	1.90

* = Less than .5

J20427 PSB Tracker 2013

Table 375

Q15H Rating on statement - It shows programmes with new ideas and different approaches
S4C

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**34**	12	22	3	2	10	4	3	12	5	21	8	7	27	1	33	-	-	34	-
Weighted Base	**11***	4**	7**	1**	1**	3**	1**	1**	4**	2**	7**	2**	2**	9**	***	11*	-**	-**	11*	-**
1 - LOWEST score	*	*	-	-	-	*	-	-	-	-	*	-	-	*	-	*	-	-	*	-
	3%	*9%*	-	-	-	*10%*	-	-	-	-	*5%*	-	-	*4%*	-	*3%*	-	-	*3%*	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	-	*	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	*	-
	3%	-	*5%*	-	-	-	*26%*	-	-	*19%*	-	-	-	*4%*	-	*3%*	-	-	*3%*	-
4	**1**	*	*	-	-	*	-	-	*	*	*	-	-	1	-	1	-	-	1	-
	6%	*8%*	*5%*	-	-	*10%*	-	-	*9%*	*19%*	*5%*	-	-	*8%*	-	*6%*	-	-	*6%*	-
5	**1**	-	1	-	-	*	-	-	*	*	*	-	*	*	*	*	-	-	1	-
	6%	-	*9%*	-	-	*10%*	-	-	*8%*	*21%*	*4%*	-	*15%*	*3%*	*100%*	*3%*	-	-	*6%*	-
6	**2**	1	1	*	*	*	1	*	-	-	2	*	*	2	-	2	-	-	2	-
	18%	*26%*	*14%*	*33%*	*50%*	*10%*	*49%*	*33%*	-	-	*24%*	*14%*	*15%*	*19%*	-	*19%*	-	-	*18%*	-
7	**1**	-	1	*	-	*	-	-	1	-	1	*	*	1	-	1	-	-	1	-
	11%	-	*18%*	*33%*	-	*10%*	-	-	*16%*	-	*14%*	*12%*	*14%*	*11%*	-	*12%*	-	-	*11%*	-
8	**3**	1	1	*	*	*	-	*	1	*	1	1	*	2	-	3	-	-	3	-
	23%	*32%*	*18%*	*35%*	*50%*	*10%*	-	*34%*	*34%*	*20%*	*19%*	*38%*	*14%*	*26%*	-	*24%*	-	-	*23%*	-
9	**1**	-	1	-	-	-	-	*	1	-	*	1	-	1	-	1	-	-	1	-
	8%	-	*13%*	-	-	-	-	*32%*	*16%*	-	*4%*	*24%*	-	*10%*	-	*9%*	-	-	*8%*	-
10 - HIGHEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**2**	1	1	-	-	1	*	-	1	*	2	*	1	1	-	2	-	-	2	-
	21%	*25%*	*19%*	-	-	*40%*	*25%*	-	*17%*	*21%*	*24%*	*12%*	*42%*	*15%*	-	*22%*	-	-	*21%*	-
SUMMARY:																				
NET: 9-10	**1**	-	1	-	-	-	-	*	1	-	*	1	-	1	-	1	-	-	1	-
	8%	-	*13%*	-	-	-	-	*32%*	*16%*	-	*4%*	*24%*	-	*10%*	-	*9%*	-	-	*8%*	-
NET: 7-10	**5**	1	3	1	*	1	-	1	2	*	3	2	1	4	-	5	-	-	5	-
	43%	*32%*	*49%*	*67%*	*50%*	*19%*	-	*67%*	*66%*	*20%*	*37%*	*74%*	*28%*	*47%*	-	*44%*	-	-	*43%*	-
NET: 4-6	**3**	1	2	*	*	1	1	*	1	1	2	*	1	3	*	3	-	-	3	-
	30%	*34%*	*28%*	*33%*	*50%*	*31%*	*49%*	*33%*	*17%*	*40%*	*34%*	*14%*	*30%*	*30%*	*100%*	*28%*	-	-	*30%*	-
NET: 1-3	**1**	*	*	-	-	*	*	-	-	*	*	-	-	1	-	1	-	-	1	-
	6%	*9%*	*5%*	-	-	*10%*	*26%*	-	-	*19%*	*5%*	-	-	*8%*	-	*6%*	-	-	*6%*	-
Mean	**6.50**	6.06	6.74	7.02	6.99	5.14	4.98	7.66	7.28	5.04	6.32	7.83	6.46	6.51	5.00	6.57	-	-	6.50	-
Standard Deviation	**2.05**	2.76	1.87	-	-	3.16	-	-	1.93	-	2.11	1.36	-	2.20	-	2.08	-	-	2.05	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 376

Q15H Rating on statement - It shows programmes with new ideas and different approaches
S4C

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**34**	4	27	3	-	34	22	9	11	21	10	26	8	22	12	11	17	8	13	19	14
Weighted Base	**11***	1**	9**	1**	-**	11*	7**	3**	4**	7**	3**	8**	2**	7**	4**	4**	6**	3**	4**	6**	4**
1 - LOWEST score	*	-	*	-	-	*	*	-	-	-	*	*	-	*	-	*	-	-	*	*	-
	3%	-	*4%*	-	-	*3%*	*5%*	-	-	-	*10%*	*4%*	-	*5%*	-	*10%*	-	-	*8%*	*6%*	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	-	-	*	-	*	-	*	*	*	-	*	-	*	-	-	*	-	-	*	-
	3%	-	-	*32%*	-	*3%*	-	*11%*	*9%*	*5%*	-	*4%*	-	*5%*	-	-	*6%*	-	-	*5%*	-
4	**1**	-	1	-	-	1	*	*	*	*	-	1	-	*	*	-	1	-	*	-	1
	6%	-	*8%*	-	-	*6%*	*5%*	*12%*	*10%*	*5%*	-	*8%*	-	*5%*	*9%*	-	*12%*	-	*8%*	-	*15%*
5	**1**	-	*	*	-	1	*	*	*	1	*	1	-	*	*	*	*	*	-	*	*
	6%	-	*3%*	*35%*	-	*6%*	*5%*	*10%*	*8%*	*10%*	*11%*	*8%*	-	*5%*	*8%*	*8%*	*6%*	*13%*	-	*6%*	*7%*
6	**2**	1	1	-	-	2	1	1	1	1	1	2	*	2	*	1	1	1	1	1	1
	18%	*50%*	*15%*	-	-	*18%*	*19%*	*22%*	*18%*	*20%*	*31%*	*20%*	*13%*	*23%*	*9%*	*28%*	*12%*	*26%*	*16%*	*16%*	*21%*
7	**1**	-	1	*	-	1	1	-	-	1	-	1	1	1	1	*	1	*	1	1	*
	11%	-	*11%*	*33%*	-	*11%*	*17%*	-	-	*9%*	-	*7%*	*25%*	*9%*	*17%*	*8%*	*17%*	*11%*	*15%*	*15%*	*7%*
8	**3**	1	2	-	-	3	2	1	1	2	1	2	1	2	1	1	1	1	1	1	1
	23%	*50%*	*22%*	-	-	*23%*	*22%*	*22%*	*27%*	*24%*	*20%*	*23%*	*24%*	*22%*	*25%*	*19%*	*23%*	*25%*	*23%*	*21%*	*21%*
9	**1**	-	1	-	-	1	1	-	*	1	1	*	1	-	1	*	-	-	1	1	*
	8%	-	*10%*	-	-	*8%*	*8%*	-	*9%*	*13%*	*18%*	*3%*	*24%*	-	*24%*	*8%*	-	-	*14%*	*10%*	*7%*
10 - HIGHEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**2**	-	2	-	-	2	1	1	1	1	*	2	*	2	*	1	1	1	1	1	1
	21%	-	*26%*	-	-	*21%*	*19%*	*23%*	*19%*	*15%*	*10%*	*23%*	*13%*	*27%*	*9%*	*18%*	*24%*	*25%*	*16%*	*21%*	*23%*
SUMMARY: NET: 9-10	**1**	-	1	-	-	1	1	-	*	1	1	*	1	-	1	*	-	-	1	1	*
	8%	-	*10%*	-	-	*8%*	*8%*	-	*9%*	*13%*	*18%*	*3%*	*24%*	-	*24%*	*8%*	-	-	*14%*	*10%*	*7%*
NET: 7-10	**5**	1	4	*	-	5	3	1	1	3	1	3	2	2	2	1	2	1	2	3	2
	43%	*50%*	*43%*	*33%*	-	*43%*	*48%*	*22%*	*36%*	*46%*	*38%*	*34%*	*74%*	*31%*	*66%*	*36%*	*40%*	*36%*	*52%*	*46%*	*34%*
NET: 4-6	**3**	1	2	*	-	3	2	1	1	2	1	3	*	2	1	1	2	1	1	1	2
	30%	*50%*	*26%*	*35%*	-	*30%*	*28%*	*43%*	*36%*	*34%*	*41%*	*35%*	*13%*	*32%*	*25%*	*36%*	*30%*	*39%*	*24%*	*22%*	*43%*
NET: 1-3	**1**	-	*	*	-	1	*	*	*	*	*	1	-	1	-	*	*	-	*	1	-
	6%	-	*4%*	*32%*	-	*6%*	*5%*	*11%*	*9%*	*5%*	*10%*	*8%*	-	*9%*	-	*10%*	*6%*	-	*8%*	*11%*	-
Mean	**6.50**	6.99	6.64	5.00	-	6.50	6.60	5.70	6.31	6.73	6.36	6.11	7.69	6.02	7.24	6.17	6.20	6.63	6.54	6.47	6.42
Standard Deviation	**2.05**	-	2.19	-	-	2.05	2.10	2.38	2.43	1.89	2.91	2.17	1.42	2.19	1.92	2.78	1.91	1.58	2.74	2.40	1.93

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 377

Q15H Rating on statement - It shows programmes with new ideas and different approaches
S4C

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**34**	-	-	-	-	-	-	-	34	-	-	-	-
Weighted Base	**11***	-**	-**	-**	-**	-**	-**	-**	11*	-**	-**	-**	-**
1 - LOWEST score	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
4	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
5	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
6	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	18%	-	-	-	-	-	-	-	*18%*	-	-	-	-
7	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	11%	-	-	-	-	-	-	-	*11%*	-	-	-	-
8	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	23%	-	-	-	-	-	-	-	*23%*	-	-	-	-
9	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	8%	-	-	-	-	-	-	-	*8%*	-	-	-	-
10 - HIGHEST score	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	21%	-	-	-	-	-	-	-	*21%*	-	-	-	-
SUMMARY:													
NET: 9-10	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	8%	-	-	-	-	-	-	-	*8%*	-	-	-	-
NET: 7-10	**5**	-	-	-	-	-	-	-	5	-	-	-	-
	43%	-	-	-	-	-	-	-	*43%*	-	-	-	-
NET: 4-6	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	30%	-	-	-	-	-	-	-	*30%*	-	-	-	-
NET: 1-3	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
Mean	**6.50**	-	-	-	-	-	-	-	6.50	-	-	-	-
Standard Deviation	**2.05**	-	-	-	-	-	-	-	2.05	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 378

Q15H Rating on statement - It shows programmes with new ideas and different approaches
S4C

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**34**	31	-	30	34	25	34	32	25	21	27	21	-	18	34	10	29	16	5	6	16
Weighted Base	**11**	10	-	10	11	8	11	10	8	7	9	7	-	6	11	3	9	5	2	2	5
1 - LOWEST score	*	*	-	*	*	*	*	*	*	*	*	-	-	*	*	*	*	*	*	*	*
	3%	*3%*	-	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*5%*	*4%*	-	-	*6%*	*3%*	*10%*	*4%*	*7%*	*20%*	*18%*	*7%*
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	*	-	*	*	*	*	*	*	-	*	*	-	-	*	-	*	-	-	-	*
	3%	*3%*	-	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	-	*4%*	*5%*	-	-	*3%*	-	*4%*	-	-	-	*6%*
4	1	1	-	1	1	-	1	*	-	*	*	*	-	-	1	-	1	-	-	-	*
	6%	*7%*	-	*7%*	*6%*	-	*6%*	*3%*	-	*5%*	*4%*	*5%*	-	-	*6%*	-	*7%*	-	-	-	*6%*
5	1	1	-	1	1	*	1	1	1	1	*	1	-	1	1	*	1	1	*	1	*
	6%	*6%*	-	*7%*	*6%*	*4%*	*6%*	*6%*	*8%*	*10%*	*4%*	*10%*	-	*11%*	*6%*	*11%*	*7%*	*13%*	*21%*	*33%*	*7%*
6	2	2	-	2	2	2	2	2	2	2	2	1	-	1	2	1	1	1	*	*	*
	18%	*20%*	-	*17%*	*18%*	*20%*	*18%*	*19%*	*21%*	*25%*	*19%*	*20%*	-	*17%*	*18%*	*31%*	*14%*	*19%*	*21%*	*17%*	*6%*
7	1	1	-	1	1	1	1	1	1	1	1	1	-	*	1	-	1	1	-	-	1
	11%	*9%*	-	*7%*	*11%*	*12%*	*11%*	*12%*	*8%*	*9%*	*11%*	*9%*	-	*6%*	*11%*	-	*10%*	*12%*	-	-	*12%*
8	3	2	-	2	3	2	3	3	2	1	2	2	-	2	3	1	2	1	*	-	1
	23%	*22%*	-	*23%*	*23%*	*27%*	*23%*	*25%*	*28%*	*19%*	*26%*	*24%*	-	*27%*	*23%*	*20%*	*24%*	*13%*	*20%*	-	*25%*
9	1	1	-	1	1	1	1	1	1	1	1	1	-	1	1	1	1	1	*	*	1
	8%	*9%*	-	*9%*	*8%*	*7%*	*8%*	*9%*	*11%*	*9%*	*10%*	*13%*	-	*15%*	*8%*	*18%*	*10%*	*12%*	*18%*	*15%*	*18%*
10 - HIGHEST score	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	-	2	2	2	2	2	1	1	2	1	-	1	2	*	2	1	-	*	1
	21%	*20%*	-	*23%*	*21%*	*21%*	*21%*	*19%*	*16%*	*19%*	*19%*	*15%*	-	*18%*	*21%*	*10%*	*21%*	*25%*	-	*17%*	*13%*
SUMMARY:																					
NET: 9-10	1	1	-	1	1	1	1	1	1	1	1	1	-	1	1	1	1	1	*	*	1
	8%	*9%*	-	*9%*	*8%*	*7%*	*8%*	*9%*	*11%*	*9%*	*10%*	*13%*	-	*15%*	*8%*	*18%*	*10%*	*12%*	*18%*	*15%*	*18%*
NET: 7-10	5	4	-	4	5	4	5	5	4	2	4	3	-	3	5	1	4	2	1	*	3
	43%	*41%*	-	*39%*	*43%*	*46%*	*43%*	*46%*	*47%*	*37%*	*47%*	*46%*	-	*48%*	*43%*	*38%*	*44%*	*36%*	*38%*	*15%*	*55%*
NET: 4-6	3	3	-	3	3	2	3	3	2	3	2	2	-	2	3	1	3	2	1	1	1
	30%	*33%*	-	*31%*	*30%*	*25%*	*30%*	*29%*	*29%*	*39%*	*26%*	*34%*	-	*28%*	*30%*	*41%*	*28%*	*32%*	*42%*	*50%*	*20%*
NET: 1-3	1	1	-	1	1	1	1	1	1	*	1	*	-	*	1	*	1	*	*	*	1
	6%	*7%*	-	*7%*	*6%*	*8%*	*6%*	*7%*	*8%*	*5%*	*8%*	*5%*	-	*6%*	*6%*	*10%*	*7%*	*7%*	*20%*	*18%*	*13%*
Mean	**6.50**	6.42	-	6.43	6.50	6.65	6.50	6.61	6.66	6.35	6.63	6.73	-	6.80	6.50	6.36	6.47	6.35	5.72	5.07	6.48
Standard Deviation	**2.05**	2.11	-	2.20	2.05	2.12	2.05	2.03	2.17	2.16	2.17	1.89	-	2.34	2.05	2.91	2.21	2.48	-	-	2.74

* = Less than .5

J20427 PSB Tracker 2013

Table 379

Q15H Rating on statement - It shows programmes with new ideas and different approaches
Channel 5

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**360**	156	204	40	56	82	61	47	74	71	172	117	85	275	22	336	176	55	77	52
Weighted Base	**337**	141	196	45*	48*	73*	60*	40*	72*	66*	158	113*	81*	256	31**	302	273	30*	25*	10*
1 - LOWEST score	**8**	2	6	3	1	*	2	-	2	2	4	2	2	6	2	4	6	1	*	-
	2%	*1%*	*3%*	*7%*	*1%*	*1%*	*3%*	*-*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*5%*	*1%*	*2%*	*4%*	*1%*	*-*
2	**3**	2	2	-	2	1	-	-	-	2	2	-	2	2	-	3	3	-	-	*
	1%	*1%*	*1%*	*-*	*4%*	*2%*	*-*	*-*	*-*	*3%*	*1%*	*-*	*2%*	*1%*	*-*	*1%*	*1%*	*-*	*-*	*2%*
3	**3**	2	1	*	*	2	1	*	-	*	2	*	2	1	*	3	2	-	1	1
	1%	*2%*	*	*	*	*2%*	*1%*	*1%*	*-*	*1%*	*1%*	*	*2%*	*1%*	*1%*	*1%*	*1%*	*-*	*3%*	**7%pq**
4	**18**	7	11	*	5	4	3	1	4	3	9	6	5	13	3	14	12	3	1	1
	5%	*5%*	*6%*	*	*11%*	*5%*	*6%*	*2%*	*6%*	*5%*	*6%*	*5%*	*6%*	*5%*	*10%*	*5%*	*5%*	*11%*	*3%*	**14%pr**
5	**60**	28	32	5	5	12	16	8	14	10	25	26	15	45	9	52	49	6	4	1
	18%	*20%*	*16%*	*12%*	*11%*	*16%*	*27%*	*20%*	*19%*	*15%*	*16%*	*23%*	*18%*	*18%*	*27%*	*17%*	*18%*	*20%*	*17%*	*10%*
6	**55**	21	34	5	6	18	11	6	9	16	21	18	14	41	1	53	44	6	3	1
	16%	*15%*	*17%*	*11%*	*12%*	*25%*	*18%*	*16%*	*13%*	*24%*	*14%*	*16%*	*17%*	*16%*	*5%*	*18%*	*16%*	*20%*	*14%*	*13%*
7	**78**	38	39	17	9	19	12	7	15	13	39	26	16	61	7	71	62	6	6	3
	23%	*27%*	*20%*	*37%*	*18%*	*26%*	*19%*	*17%*	*20%*	*19%*	*25%*	*23%*	*20%*	*24%*	*21%*	*23%*	*23%*	*22%*	*23%*	*28%*
8	**48**	15	32	8	10	9	7	7	6	8	30	10	12	35	5	43	39	2	5	2
	14%	*11%*	*17%*	*18%*	*20%*	*13%*	*12%*	*19%*	*9%*	*12%*	*19%*	*9%*	*15%*	*14%*	*15%*	*14%*	*14%*	*7%*	*19%*	*16%*
9	**12**	6	6	2	4	1	2	1	3	2	7	3	2	10	2	10	9	2	1	*
	4%	*4%*	*3%*	*4%*	*8%*	*1%*	*3%*	*3%*	*5%*	*3%*	*5%*	*3%*	*3%*	*4%*	*5%*	*3%*	*3%*	*5%*	*4%*	*2%*
10 - HIGHEST score	**9**	2	7	3	*	*	-	1	4	3	*	6	*	9	2	7	8	1	1	-
	3%	*2%*	*4%*	*7%*	*1%*	*	*-*	*4%*	*5%*	*5%*	*	*5%*	*	*3%*	*5%*	*2%*	*3%*	*2%*	*3%*	*-*
Don't know	**44**	17	27	2	7	6	7	8	15	8	19	17	12	32	2	41	37	3	4	1
	13%	*12%*	*14%*	*4%*	*14%*	*9%*	*12%*	*19%*	*21%*	*12%*	*12%*	*15%*	*15%*	*12%*	*5%*	*14%*	*14%*	*9%*	*14%*	*9%*
SUMMARY:																				
NET: 9-10	**21**	8	13	5	4	1	2	3	7	5	8	8	3	19	3	18	17	2	2	*
	6%	*6%*	*7%*	*11%*	*9%*	*1%*	*3%*	*7%*	*10%*	*7%*	*5%*	*8%*	*3%*	*7%*	*11%*	*6%*	*6%*	*7%*	*6%*	*2%*
NET: 7-10	**147**	62	84	30	23	29	20	17	28	25	76	45	31	115	15	132	119	11	12	4
	43%	*44%*	*43%*	**66%f**	*47%*	*40%*	*33%*	*42%*	*39%*	*38%*	*48%*	*40%*	*39%*	*45%*	*47%*	*44%*	*44%*	*36%*	*49%*	*46%*
NET: 4-6	**133**	56	76	11	16	34	30	15	27	29	55	49	33	99	13	119	106	15	8	4
	39%	*40%*	*39%*	*23%*	*33%*	*46%*	*51%*	*38%*	*37%*	*44%*	*35%*	*43%*	*41%*	*39%*	*42%*	*40%*	*39%*	*51%*	*33%*	*36%*
NET: 1-3	**14**	6	8	3	2	3	2	*	2	4	7	2	5	9	2	10	11	1	1	1
	4%	*4%*	*4%*	*7%*	*5%*	*5%*	*4%*	*1%*	*3%*	*6%*	*5%*	*2%*	*6%*	*4%*	*6%*	*3%*	*4%*	*4%*	*4%*	*9%*
Mean	**6.31**	6.26	6.35	6.67	6.37	6.15	5.95	6.63	6.34	6.21	6.36	6.31	6.11	6.37	6.15	6.36	6.34	6.00	6.54	6.01
Standard Deviation	**1.75**	1.63	1.83	2.06	1.93	1.46	1.56	1.52	1.91	1.91	1.72	1.70	1.71	1.76	2.13	1.66	1.75	1.80	1.71	1.82

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 380

Q15H Rating on statement - It shows programmes with new ideas and different approaches
Channel 5

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**360**	47	248	60	28	332	225	93	106	256	360	273	87	203	156	103	178	81	124	220	136
Weighted Base	**337**	52*	226	52*	28**	308	207	91*	102*	242	337	259	78*	187	150	93*	175	83*	104*	207	125*
1 - LOWEST score	**8**	4	2	2	2	6	3	2	3	7	8	7	1	4	4	7	1	2	1	6	2
	2%	*7%*	*1%*	*4%*	*5%*	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*	*3%*	*1%*	*2%*	*3%*	***7%p***	*1%*	*2%*	*1%*	*3%*	*1%*
2	**3**	-	*	3	-	3	3	*	*	2	3	3	-	2	1	3	*	1	2	2	2
	1%	-	*	***6%b***	-	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*3%*	*	*2%*	*1%*	*1%*	*1%*
3	**3**	-	2	1	*	3	*	2	2	3	3	1	2	*	2	*	2	-	*	3	*
	1%	-	*1%*	*2%*	*1%*	*1%*	*	*3%*	*2%*	*1%*	*1%*	*	*3%*	*	*2%*	*	*1%*	-	*	*1%*	*
4	**18**	3	11	3	3	14	12	3	3	15	18	12	6	8	10	3	9	3	9	10	8
	5%	*6%*	*5%*	*6%*	*11%*	*5%*	*6%*	*3%*	*3%*	*6%*	*5%*	*5%*	*7%*	*4%*	*7%*	*3%*	*5%*	*3%*	*9%*	*5%*	*6%*
5	**60**	8	41	11	6	54	39	14	15	44	60	48	12	37	23	13	34	21	15	35	23
	18%	*16%*	*18%*	*21%*	*21%*	*18%*	*19%*	*15%*	*15%*	*18%*	*18%*	*19%*	*15%*	*20%*	*16%*	*14%*	*20%*	*25%*	*14%*	*17%*	*18%*
6	**55**	5	38	10	2	53	33	19	20	37	55	47	8	30	25	17	31	18	13	32	23
	16%	*10%*	*17%*	*19%*	*5%*	*17%*	*16%*	*21%*	*20%*	*15%*	*16%*	*18%*	*10%*	*16%*	*17%*	*19%*	*18%*	*22%*	*13%*	*16%*	*18%*
7	**78**	14	53	11	2	75	53	19	22	65	78	58	19	46	32	22	47	15	32	55	23
	23%	*26%*	*23%*	*20%*	*8%*	*24%*	*26%*	*21%*	*21%*	*27%*	*23%*	*22%*	*25%*	*25%*	*21%*	*23%*	*27%*	*18%*	*31%*	*27%*	*18%*
8	**48**	9	32	5	8	40	25	13	15	25	48	39	9	26	21	18	18	8	14	30	18
	14%	*17%*	*14%*	*10%*	*29%*	*13%*	*12%*	*15%*	*15%*	*10%*	*14%*	*15%*	*12%*	*14%*	*14%*	*20%*	*10%*	*10%*	*14%*	*15%*	*14%*
9	**12**	2	10	1	-	12	8	4	4	11	12	8	4	6	6	2	6	3	1	6	6
	4%	*3%*	*4%*	*2%*	-	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*3%*	*5%*	*3%*	*4%*	*3%*	*4%*	*4%*	*1%*	*3%*	*5%*
10 - HIGHEST score	**9**	3	4	-	3	6	6	-	-	9	9	4	5	3	6	*	2	2	4	6	2
	3%	*6%*	*2%*	-	*10%*	*2%*	*3%*	-	-	*4%*	*3%*	*2%*	*6%*	*1%*	*4%*	*	*1%*	*3%*	*4%*	*3%*	*1%*
Don't know	**44**	5	32	5	3	42	25	15	17	25	44	32	12	26	18	7	26	9	12	23	19
	13%	*9%*	*14%*	*10%*	*9%*	*13%*	*12%*	*17%*	*17%*	*11%*	*13%*	*12%*	*16%*	*14%*	*12%*	*7%*	*15%*	*11%*	*12%*	*11%*	*16%*
SUMMARY: NET: 9-10	**21**	5	14	1	3	18	14	4	4	20	21	12	9	9	12	3	8	6	5	12	8
	6%	*9%*	*6%*	*2%*	*10%*	*6%*	*7%*	*4%*	*4%*	*8%*	*6%*	*5%*	*11%*	*5%*	*8%*	*3%*	*5%*	*7%*	*5%*	*6%*	*6%*
NET: 7-10	**147**	27	99	17	13	133	92	36	41	111	147	109	37	81	65	43	73	29	52	97	48
	43%	*52%*	*44%*	*32%*	*47%*	*43%*	*45%*	*40%*	*40%*	*46%*	*43%*	*42%*	*48%*	*44%*	*43%*	*46%*	*41%*	*35%*	*50%*	*47%*	*39%*
NET: 4-6	**133**	16	91	24	11	122	84	35	38	95	133	107	25	74	59	33	74	42	37	77	54
	39%	*32%*	*40%*	*46%*	*37%*	*40%*	*40%*	*39%*	*38%*	*39%*	*39%*	*41%*	*33%*	*40%*	*39%*	*36%*	*42%*	*51%*	*36%*	*37%*	*43%*
NET: 1-3	**14**	4	4	6	2	12	6	4	6	11	14	11	3	5	8	10	3	3	3	10	4
	4%	*7%*	*2%*	***12%b***	*6%*	*4%*	*3%*	*5%*	*6%*	*5%*	*4%*	*4%*	*3%*	*3%*	*5%*	***11%p***	*2%*	*4%*	*2%*	*5%*	*3%*
Mean	**6.31**	6.33	6.43c	5.61	6.38	6.30	6.34	6.29	6.24	6.29	6.31	6.24	6.56	6.32	6.30	6.02	6.30	6.14	6.39	6.32	6.27
Standard Deviation	**1.75**	2.17	1.54	1.89	2.35	1.68	1.68	1.58	1.70	1.82	1.75	1.72	1.83	1.62	1.89	2.07	1.43	1.69	1.65	1.77	1.67

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 381

Q15H Rating on statement - It shows programmes with new ideas and different approaches
Channel 5

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**360**	55	8	10	25	24	9	10	77	14	30	46	52
Weighted Base	**337**	30*	13**	15**	38**	37**	15**	16**	25*	22**	48**	69*	10*
1 - LOWEST score	**8**	1	-	-	-	-	-	-	*	-	3	3	-
	2%	*4%*	-	-	-	-	-	-	*1%*	-	*7%*	*4%*	-
2	**3**	-	-	-	-	1	-	-	-	-	-	2	*
	1%	-	-	-	-	*4%*	-	-	-	-	-	*2%*	*2%*
3	**3**	-	-	-	2	-	-	-	1	-	-	-	1
	1%	-	-	-	*4%*	-	-	-	*3%*	-	-	-	**7%abl**
4	**18**	3	-	-	3	-	-	-	1	2	5	3	1
	5%	*11%*	-	-	*8%*	-	-	-	*3%*	*7%*	*10%*	*4%*	**14%l**
5	**60**	6	-	3	6	6	-	3	4	5	9	17	1
	18%	*20%*	-	*20%*	*16%*	*17%*	-	*20%*	*17%*	*21%*	*20%*	*24%*	*10%*
6	**55**	6	3	4	3	6	3	3	3	-	6	15	1
	16%	*20%*	*24%*	*30%*	*8%*	*16%*	*22%*	*20%*	*14%*	-	*13%*	*22%*	*13%*
7	**78**	6	3	3	12	11	5	3	6	5	10	11	3
	23%	*22%*	*26%*	*20%*	*32%*	*29%*	*35%*	*20%*	*23%*	*22%*	*20%*	*15%*	*28%*
8	**48**	2	-	3	3	5	2	5	5	5	10	7	2
	14%	*7%*	-	*20%*	*8%*	*13%*	*11%*	*30%*	*19%*	*22%*	*20%*	*11%*	*16%*
9	**12**	2	-	2	2	2	2	-	1	2	-	1	*
	4%	*5%*	-	*10%*	*4%*	*4%*	*11%*	-	*4%*	*8%*	-	*2%*	*2%*
10 - HIGHEST score	**9**	1	2	-	-	2	-	-	1	1	2	2	-
	3%	*2%*	*13%*	-	-	*4%*	-	-	*3%*	*7%*	*4%*	*2%*	-
Don't know	**44**	3	5	-	8	5	3	2	4	3	3	9	1
	13%	*9%*	*38%*	-	*20%*	*12%*	*22%*	*10%*	*14%*	*14%*	*7%*	*13%*	*9%*
SUMMARY:													
NET: 9-10	**21**	2	2	2	2	3	2	-	2	3	2	3	*
	6%	*7%*	*13%*	*10%*	*4%*	*8%*	*11%*	-	*6%*	*14%*	*4%*	*4%*	*2%*
NET: 7-10	**147**	11	5	8	17	18	8	8	12	13	21	21	4
	43%	*36%*	*38%*	*50%*	*44%*	*50%*	*56%*	*50%*	*49%*	*58%*	*44%*	*30%*	*46%*
NET: 4-6	**133**	15	3	7	12	12	3	6	8	6	20	35	4
	39%	*51%*	*24%*	*50%*	*32%*	*33%*	*22%*	*40%*	*33%*	*28%*	*43%*	*50%*	*36%*
NET: 1-3	**14**	1	-	-	2	1	-	-	1	-	3	5	1
	4%	*4%*	-	-	*4%*	*4%*	-	-	*4%*	-	*7%*	*7%*	*9%*
Mean	**6.31**	6.00	7.23	6.71	6.21	6.58	7.15	6.67	6.54	6.95	6.03	5.86	6.01
Standard Deviation	**1.75**	1.80	1.58	1.32	1.53	1.67	1.03	1.20	1.71	1.78	2.04	1.86	1.82

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 382

Q15H Rating on statement - It shows programmes with new ideas and different approaches
Channel 5

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**360**	332	166	337	33	360	356	315	230	182	237	256	129	197	10	360	245	106	73	44	116
Weighted Base	**337**	313	256	316	11	337	334	295	209	167	215	242	198	180	3	337	237	95	73	45	108
1 - LOWEST score	**8**	7	6	8	-	8	8	4	3	1	3	7	6	5	-	8	5	4	1	1	2
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*3%*	*3%*	*3%*	-	*2%*	*2%*	*4%*	*1%*	*2%*	*2%*
2	**3**	2	1	3	-	3	3	3	2	*	*	2	1	3	-	3	2	*	-	-	*
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*	-	-	*
3	**3**	3	2	3	1	3	3	3	3	2	2	3	2	2	-	3	3	2	2	2	2
	1%	*1%*	*1%*	*1%*	*6%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*2%*	*2%*	*4%*	*2%*
4	**18**	16	12	17	-	18	18	15	10	10	11	15	12	11	-	18	14	7	3	1	6
	5%	*5%*	*5%*	*5%*	-	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	*6%*	*6%*	*6%*	-	*5%*	*6%*	*7%*	*4%*	*3%*	*5%*
5	**60**	58	48	53	2	60	59	51	39	24	38	44	35	34	*	60	46	19	12	11	24
	18%	*18%*	*19%*	*17%*	*15%*	*18%*	*18%*	*17%*	*19%*	*14%*	*18%*	*18%*	*18%*	*19%*	*11%*	*18%*	*19%*	*20%*	*16%*	*25%*	*22%*
6	**55**	49	40	55	1	55	55	49	37	32	35	37	29	35	-	55	40	11	14	9	16
	16%	*16%*	*16%*	*17%*	*9%*	*16%*	*16%*	*17%*	*18%*	*19%*	*16%*	*15%*	*15%*	*20%*	-	*16%*	*17%*	*11%*	*19%*	*20%*	*15%*
7	**78**	76	62	78	3	78	77	68	57	46	57	65	55	41	*	78	44	22	19	10	27
	23%	*24%*	*24%*	*25%*	*24%*	*23%*	*23%*	*23%*	*27%*	*27%*	*26%*	*27%*	*28%*	*23%*	*10%*	*23%*	*19%*	*23%*	*26%*	*23%*	*25%*
8	**48**	42	35	43	3	48	46	44	27	23	27	25	19	26	1	48	31	17	10	3	11
	14%	*13%*	*14%*	*14%*	*24%*	*14%*	*14%*	*15%*	*13%*	*14%*	*13%*	*10%*	*10%*	*14%*	*39%*	*14%*	*13%*	*17%*	*14%*	*8%*	*10%*
9	**12**	12	9	10	*	12	12	9	10	8	8	11	9	8	*	12	10	2	4	*	4
	4%	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*	*5%*	*5%*	*4%*	*5%*	*5%*	*4%*	*9%*	*4%*	*4%*	*2%*	*6%*	*	*4%*
10 - HIGHEST score	**9**	9	8	9	1	9	9	7	6	4	4	9	8	4	1	9	9	6	3	2	4
	3%	*3%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*4%*	*4%*	*2%*	*21%*	*3%*	*4%*	*6%*	*4%*	*5%*	*4%*
Don't know	**44**	39	32	38	1	44	44	40	17	16	29	25	22	10	*	44	34	7	7	5	12
	13%	*12%*	*13%*	*12%*	*12%*	*13%*	*13%*	*13%*	*8%*	*10%*	*14%*	*11%*	*11%*	*6%*	*10%*	*13%*	*14%*	*7%*	*9%*	*11%*	*11%*
SUMMARY:																					
NET: 9-10	**21**	21	17	19	1	21	21	16	16	13	12	20	17	12	1	21	19	8	7	2	8
	6%	*7%*	*7%*	*6%*	*9%*	*6%*	*6%*	*6%*	*8%*	*8%*	*5%*	*8%*	*9%*	*7%*	*30%*	*6%*	*8%*	*8%*	*9%*	*5%*	*7%*
NET: 7-10	**147**	139	114	140	6	147	145	129	100	82	96	111	91	79	3	147	95	46	36	16	45
	43%	*44%*	*45%*	*44%*	*57%*	*43%*	*43%*	*44%*	*48%*	*49%*	*45%*	*46%*	*46%*	*44%*	*79%*	*43%*	*40%*	*49%*	*49%*	*36%*	*42%*
NET: 4-6	**133**	123	100	124	3	133	131	116	85	66	85	95	77	80	*	133	99	36	28	21	46
	39%	*39%*	*39%*	*39%*	*24%*	*39%*	*39%*	*39%*	*41%*	*39%*	*39%*	*39%*	*39%*	*45%*	*11%*	*39%*	*42%*	*38%*	*39%*	*48%*	*42%*
NET: 1-3	**14**	12	9	14	1	14	14	11	7	4	6	11	9	10	-	14	9	6	2	3	5
	4%	*4%*	*4%*	*4%*	*6%*	*4%*	*4%*	*4%*	*3%*	*2%*	*3%*	*5%*	*5%*	*6%*	-	*4%*	*4%*	*6%*	*3%*	*6%*	*4%*
Mean	**6.31**	6.33	6.35	6.31	6.84	6.31	6.31	6.34	6.41	6.50	6.36	6.29	6.29	6.19	8.11	6.31	6.29	6.31	6.55	6.08	6.22
Standard Deviation	**1.75**	1.74	1.74	1.75	1.80	1.75	1.75	1.68	1.63	1.56	1.57	1.82	1.85	1.81	1.82	1.75	1.81	1.98	1.60	1.72	1.75

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 383

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC1

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1552**	735	817	162	204	291	279	246	370	385	722	445	290	1262	84	1460	875	238	235	204
Weighted Base	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123*	1467	1359	127	76	38
1 - LOWEST score	**14**	7	6	3	*	3	1	*	7	2	7	5	5	9	2	11	12	1	*	1
	1%	*1%*	*1%*	*2%*	*	*1%*	*	*	*2%*	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*
2	**20**	7	13	1	4	2	8	-	5	6	4	10	*	20	-	20	19	1	1	*
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*3%*	-	*1%*	*1%*	*	*2%*	*	*1%*	-	*1%*	*1%*	*	*1%*	*
3	**33**	16	16	2	4	7	8	4	8	11	19	2	4	29	2	31	30	1	1	1
	2%	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*
4	**74**	39	36	8	8	19	9	15	16	26	29	19	17	58	6	66	62	6	3	3
	5%	*5%*	*4%*	*4%*	*4%*	*6%*	*3%*	*6%*	*4%*	*6%*	*4%*	*4%*	*6%*	*4%*	*5%*	*5%*	*5%*	*5%*	*3%*	*9%*
5	**182**	93	89	10	34	32	34	28	43	41	87	54	31	151	14	167	151	17	10	5
	11%	*12%*	*11%*	*6%*	***16%c***	*11%*	*12%*	*12%*	*11%*	*10%*	*12%*	*12%*	*11%*	*12%*	*11%*	*11%*	*11%*	*13%*	*13%*	*12%*
6	**303**	154	149	42	30	54	53	53	70	79	149	75	69	234	26	273	262	21	11	8
	19%	*20%*	*18%*	*25%*	*15%*	*18%*	*18%*	*22%*	*18%*	*19%*	*20%*	*17%*	*24%*	*18%*	*21%*	*19%*	*19%*	*17%*	*15%*	*20%*
7	**391**	182	209	42	54	77	78	59	81	101	194	96	74	317	25	362	334	34	15	8
	24%	*24%*	*25%*	*25%*	*26%*	*25%*	*26%*	*25%*	*21%*	*24%*	*26%*	*22%*	*26%*	*24%*	*21%*	*25%*	*25%*	*27%*	*20%*	*20%*
8	**306**	133	173	37	48	63	61	42	54	81	135	89	54	252	28	278	255	24	19	8
	19%	*18%*	*20%*	*22%*	*23%*	*20%*	*21%*	*17%*	*14%*	*19%*	*18%*	*20%*	*19%*	*19%*	*23%*	*19%*	*19%*	*19%*	*25%*	*21%*
9	**78**	48	30	7	11	17	15	6	23	21	37	20	7	71	3	75	61	8	7	2
	5%	*6%*	*4%*	*4%*	*5%*	*5%*	*5%*	*2%*	*6%*	*5%*	*5%*	*5%*	*2%*	*5%*	*3%*	*5%*	*5%*	*7%*	***9%p***	*4%*
10 - HIGHEST score	**50**	20	31	11	1	8	7	10	13	17	14	19	7	43	10	40	44	3	1	1
	3%	*3%*	*4%*	***6%d***	*1%*	*3%*	*2%*	*4%*	*4%*	*4%*	*2%*	*4%*	*3%*	*3%*	***9%o***	*3%*	*3%*	*3%*	*2%*	*3%*
Don't know	**150**	56	94	8	13	25	20	22	61	39	65	46	22	128	6	144	129	10	9	2
	9%	*7%*	*11%*	*5%*	*6%*	*8%*	*7%*	*9%*	***16%cdef***	*9%*	*9%*	*11%*	*8%*	*10%*	*5%*	*10%*	*9%*	*8%*	*11%*	*6%*
SUMMARY:																				
NET: 9-10	**128**	67	61	17	12	25	22	16	36	38	51	39	14	114	14	114	105	12	8	3
	8%	*9%*	*7%*	*10%*	*6%*	*8%*	*7%*	*7%*	*10%*	*9%*	*7%*	*9%*	*5%*	*9%*	*11%*	*8%*	*8%*	*9%*	*10%*	*8%*
NET: 7-10	**825**	382	443	97	115	165	160	116	172	220	380	225	141	684	67	755	694	70	42	19
	52%	*51%*	*52%*	*56%*	*55%*	*54%*	*55%*	*49%*	*45%*	*52%*	*51%*	*52%*	*49%*	*52%*	*55%*	*51%*	*51%*	*55%*	*56%*	*49%*
NET: 4-6	**559**	286	274	60	73	105	96	96	129	147	265	148	116	443	47	507	475	45	24	16
	35%	*38%*	*32%*	*35%*	*35%*	*34%*	*33%*	*40%*	*34%*	*34%*	*36%*	*34%*	*40%*	*34%*	*38%*	*35%*	*35%*	*35%*	*31%*	*41%*
NET: 1-3	**66**	31	35	6	8	12	17	4	20	20	29	17	9	57	3	61	61	2	2	2
	4%	*4%*	*4%*	*4%*	*4%*	*4%*	*6%*	*2%*	*5%*	*5%*	*4%*	*4%*	*3%*	*4%*	*3%*	*4%*	*4%*	*2%*	*2%*	*4%*
Mean	**6.59**	6.55	6.63	6.78	6.57	6.61	6.58	6.59	6.50	6.60	6.57	6.63	6.48	6.62	6.80	6.59	6.57	6.71	6.86	6.47
Standard Deviation	**1.67**	1.67	1.67	1.72	1.55	1.66	1.68	1.51	1.82	1.73	1.57	1.77	1.58	1.69	1.75	1.66	1.68	1.54	1.58	1.78

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 384

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC1

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	1552	182	1109	237	105	1447	968	388	457	820	245	1161	391	871	675	467	788	315	567	942	590
Weighted Base	1601	205	1101	268	120*	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
1 - LOWEST score	14	3	4	7	3	11	6	4	4	6	2	7	6	6	8	2	11	2	5	10	4
	1%	2%	*	3%b	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	1%	1%	1%	1%
2	20	-	8	11	3	17	9	6	6	8	4	12	8	8	11	7	7	5	4	10	8
	1%	-	1%	4%b	3%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
3	33	3	19	10	4	29	17	8	11	16	4	21	12	17	15	6	21	8	6	24	9
	2%	2%	2%	4%	3%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	1%	3%	2%	1%	2%	1%
4	74	8	37	30	6	68	42	18	24	32	11	56	19	40	33	25	35	11	26	49	24
	5%	4%	3%	11%b	5%	5%	4%	5%	5%	4%	5%	5%	5%	4%	5%	5%	4%	3%	5%	5%	4%
5	182	9	126	46	16	166	119	39	44	87	33	144	38	111	70	61	90	46	62	114	66
	11%	5%	11%	17%a	14%	11%	12%	10%	9%	11%	14%	12%	10%	12%	10%	12%	11%	14%	11%	12%	11%
6	303	32	217	46	26	277	179	78	91	155	44	222	81	161	141	93	164	44	115	169	131
	19%	16%	20%	17%	22%	19%	18%	19%	19%	19%	18%	18%	21%	18%	20%	19%	20%	13%	20%	17%	22%
7	391	53	274	61	15	376	262	88	106	190	47	318	73	242	149	115	216	97	150	245	143
	24%	26%	25%	23%	13%	25%d	27%d	22%	22%	23%	20%	26%	19%	27%	21%	23%	27%	29%	27%	25%	24%
8	306	50	222	30	18	288	193	78	94	169	46	244	62	176	130	116	129	74	109	187	117
	19%	25%c	20%c	11%	15%	19%	20%	19%	20%	21%	19%	20%	16%	19%	19%	23%p	16%	22%	19%	19%	20%
9	78	8	60	7	5	73	44	23	29	41	9	53	25	33	43	28	31	12	29	52	21
	5%	4%	5%	3%	4%	5%	4%	6%	6%	5%	4%	4%	6%	4%	6%	6%	4%	3%	5%	5%	4%
10 - HIGHEST score	50	23	22	2	6	44	28	14	16	23	18	31	19	19	31	14	23	8	17	32	15
	3%	11%bc	2%	1%	5%	3%	3%	3%	3%	3%	8%i	3%	5%	2%	4%	3%	3%	2%	3%	3%	3%
Don't know	150	15	113	18	17	133	81	45	50	86	21	109	41	89	61	29	82	31	39	95	55
	9%	8%	10%	7%	14%	9%	8%	11%	11%	11%	9%	9%	11%	10%	9%	6%	10%	9%	7%	10%	9%
SUMMARY: NET: 9-10	128	30	81	10	11	117	72	37	45	64	28	85	43	53	74	42	55	19	46	84	36
	8%	15%bc	7%	4%	9%	8%	7%	9%	9%	8%	12%	7%	11%	6%	11%m	8%	7%	6%	8%	8%	6%
NET: 7-10	825	134	578	100	45	780	527	204	245	422	120	647	178	471	353	274	399	190	305	516	297
	52%	65%bc	52%c	37%	37%	53%d	54%d	51%	51%	52%	51%	53%	46%	52%	51%	55%	49%	56%	54%	52%	50%
NET: 4-6	559	49	381	122	49	511	340	136	160	275	88	422	137	311	243	178	289	102	203	332	220
	35%	24%	35%	45%ab	41%	34%	35%	34%	34%	34%	37%	35%	36%	35%	35%	36%	36%	30%	36%	34%	37%
NET: 1-3	66	6	30	28	10	56	33	19	22	29	9	40	26	31	34	15	38	14	14	44	21
	4%	3%	3%	11%ab	8%	4%	3%	5%	5%	4%	4%	3%	7%k	3%	5%	3%	5%	4%	3%	4%	4%
Mean	6.59	7.15bc	6.69c	5.75	6.22	6.62	6.63	6.63	6.64	6.67	6.70	6.62	6.50	6.57	6.63	6.69	6.49	6.62	6.68	6.59	6.58
Standard Deviation	1.67	1.76	1.51	1.87	2.05	1.63	1.59	1.74	1.73	1.62	1.81	1.58	1.93	1.56	1.79	1.60	1.66	1.60	1.57	1.71	1.57

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 385

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC1

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1552**	238	45	84	111	103	43	54	235	98	135	202	204
Weighted Base	**1601**	127	69*	129*	172	160	69*	87*	76	152*	215	305	38
1 - LOWEST score	**14**	1	-	3	2	-	2	2	*	-	2	3	1
	1%	*	-	*2%*	*1%*	-	*2%*	*2%*	*	-	*1%*	*1%*	*1%*
2	**20**	1	-	2	5	3	2	-	1	3	-	4	*
	1%	*	-	*1%*	*3%*	*2%*	*2%*	-	*1%*	*2%*	-	*1%*	*
3	**33**	1	2	-	3	-	5	2	1	5	6	8	1
	2%	*1%*	*2%*	-	*2%*	-	**7%f**	*2%*	*1%*	*3%*	*3%*	*2%*	**2%f**
4	**74**	6	4	3	6	3	3	2	3	3	16	21	3
	5%	*5%*	*6%*	*2%*	*4%*	*2%*	*4%*	*2%*	*3%*	*2%*	*7%*	*7%*	**9%fj**
5	**182**	17	3	16	19	19	8	11	10	17	19	40	5
	11%	*13%*	*4%*	*12%*	*11%*	*12%*	*12%*	*13%*	*13%*	*11%*	*9%*	*13%*	*12%*
6	**303**	21	16	24	36	42	14	16	11	26	35	52	8
	19%	*17%*	*23%*	*19%*	*21%*	*26%*	*21%*	*19%*	*15%*	*17%*	*16%*	*17%*	*20%*
7	**391**	34	17	31	39	36	16	16	15	44	53	83	8
	24%	*27%*	*24%*	*24%*	*22%*	*22%*	*24%*	*19%*	*20%*	*29%*	*24%*	*27%*	*20%*
8	**306**	24	14	20	32	29	8	14	19	28	54	55	8
	19%	*19%*	*20%*	*15%*	*19%*	*18%*	*11%*	*17%*	*25%*	*19%*	*25%*	*18%*	*21%*
9	**78**	8	2	6	14	12	3	5	7	3	7	9	2
	5%	*7%*	*2%*	*5%*	*8%*	*8%*	*5%*	*6%*	**9%jl**	*2%*	*3%*	*3%*	*4%*
10 - HIGHEST score	**50**	3	5	3	-	8	3	5	1	1	13	6	1
	3%	*3%*	**7%e**	*2%*	-	*5%*	*5%*	*5%*	*2%*	*1%*	*6%*	*2%*	**3%e**
Don't know	**150**	10	8	22	17	8	5	14	9	21	11	24	2
	9%	*8%*	*11%*	**17%fk**	*10%*	*5%*	*7%*	*16%*	*11%*	*14%*	*5%*	*8%*	*6%*
SUMMARY:													
NET: 9-10	**128**	12	6	10	14	20	7	10	8	5	19	15	3
	8%	*9%*	*9%*	*7%*	*8%*	*13%*	*9%*	*11%*	**10%j**	*3%*	*9%*	*5%*	*8%*
NET: 7-10	**825**	70	37	60	85	85	31	40	42	77	126	153	19
	52%	*55%*	*53%*	*47%*	*49%*	*53%*	*45%*	*46%*	*56%*	*50%*	*59%*	*50%*	*49%*
NET: 4-6	**559**	45	23	43	61	64	25	29	24	47	70	113	16
	35%	*35%*	*33%*	*33%*	*35%*	*40%*	*37%*	*34%*	*31%*	*31%*	*33%*	*37%*	*41%*
NET: 1-3	**66**	2	2	5	9	3	8	3	2	8	8	15	2
	4%	*2%*	*2%*	*4%*	*5%*	*2%*	**12%b**	*4%*	*2%*	*5%*	*4%*	*5%*	*4%*
Mean	**6.59**	6.71	6.84	6.55	6.50	6.83	6.18	6.70	**6.86l**	6.50	6.75	6.38	6.47
Standard Deviation	**1.67**	1.54	1.59	1.72	1.69	1.56	2.02	1.79	1.58	1.52	1.71	1.67	1.78

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 386

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC1

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1552**	1412	814	1402	97	1163	1552	1405	968	825	1102	820	446	442	29	245	1552	573	193	121	586
Weighted Base	**1601**	1467	1260	1449	31	1200	1601	1445	1005	838	1125	813	687	448	9	237	1601	594	217	130	576
1 - LOWEST score	**14**	14	12	11	-	8	14	11	5	2	4	6	5	2	-	2	14	2	2	-	4
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	*	*	*1%*	*1%*	*	-	*1%*	*1%*	*	*1%*	-	*1%*
2	**20**	18	17	17	-	12	20	12	10	8	6	8	8	5	-	4	20	5	2	3	3
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*
3	**33**	29	27	25	*	21	33	30	13	11	16	16	14	12	-	4	33	16	5	3	6
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*3%*	-	*1%*	*2%*	*3%*	*2%*	*3%*	*1%*
4	**74**	65	54	69	1	52	74	67	45	39	49	32	26	27	1	11	74	26	10	7	24
	5%	*4%*	*4%*	*5%*	*4%*	*4%*	*5%*	*5%*	*5%*	*5%*	*4%*	*4%*	*4%*	*6%*	*7%*	*5%*	*5%*	*4%*	*5%*	*5%*	*4%*
5	**182**	167	140	159	3	122	182	154	106	72	110	87	73	47	1	33	182	66	18	18	61
	11%	*11%*	*11%*	*11%*	*8%*	*10%*	*11%*	*11%*	*11%*	*9%*	*10%*	*11%*	*11%*	*11%*	*11%*	*14%*	*11%*	*11%*	*8%*	*14%*	*11%*
6	**303**	276	240	277	4	232	303	278	195	165	207	155	134	90	1	44	303	116	31	20	109
	19%	*19%*	*19%*	*19%*	*13%*	*19%*	*19%*	*19%*	*19%*	*20%*	*18%*	*19%*	*19%*	*20%*	*7%*	*18%*	*19%*	*19%*	*14%*	*15%*	*19%*
7	**391**	362	313	364	5	301	391	366	267	224	304	190	159	102	1	47	391	152	69	37	161
	24%	*25%*	*25%*	*25%*	*15%*	*25%*	*24%*	*25%*	*27%*	*27%*	*27%*	*23%*	*23%*	*23%*	*10%*	*20%*	*24%*	*26%*	*32%*	*28%*	*28%*
8	**306**	283	238	277	11	231	306	277	207	160	227	169	142	91	3	46	306	114	47	21	108
	19%	*19%*	*19%*	*19%*	*36%*	*19%*	*19%*	*19%*	*21%*	*19%*	*20%*	*21%*	*21%*	*20%*	*35%*	*19%*	*19%*	*19%*	*22%*	*16%*	*19%*
9	**78**	70	55	69	3	63	78	72	46	52	65	41	31	24	2	9	78	33	12	8	32
	5%	*5%*	*4%*	*5%*	*11%*	*5%*	*5%*	*5%*	*5%*	*6%*	*6%*	*5%*	*5%*	*5%*	*17%*	*4%*	*5%*	*6%*	*6%*	*6%*	*6%*
10 - HIGHEST score	**50**	42	39	45	*	40	50	38	27	26	32	23	22	16	-	18	50	19	9	8	21
	3%	*3%*	*3%*	*3%*	*1%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	-	*8%*	*3%*	*3%*	*4%*	*6%*	*4%*
Don't know	**150**	142	124	138	3	118	150	141	84	79	106	86	75	33	1	21	150	43	12	5	47
	9%	*10%*	*10%*	*9%*	*9%*	*10%*	*9%*	*10%*	*8%*	*9%*	*9%*	*11%*	*11%*	*7%*	*14%*	*9%*	*9%*	*7%*	*6%*	*4%*	*8%*
SUMMARY:																					
NET: 9-10	**128**	112	95	114	4	103	128	110	73	77	97	64	53	40	2	28	128	52	22	16	54
	8%	*8%*	*8%*	*8%*	*12%*	*9%*	*8%*	*8%*	*7%*	*9%*	*9%*	*8%*	*8%*	*9%*	*17%*	*12%*	*8%*	*9%*	*10%*	*12%*	*9%*
NET: 7-10	**825**	757	645	755	20	635	825	753	547	461	628	422	354	233	6	120	825	319	137	73	323
	52%	*52%*	*51%*	*52%*	*64%*	*53%*	*52%*	*52%*	*54%*	*55%*	*56%*	*52%*	*51%*	*52%*	*62%*	*51%*	*52%*	*54%*	*63%*	*57%*	*56%*
NET: 4-6	**559**	509	434	505	8	406	559	499	346	277	365	275	232	164	2	88	559	208	59	45	193
	35%	*35%*	*34%*	*35%*	*26%*	*34%*	*35%*	*35%*	*34%*	*33%*	*32%*	*34%*	*34%*	*37%*	*25%*	*37%*	*35%*	*35%*	*27%*	*35%*	*34%*
NET: 1-3	**66**	61	56	52	*	41	66	52	28	21	26	29	26	19	-	9	66	24	8	6	13
	4%	*4%*	*4%*	*4%*	*1%*	*3%*	*4%*	*4%*	*3%*	*3%*	*2%*	*4%*	*4%*	*4%*	-	*4%*	*4%*	*4%*	*4%*	*5%*	*2%*
Mean	**6.59**	6.59	6.58	6.62	7.16	6.68	6.59	6.62	6.68	6.76	6.77	6.67	6.66	6.61	7.22	6.70	6.59	6.65	6.82	6.63	6.76
Standard Deviation	**1.67**	1.66	1.68	1.63	1.47	1.62	1.67	1.61	1.55	1.55	1.52	1.62	1.63	1.68	1.68	1.81	1.67	1.62	1.65	1.78	1.55

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 387

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC2

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**618**	335	283	41	74	95	109	120	179	171	274	173	87	531	31	586	352	94	102	70
Weighted Base	**642**	339	303	41**	80*	99*	123*	110*	189	192	282	169	91*	551	44**	597	546	50*	33	13*
1 - LOWEST score	**8**	8	*	2	-	1	2	*	2	4	2	2	2	6	-	8	6	1	*	*
	1%	*2%*	*	*4%*	-	*2%*	*2%*	*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	*3%*
2	**5**	2	3	-	-	-	2	2	2	2	2	2	-	5	-	5	5	-	*	-
	1%	*	*1%*	-	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	-	*1%*	-
3	**10**	5	6	-	2	2	2	-	5	*	7	4	2	9	-	10	9	1	-	1
	2%	*1%*	*2%*	-	*3%*	*2%*	*1%*	-	*3%*	*	*2%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*1%*	-	*4%*
4	**24**	10	14	*	1	1	6	8	8	12	9	3	2	22	-	24	18	4	1	1
	4%	*3%*	*5%*	*	*2%*	*1%*	*5%*	*7%*	*4%*	*6%*	*3%*	*2%*	*2%*	*4%*	-	*4%*	*3%*	*8%*	*2%*	*8%*
5	**60**	33	27	4	7	12	9	8	20	17	28	15	9	51	10	50	51	3	4	2
	9%	*10%*	*9%*	*9%*	*8%*	*12%*	*7%*	*8%*	*11%*	*9%*	*10%*	*9%*	*9%*	*9%*	*23%*	*8%*	*9%*	*6%*	*12%*	*17%*
6	**98**	54	44	7	14	14	10	15	38	25	43	30	14	84	10	88	87	6	3	2
	15%	*16%*	*15%*	*18%*	*17%*	*14%*	*8%*	*14%*	*20%*	*13%*	*15%*	*18%*	*15%*	*15%*	*24%*	*15%*	*16%*	*13%*	*10%*	*12%*
7	**148**	79	69	5	16	20	36	27	45	33	74	42	25	124	2	147	122	14	8	3
	23%	*23%*	*23%*	*12%*	*20%*	*21%*	*29%*	*24%*	*24%*	*17%*	*26%*	*25%*	*27%*	*22%*	*3%*	*25%*	*22%*	*29%*	*25%*	*24%*
8	**173**	88	85	14	20	33	42	30	34	53	76	44	27	146	13	158	148	12	11	3
	27%	*26%*	*28%*	*34%*	*25%*	*33%*	**34%h**	*27%*	*18%*	*28%*	*27%*	*26%*	*30%*	*27%*	*30%*	*27%*	*27%*	*23%*	*33%*	*21%*
9	**50**	29	21	4	14	9	5	9	8	20	20	9	8	42	2	48	43	4	2	1
	8%	*9%*	*7%*	*9%*	**17%fh**	*10%*	*4%*	*8%*	*4%*	*10%*	*7%*	*6%*	*8%*	*8%*	*4%*	*8%*	*8%*	*8%*	*7%*	*6%*
10 - HIGHEST score	**22**	13	9	2	-	3	5	3	9	13	4	5	2	20	4	18	19	2	1	*
	3%	*4%*	*3%*	*5%*	-	*3%*	*4%*	*3%*	*5%*	**7%j**	*1%*	*3%*	*2%*	*4%*	*9%*	*3%*	*3%*	*4%*	*2%*	*3%*
Don't know	**44**	19	25	3	6	4	4	8	18	13	16	14	3	41	4	40	38	3	3	*
	7%	*6%*	*8%*	*8%*	*8%*	*4%*	*4%*	*7%*	*10%*	*7%*	*6%*	*8%*	*3%*	*7%*	*8%*	*7%*	*7%*	*5%*	*8%*	*3%*
SUMMARY:																				
NET: 9-10	**72**	41	30	6	14	13	10	12	17	33	24	14	9	63	5	66	61	6	3	1
	11%	*12%*	*10%*	*14%*	*17%*	*13%*	*8%*	*11%*	*9%*	*17%*	*9%*	*8%*	*10%*	*11%*	*12%*	*11%*	*11%*	*13%*	*9%*	*9%*
NET: 7-10	**393**	209	184	24	50	65	88	69	96	119	174	100	61	332	20	372	331	32	22	7
	61%	*62%*	*61%*	*60%*	*63%*	*66%*	**72%h**	*62%*	*51%*	*62%*	*62%*	*59%*	*67%*	*60%*	*45%*	*62%*	*61%*	*65%*	*67%*	*54%*
NET: 4-6	**182**	97	85	11	22	27	25	32	66	54	81	48	24	157	20	162	156	13	8	5
	28%	*29%*	*28%*	*28%*	*27%*	*27%*	*20%*	*29%*	*35%*	*28%*	*29%*	*28%*	*27%*	*29%*	*46%*	*27%*	*29%*	*27%*	*24%*	*36%*
NET: 1-3	**23**	14	9	2	2	3	5	2	9	5	11	7	3	20	-	23	20	2	1	1
	4%	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*2%*	*5%*	*3%*	*4%*	*4%*	*3%*	*4%*	-	*4%*	*4%*	*3%*	*2%*	*7%*
Mean	**6.89**	6.88	6.91	7.03	7.12	7.06	6.96	6.93	6.60	7.05	6.82	6.84	6.95	6.88	6.93	6.89	6.90	6.88	7.03	6.38
Standard Deviation	**1.68**	1.75	1.60	1.90	1.49	1.61	1.73	1.60	1.74	1.87	1.58	1.62	1.57	1.70	1.62	1.69	1.68	1.78	1.53	1.99

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 388

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC2

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	618	74	425	105	52	566	352	166	198	298	106	470	148	337	280	215	280	126	187	363	243
Weighted Base	642	81*	429	115*	58*	584	362	168	205	286	95*	494	148	357	283	224	291	139*	187	383	245
1 - LOWEST score	8	2	6	1	2	6	3	2	3	5	2	6	2	5	3	2	4	-	3	3	4
	1%	2%	1%	1%	3%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	-	2%	1%	2%
2	5	-	2	3	-	5	2	3	3	3	2	2	3	2	3	2	*	2	*	2	3
	1%	-	*	3%	-	1%	1%	2%	1%	1%	2%	*	2%	*	1%	1%	*	1%	*	*	1%
3	10	-	3	7	*	10	9	2	2	4	2	6	5	4	6	2	8	2	5	9	2
	2%	-	1%	6%b	*	2%	2%	1%	1%	2%	3%	1%	3%	1%	2%	1%	3%	1%	3%	2%	1%
4	24	2	9	13	5	19	7	9	11	11	2	17	7	10	12	9	10	*	6	17	7
	4%	2%	2%	11%b	8%	3%	2%	5%	5%	4%	2%	3%	5%	3%	4%	4%	3%	*	3%	4%	3%
5	60	2	40	16	5	55	43	7	12	35	19	47	13	31	29	17	31	24	15	35	25
	9%	3%	9%	14%	9%	9%	12%	4%	6%	12%	20%	10%	8%	9%	10%	8%	11%	17%	8%	9%	10%
6	98	10	71	14	9	89	52	35	38	46	9	72	26	49	49	32	46	13	30	53	45
	15%	13%	17%	13%	15%	15%	14%	21%	19%	16%	9%	15%	17%	14%	17%	14%	16%	10%	16%	14%	18%
7	148	21	101	26	12	136	91	35	41	66	17	120	28	100	49	50	69	40	46	93	52
	23%	26%	24%	23%	20%	23%	25%	21%	20%	23%	18%	24%	19%	28%n	17%	22%	24%	29%	24%	24%	21%
8	173	27	121	19	18	155	93	42	52	64	26	141	32	95	78	67	81	33	53	108	62
	27%	33%	28%	17%	31%	27%	26%	25%	26%	22%	28%	29%	21%	26%	28%	30%	28%	24%	29%	28%	25%
9	50	10	30	8	3	47	24	18	22	21	4	39	10	27	23	25	17	14	7	29	17
	8%	13%	7%	7%	5%	8%	7%	11%	11%	7%	4%	8%	7%	7%	8%	11%	6%	10%	4%	8%	7%
10 - HIGHEST score	22	5	11	1	1	21	16	2	4	9	7	16	6	14	8	7	8	5	10	12	6
	3%	6%	3%	*	3%	4%	5%	1%	2%	3%	7%	3%	4%	4%	3%	3%	3%	4%	5%	3%	3%
Don't know	44	2	35	7	4	40	24	15	16	20	5	28	16	22	22	11	17	7	12	23	21
	7%	3%	8%	6%	6%	7%	7%	9%	8%	7%	6%	6%	11%	6%	8%	5%	6%	5%	6%	6%	9%
SUMMARY: NET: 9-10	72	15	42	8	5	67	40	20	26	30	11	55	16	40	31	32	25	19	17	42	23
	11%	19%	10%	7%	8%	12%	11%	12%	13%	11%	12%	11%	11%	11%	11%	14%	8%	14%	9%	11%	10%
NET: 7-10	393	62	263	54	35	358	224	96	120	160	55	317	76	235	158	149	175	91	117	242	137
	61%	77%c	61%	47%	60%	61%	62%	57%	58%	56%	58%	64%	51%	66%	56%	66%	60%	66%	62%	63%	56%
NET: 4-6	182	14	120	44	18	163	101	50	61	93	30	136	45	90	90	58	87	37	51	105	77
	28%	18%	28%	38%	31%	28%	28%	30%	30%	33%	31%	28%	31%	25%	32%	26%	30%	27%	27%	27%	32%
NET: 1-3	23	2	11	11	2	22	13	6	8	13	6	13	10	11	12	6	12	3	8	14	9
	4%	2%	3%	9%b	3%	4%	4%	4%	4%	5%	6%	3%	7%	3%	4%	3%	4%	2%	4%	4%	4%
Mean	6.89	7.41c	6.95c	6.10	6.75	6.91	6.91	6.84	6.84	6.69	6.74	6.97	6.63	6.98	6.80	7.08	6.79	6.99	6.91	6.91	6.77
Standard Deviation	1.68	1.56	1.56	1.88	1.77	1.67	1.64	1.69	1.76	1.78	1.95	1.60	1.92	1.62	1.74	1.62	1.65	1.54	1.70	1.65	1.71

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 389

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC2

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**618**	94	18	28	44	34	13	27	102	41	60	87	70
Weighted Base	**642**	50*	27**	44**	68*	53*	21**	44**	33	63*	96*	131*	13*
1 - LOWEST score	**8**	1	-	-	-	-	2	-	*	1	-	3	*
	1%	*2%*	-	-	-	-	*8%*	-	*1%*	*2%*	-	*2%*	**3%k**
2	**5**	-	-	-	-	2	-	-	*	-	2	2	-
	1%	-	-	-	-	*3%*	-	-	*1%*	-	*2%*	*1%*	-
3	**10**	1	-	-	3	-	2	2	-	1	-	2	1
	2%	*1%*	-	-	*4%*	-	*8%*	*4%*	-	*2%*	-	*1%*	**4%k**
4	**24**	4	4	-	-	-	2	2	1	3	3	4	1
	4%	*8%*	*16%*	-	-	-	*7%*	*4%*	*2%*	*5%*	*3%*	*3%*	**8%ef**
5	**60**	3	2	2	5	6	-	8	4	8	11	10	2
	9%	*6%*	*6%*	*4%*	*7%*	*12%*	-	*18%*	*12%*	*12%*	*11%*	*8%*	*17%*
6	**98**	6	1	9	12	9	5	7	3	11	18	15	2
	15%	*13%*	*5%*	*21%*	*18%*	*17%*	*23%*	*15%*	*10%*	*17%*	*18%*	*11%*	*12%*
7	**148**	14	9	9	14	11	3	10	8	15	18	33	3
	23%	*29%*	*33%*	*21%*	*21%*	*20%*	*16%*	*22%*	*25%*	*24%*	*18%*	*26%*	*24%*
8	**173**	12	3	12	20	14	5	8	11	15	30	39	3
	27%	*23%*	*11%*	*28%*	*30%*	*27%*	*23%*	*18%*	*33%*	*25%*	*32%*	*30%*	*21%*
9	**50**	4	3	3	5	8	-	5	2	3	5	10	1
	8%	*8%*	*11%*	*8%*	*7%*	*15%*	-	*12%*	*7%*	*5%*	*5%*	*8%*	*6%*
10 - HIGHEST score	**22**	2	3	-	2	2	2	2	1	1	5	3	*
	3%	*4%*	*11%*	-	*2%*	*3%*	*8%*	*3%*	*2%*	*2%*	*5%*	*2%*	*3%*
Don't know	**44**	3	2	8	8	2	2	2	3	3	5	9	*
	7%	*5%*	*6%*	*18%*	*11%*	*3%*	*8%*	*4%*	*8%*	*5%*	*5%*	*7%*	*3%*
SUMMARY:													
NET: 9-10	**72**	6	6	3	6	10	2	7	3	5	10	13	1
	11%	*13%*	*23%*	*8%*	*9%*	*18%*	*8%*	*15%*	*9%*	*8%*	*10%*	*10%*	*9%*
NET: 7-10	**393**	32	18	25	40	34	10	24	22	35	58	86	7
	61%	*65%*	*67%*	*57%*	*59%*	*65%*	*46%*	*55%*	*67%*	*57%*	*60%*	*66%*	*54%*
NET: 4-6	**182**	13	7	11	17	15	6	16	8	21	32	30	5
	28%	*27%*	*27%*	*25%*	*25%*	*29%*	*30%*	*37%*	*24%*	*34%*	*33%*	*23%*	*36%*
NET: 1-3	**23**	2	-	-	3	2	3	2	1	3	2	6	1
	4%	*3%*	-	-	*4%*	*3%*	*16%*	*4%*	*2%*	*5%*	*2%*	*5%*	*7%*
Mean	**6.89**	6.88	7.03	7.19	7.01	7.11	6.17	6.73	7.03	6.61	6.98	6.90	6.38
Standard Deviation	**1.68**	1.78	1.92	1.07	1.49	1.61	2.45	1.71	1.53	1.74	1.57	1.76	1.99

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 390

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC2

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**618**	555	327	569	49	457	614	618	407	406	459	298	155	236	16	106	573	618	100	103	276
Weighted Base	**642**	587	506	593	16	472	637	642	422	425	474	286	239	239	5	95	594	642	106	113	269
1 - LOWEST score	**8**	7	6	6	-	4	8	8	3	3	6	5	5	3	-	2	7	8	-	-	3
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	-	*2%*	*1%*	*1%*	-	-	*1%*
2	**5**	5	5	5	-	3	5	5	3	*	-	3	3	5	-	2	5	5	*	-	-
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	-	*1%*	*1%*	*2%*	-	*2%*	*1%*	*1%*	*	-	-
3	**10**	9	8	10	-	9	10	10	9	9	10	4	3	7	-	2	9	10	3	4	6
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	-	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*
4	**24**	21	17	22	1	21	24	24	15	13	14	11	9	9	*	2	22	24	1	7	9
	4%	*4%*	*3%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	*7%*	*2%*	*4%*	*4%*	*1%*	*6%*	*3%*
5	**60**	59	51	53	1	43	60	60	37	34	35	35	29	29	*	19	54	60	14	11	22
	9%	*10%*	*10%*	*9%*	*6%*	*9%*	*9%*	*9%*	*9%*	*8%*	*7%*	*12%*	*12%*	*12%*	*7%*	*20%*	*9%*	*9%*	*14%*	*10%*	*8%*
6	**98**	90	81	89	1	67	96	98	61	65	80	46	41	30	*	9	88	98	14	18	46
	15%	*15%*	*16%*	*15%*	*4%*	*14%*	*15%*	*15%*	*15%*	*15%*	*17%*	*16%*	*17%*	*13%*	*6%*	*9%*	*15%*	*15%*	*13%*	*16%*	*17%*
7	**148**	131	110	138	4	118	148	148	98	91	114	66	54	55	1	17	138	148	13	18	60
	23%	*22%*	*22%*	*23%*	*27%*	*25%*	*23%*	*23%*	*23%*	*21%*	*24%*	*23%*	*23%*	*23%*	*25%*	*18%*	*23%*	*23%*	*12%*	*16%*	*22%*
8	**173**	155	132	161	7	121	171	173	122	125	126	64	51	59	2	26	164	173	39	36	76
	27%	*26%*	*26%*	*27%*	*41%*	*26%*	*27%*	*27%*	*29%*	*29%*	*27%*	*22%*	*21%*	*25%*	*38%*	*28%*	*28%*	*27%*	*37%*	*32%*	*28%*
9	**50**	48	41	49	1	38	48	50	34	35	40	21	17	20	*	4	46	50	10	7	22
	8%	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*	*7%*	*7%*	*8%*	*6%*	*4%*	*8%*	*8%*	*10%*	*6%*	*8%*
10 - HIGHEST score	**22**	21	19	18	*	15	22	22	12	16	19	9	8	9	-	7	20	22	7	8	14
	3%	*4%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*4%*	-	*7%*	*3%*	*3%*	*7%*	*7%*	*5%*
Don't know	**44**	40	37	42	1	33	44	44	28	33	30	20	18	13	1	5	41	44	3	5	11
	7%	*7%*	*7%*	*7%*	*8%*	*7%*	*7%*	*7%*	*7%*	*8%*	*6%*	*7%*	*8%*	*5%*	*12%*	*6%*	*7%*	*7%*	*3%*	*4%*	*4%*
SUMMARY:																					
NET: 9-10	**72**	69	60	67	2	53	70	72	46	52	58	30	25	29	*	11	67	72	18	15	36
	11%	*12%*	*12%*	*11%*	*10%*	*11%*	*11%*	*11%*	*11%*	*12%*	*12%*	*11%*	*10%*	*12%*	*6%*	*12%*	*11%*	*11%*	*17%*	*13%*	*13%*
NET: 7-10	**393**	355	303	366	12	291	390	393	266	268	299	160	130	143	4	55	369	393	70	69	172
	61%	*60%*	*60%*	*62%*	*78%*	*62%*	*61%*	*61%*	*63%*	*63%*	*63%*	*56%*	*55%*	*60%*	*69%*	*58%*	*62%*	*61%*	*66%*	*61%*	*64%*
NET: 4-6	**182**	171	148	164	2	132	180	182	114	111	129	93	80	68	1	30	164	182	29	36	78
	28%	*29%*	*29%*	*28%*	*14%*	*28%*	*28%*	*28%*	*27%*	*26%*	*27%*	*33%*	*33%*	*29%*	*19%*	*31%*	*28%*	*28%*	*28%*	*32%*	*29%*
NET: 1-3	**23**	21	19	21	-	16	23	23	15	12	16	13	11	15	-	6	21	23	4	4	8
	4%	*4%*	*4%*	*4%*	-	*3%*	*4%*	*4%*	*4%*	*3%*	*3%*	*5%*	*5%*	*6%*	-	*6%*	*3%*	*4%*	*4%*	*3%*	*3%*
Mean	**6.89**	6.89	6.89	6.91	7.37	6.88	6.89	6.89	6.93	7.05	6.99	6.69	6.67	6.73	7.12	6.74	6.92	6.89	7.21	6.98	7.02
Standard Deviation	**1.68**	1.70	1.70	1.66	1.29	1.65	1.68	1.68	1.64	1.59	1.63	1.78	1.78	1.87	1.50	1.95	1.67	1.68	1.67	1.73	1.64

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 391

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC3

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**278**	127	151	75	34	71	34	24	40	63	127	88	62	216	35	243	168	43	41	26
Weighted Base	**306**	135*	170	88*	33**	75*	34**	28**	47*	76*	134*	96*	59*	247	55*	251	265	23*	14*	5**
1 - LOWEST score	**7**	3	3	2	-	2	*	2	2	2	2	3	2	5	2	5	6	-	*	-
	2%	*3%*	*2%*	*2%*	*-*	*2%*	*1%*	*6%*	*3%*	*2%*	*1%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*-*	*2%*	*-*
2	**2**	-	2	2	-	*	-	-	-	-	-	2	2	-	2	*	2	-	*	-
	1%	*-*	*1%*	*2%*	*-*	***	*-*	*-*	*-*	*-*	*-*	*2%*	*3%*	*-*	*3%*	***	*1%*	*-*	*2%*	*-*
3	**9**	7	2	4	2	2	-	-	2	3	4	2	2	7	3	5	8	1	*	-
	3%	*5%*	*1%*	*4%*	*5%*	*2%*	*-*	*-*	*4%*	*4%*	*3%*	*2%*	*3%*	*3%*	*6%*	*2%*	*3%*	*2%*	*3%*	*-*
4	**8**	4	4	2	1	2	2	-	2	2	4	2	2	6	2	6	6	1	-	1
	3%	*3%*	*2%*	*2%*	*2%*	*2%*	*6%*	*-*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*5%*	*-*	*14%*
5	**33**	13	20	3	4	9	4	7	7	12	11	11	9	25	5	28	30	2	2	1
	11%	*10%*	*12%*	*4%*	*11%*	*12%*	*11%*	*25%*	*15%*	*15%*	*8%*	*12%*	*15%*	*10%*	*9%*	*11%*	*11%*	*7%*	*12%*	*11%*
6	**44**	22	23	9	5	15	4	5	6	7	17	20	6	38	6	38	41	1	2	1
	14%	*16%*	*13%*	*10%*	*15%*	*20%*	*11%*	*19%*	*13%*	*9%*	*13%*	*21%*	*11%*	*15%*	*12%*	*15%*	*15%*	*2%*	*12%*	*23%*
7	**61**	24	37	19	11	13	6	3	8	14	28	19	12	49	11	49	51	6	4	1
	20%	*18%*	*22%*	*22%*	*34%*	*17%*	*19%*	*11%*	*17%*	*19%*	*21%*	*20%*	*20%*	*20%*	*20%*	*20%*	*19%*	*25%*	*26%*	*13%*
8	**73**	30	43	28	6	17	9	4	8	14	38	21	14	59	21	52	66	4	2	*
	24%	*23%*	*25%*	*32%*	*17%*	*23%*	*27%*	*16%*	*17%*	*18%*	*29%*	*22%*	*24%*	*24%*	*38%*	*21%*	*25%*	*18%*	*15%*	*8%*
9	**39**	22	17	15	5	9	4	2	4	13	19	7	4	35	2	37	32	5	2	1
	13%	*16%*	*10%*	*17%*	*14%*	*12%*	*10%*	*8%*	*10%*	*17%*	*14%*	*7%*	*7%*	*14%*	*3%*	*15%*	*12%*	*21%*	*12%*	*20%*
10 - HIGHEST score	**9**	5	4	4	*	2	1	1	1	6	2	1	*	9	2	7	6	1	2	-
	3%	*3%*	*3%*	*4%*	*1%*	*3%*	*2%*	*5%*	*2%*	*7%*	*2%*	*1%*	*1%*	*4%*	*3%*	*3%*	*2%*	*5%*	***12%p***	*-*
Don't know	**21**	5	16	2	*	5	4	3	7	5	9	7	6	15	-	21	17	3	*	1
	7%	*4%*	*9%*	*2%*	*1%*	*6%*	*12%*	*11%*	*15%*	*6%*	*7%*	*7%*	*11%*	*6%*	*-*	*8%*	*6%*	*15%*	*2%*	*11%*
SUMMARY:																				
NET: 9-10	**48**	26	22	19	5	11	4	4	5	19	21	8	4	44	3	45	38	6	3	1
	16%	*20%*	*13%*	*21%*	*15%*	*15%*	*12%*	*13%*	*11%*	*24%*	*16%*	*9%*	*7%*	*18%*	*6%*	*18%*	*14%*	*26%*	*24%*	*20%*
NET: 7-10	**182**	81	101	66	22	41	20	11	22	47	87	48	30	151	35	146	155	16	9	2
	59%	*60%*	*59%*	***75%h***	*66%*	*55%*	*58%*	*40%*	*46%*	*61%*	*65%*	*50%*	*52%*	*61%*	*64%*	*58%*	*59%*	*69%*	*66%*	*41%*
NET: 4-6	**86**	39	47	14	9	26	10	12	15	20	32	33	17	69	13	73	77	3	3	2
	28%	*29%*	*27%*	*16%*	*28%*	*34%*	*29%*	*44%*	*31%*	*27%*	*24%*	*35%*	*29%*	*28%*	*24%*	*29%*	*29%*	*14%*	*25%*	*48%*
NET: 1-3	**17**	10	7	7	2	3	*	2	4	5	6	7	5	12	6	11	16	1	1	-
	6%	*7%*	*4%*	*8%*	*5%*	*5%*	*1%*	*6%*	*8%*	*6%*	*4%*	*7%*	*8%*	*5%*	*12%*	*4%*	*6%*	*2%*	*7%*	*-*
Mean	**6.86**	6.84	6.87	7.18	6.86	6.82	6.95	6.38	6.44	6.98	7.05	6.49	6.41	6.96	6.59	6.92	6.81	7.41	7.02	6.56
Standard Deviation	**1.86**	1.97	1.77	1.91	1.57	1.80	1.63	2.11	2.01	2.04	1.70	1.88	1.96	1.82	2.02	1.81	1.85	1.72	2.16	1.98

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 392

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC3

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**278**	53	197	26	-	278	185	76	89	152	73	219	59	152	125	103	111	61	109	153	121
Weighted Base	**306**	67*	208	28**	-**	306	199	85*	102*	162	73*	241	65*	158	148	109*	122*	73*	113*	174	126*
1 - LOWEST score	**7**	3	3	-	-	7	5	2	2	3	-	5	2	2	5	2	3	-	3	2	5
	2%	*5%*	*2%*	-	-	*2%*	*2%*	*2%*	*2%*	*2%*	-	*2%*	*3%*	*1%*	*3%*	*1%*	*3%*	-	*3%*	*1%*	*4%*
2	**2**	-	2	-	-	2	*	2	2	-	-	2	*	-	2	-	*	-	-	-	2
	1%	-	*1%*	-	-	*1%*	*	*2%*	*2%*	-	-	*1%*	*1%*	-	*1%*	-	*	-	-	-	*1%*
3	**9**	2	7	1	-	9	7	2	2	5	4	7	2	5	3	7	2	-	6	8	*
	3%	*2%*	*3%*	*2%*	-	*3%*	*4%*	*2%*	*1%*	*3%*	*5%*	*3%*	*2%*	*3%*	*2%*	*7%*	*1%*	-	*6%*	*5%*	*
4	**8**	3	2	4	-	8	6	2	2	4	1	6	2	1	7	4	*	2	4	8	*
	3%	*4%*	*1%*	*13%*	-	*3%*	*3%*	*2%*	*2%*	*3%*	*1%*	*3%*	*3%*	*1%*	*5%*	*4%*	*	*3%*	*3%*	*4%*	*
5	**33**	*	26	7	-	33	22	9	11	20	15	25	9	18	15	7	18	9	11	17	15
	11%	*1%*	*12%*	*26%*	-	*11%*	*11%*	*11%*	*11%*	*12%*	*20%*	*10%*	*14%*	*11%*	*10%*	*7%*	*14%*	*13%*	*10%*	*10%*	*12%*
6	**44**	16	25	3	-	44	24	17	20	24	4	39	6	29	15	21	14	10	12	29	16
	14%	*24%*	*12%*	*12%*	-	*14%*	*12%*	*20%*	*19%*	*15%*	*5%*	*16%*	*9%*	*18%*	*10%*	*19%*	*12%*	*13%*	*10%*	*16%*	*12%*
7	**61**	13	46	2	-	61	44	12	15	42	19	46	14	31	30	14	37	9	33	26	33
	20%	*20%*	*22%*	*6%*	-	*20%*	*22%*	*14%*	*15%*	*26%*	*26%*	*19%*	*22%*	*20%*	*20%*	*13%*	*30%*	*12%*	*29%*	*15%*	*26%*
8	**73**	15	50	8	-	73	49	21	24	32	18	64	9	41	32	33	28	23	24	48	24
	24%	*22%*	*24%*	*29%*	-	*24%*	*25%*	*24%*	*24%*	*20%*	*25%*	*27%*	*14%*	*26%*	*22%*	*30%*	*23%*	*31%*	*21%*	*27%*	*19%*
9	**39**	4	35	1	-	39	24	10	12	18	7	25	14	15	23	13	8	10	14	18	20
	13%	*6%*	*17%*	*2%*	-	*13%*	*12%*	*12%*	*12%*	*11%*	*10%*	*10%*	*22%*	*10%*	*16%*	*12%*	*6%*	*14%*	*12%*	*10%*	*15%*
10 - HIGHEST score	**9**	3	4	-	-	9	6	1	3	4	3	8	1	6	3	4	2	4	3	7	2
	3%	*5%*	*2%*	-	-	*3%*	*3%*	*1%*	*3%*	*3%*	*4%*	*3%*	*1%*	*4%*	*2%*	*4%*	*2%*	*5%*	*2%*	*4%*	*2%*
Don't know	**21**	8	9	3	-	21	11	9	10	10	4	15	6	9	12	3	11	6	5	12	9
	7%	*12%*	*4%*	*11%*	-	*7%*	*5%*	*10%*	*10%*	*6%*	*5%*	*6%*	*10%*	*6%*	*8%*	*3%*	*9%*	*8%*	*4%*	*7%*	*7%*
SUMMARY: NET: 9-10	**48**	7	39	1	-	48	31	11	15	22	10	33	15	21	26	18	10	14	16	24	22
	16%	*11%*	*19%*	*2%*	-	*16%*	*15%*	*13%*	*15%*	*14%*	*13%*	*14%*	*23%*	*13%*	*18%*	*16%*	*8%*	*20%*	*14%*	*14%*	*17%*
NET: 7-10	**182**	35	135	10	-	182	124	44	54	96	47	143	38	94	88	65	74	46	72	98	79
	59%	*52%*	*65%*	*36%*	-	*59%*	*62%*	*51%*	*53%*	*59%*	*64%*	*60%*	*59%*	*59%*	*59%*	*59%*	*60%*	*63%*	*64%*	*56%*	*62%*
NET: 4-6	**86**	19	52	14	-	86	53	28	33	48	19	69	16	48	38	33	32	21	27	54	31
	28%	*29%*	*25%*	*51%*	-	*28%*	*26%*	*33%*	*32%*	*29%*	*26%*	*29%*	*25%*	*30%*	*26%*	*30%*	*26%*	*29%*	*24%*	*31%*	*25%*
NET: 1-3	**17**	5	12	1	-	17	12	5	5	8	4	13	4	7	10	9	5	-	9	10	7
	6%	*7%*	*6%*	*2%*	-	*6%*	*6%*	*5%*	*5%*	*5%*	*5%*	*6%*	*6%*	*4%*	*7%*	*8%*	*4%*	-	*8%*	*6%*	*5%*
Mean	**6.86**	6.71	6.96	6.13	-	6.86	6.84	6.73	6.85	6.77	6.86	6.86	6.85	6.94	6.75	6.87	6.74	7.30	6.71	6.83	6.86
Standard Deviation	**1.86**	2.01	1.81	1.64	-	1.86	1.88	1.83	1.81	1.77	1.69	1.82	1.99	1.67	2.05	1.90	1.69	1.56	1.92	1.84	1.91

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 393

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC3

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**278**	43	10	18	17	21	4	8	41	13	42	35	26
Weighted Base	**306**	23*	16**	28**	26**	33**	7**	13**	14*	20**	68*	54*	5**
1 - LOWEST score	**7**	-	2	2	2	-	-	-	*	-	2	-	-
	2%	-	*10%*	*6%*	*6%*	-	-	-	*2%*	-	*2%*	-	-
2	**2**	-	-	-	-	-	-	-	*	-	2	-	-
	1%	-	-	-	-	-	-	-	*2%*	-	*2%*	-	-
3	**9**	1	-	-	2	-	-	-	*	1	3	2	-
	3%	*2%*	-	-	*6%*	-	-	-	*3%*	*7%*	*5%*	*3%*	-
4	**8**	1	-	-	2	-	-	2	-	-	2	2	1
	3%	*5%*	-	-	*6%*	-	-	*13%*	-	-	*3%*	*3%*	*14%*
5	**33**	2	-	1	3	9	-	2	2	5	6	3	1
	11%	*7%*	-	*5%*	*11%*	*28%*	-	*12%*	*12%*	*23%*	*9%*	*6%*	*11%*
6	**44**	1	2	5	1	-	3	2	2	3	13	12	1
	14%	*2%*	*10%*	*17%*	*6%*	-	*50%*	*12%*	*12%*	*15%*	*19%*	*23%*	*23%*
7	**61**	6	3	11	8	9	3	3	4	1	5	6	1
	20%	*25%*	*20%*	*39%*	*31%*	*29%*	*50%*	*24%*	***26%k***	*7%*	*7%*	*11%*	*13%*
8	**73**	4	2	5	5	11	-	-	2	5	27	12	*
	24%	*18%*	*10%*	*17%*	*18%*	*34%*	-	-	*15%*	*23%*	*40%*	*23%*	*8%*
9	**39**	5	3	3	2	-	-	5	2	5	5	9	1
	13%	*21%*	*20%*	*11%*	*6%*	-	-	*38%*	*12%*	*25%*	*7%*	*17%*	*20%*
10 - HIGHEST score	**9**	1	-	-	-	-	-	-	2	-	3	3	-
	3%	*5%*	-	-	-	-	-	-	***12%a***	-	*5%*	*6%*	-
Don't know	**21**	3	5	2	3	3	-	-	*	-	-	5	1
	7%	***15%k***	*30%*	*6%*	*12%*	*9%*	-	-	*2%*	-	-	*9%*	*11%*
SUMMARY:													
NET: 9-10	**48**	6	3	3	2	-	-	5	3	5	8	12	1
	16%	*26%*	*20%*	*11%*	*6%*	-	-	*38%*	*24%*	*25%*	*12%*	*22%*	*20%*
NET: 7-10	**182**	16	8	19	14	20	3	8	9	11	41	31	2
	59%	*69%*	*50%*	*67%*	*54%*	*62%*	*50%*	*63%*	*66%*	*55%*	*60%*	*57%*	*41%*
NET: 4-6	**86**	3	2	6	6	9	3	5	3	8	21	17	2
	28%	*14%*	*10%*	*22%*	*23%*	*28%*	*50%*	*37%*	*25%*	*38%*	*31%*	*31%*	*48%*
NET: 1-3	**17**	1	2	2	3	-	-	-	1	1	6	2	-
	6%	*2%*	*10%*	*6%*	*12%*	-	-	-	*7%*	*7%*	*9%*	*3%*	-
Mean	**6.86**	7.41	6.70	6.76	6.16	6.74	6.50	7.00	7.02	6.84	6.79	7.20	6.56
Standard Deviation	**1.86**	1.72	2.69	1.80	2.12	1.27	0.54	1.90	2.16	1.89	2.02	1.70	1.98

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 394

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC3

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**278**	264	165	255	17	227	272	248	278	192	207	152	91	96	5	73	193	100	278	64	96
Weighted Base	**306**	294	257	283	6	248	298	273	306	204	234	162	140	101	2	73	217	106	306	72	112
1 - LOWEST score	**7**	7	6	7	*	5	5	7	7	5	2	3	3	2	-	-	3	*	7	-	2
	2%	*2%*	*2%*	*2%*	*6%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	-	-	*2%*	*	*2%*	-	*1%*
2	**2**	2	2	*	-	2	2	*	2	*	-	-	-	-	-	-	2	-	2	-	-
	1%	*1%*	*1%*	*	-	*1%*	*1%*	*	*1%*	*	-	-	-	-	-	-	*1%*	-	*1%*	-	-
3	**9**	7	6	9	*	7	9	7	9	7	5	5	5	2	-	4	6	4	9	2	2
	3%	*2%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	-	*5%*	*3%*	*4%*	*3%*	*3%*	*2%*
4	**8**	8	6	8	-	6	7	5	8	6	8	4	3	3	-	1	5	1	8	1	5
	3%	*3%*	*3%*	*3%*	-	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	-	*1%*	*2%*	*1%*	*3%*	*1%*	*4%*
5	**33**	33	30	31	1	26	32	31	33	26	24	20	17	14	*	15	26	16	33	14	11
	11%	*11%*	*11%*	*11%*	*12%*	*11%*	*11%*	*11%*	*11%*	*13%*	*10%*	*12%*	*12%*	*14%*	*21%*	*20%*	*12%*	*15%*	*11%*	*19%*	*10%*
6	**44**	43	39	42	1	33	44	41	44	31	34	24	22	11	-	4	29	17	44	12	17
	14%	*15%*	*15%*	*15%*	*18%*	*13%*	*15%*	*15%*	*14%*	*15%*	*14%*	*15%*	*16%*	*11%*	-	*5%*	*13%*	*16%*	*14%*	*16%*	*16%*
7	**61**	58	50	59	1	51	61	54	61	41	50	42	35	19	-	19	33	12	61	8	19
	20%	*20%*	*19%*	*21%*	*16%*	*21%*	*20%*	*20%*	*20%*	*20%*	*22%*	*26%*	*25%*	*19%*	-	*26%*	*15%*	*11%*	*20%*	*11%*	*17%*
8	**73**	69	63	64	*	61	70	67	73	45	62	32	28	31	-	18	56	32	73	22	31
	24%	*23%*	*25%*	*23%*	*6%*	*25%*	*23%*	*25%*	*24%*	*22%*	*26%*	*20%*	*20%*	*31%*	-	*25%*	*26%*	*30%*	*24%*	*31%*	*28%*
9	**39**	39	32	34	1	32	39	31	39	19	24	18	16	9	1	7	33	10	39	4	9
	13%	*13%*	*12%*	*12%*	*17%*	*13%*	*13%*	*11%*	*13%*	*9%*	*10%*	*11%*	*11%*	*9%*	*39%*	*10%*	*15%*	*10%*	*13%*	*6%*	*8%*
10 - HIGHEST score	**9**	9	6	9	1	7	9	9	9	7	5	4	3	5	1	3	8	7	9	5	3
	3%	*3%*	*2%*	*3%*	*18%*	*3%*	*3%*	*3%*	*3%*	*4%*	*2%*	*3%*	*2%*	*5%*	*41%*	*4%*	*3%*	*6%*	*3%*	*6%*	*3%*
Don't know	**21**	21	17	20	-	17	21	20	21	18	19	10	8	5	-	4	16	7	21	5	14
	7%	*7%*	*7%*	*7%*	-	*7%*	*7%*	*7%*	*7%*	*9%*	*8%*	*6%*	*6%*	*5%*	-	*5%*	*8%*	*7%*	*7%*	*7%*	*12%*
SUMMARY:																					
NET: 9-10	**48**	48	38	43	2	39	48	40	48	26	30	22	19	14	1	10	40	17	48	9	12
	16%	*16%*	*15%*	*15%*	*35%*	*16%*	*16%*	*15%*	*16%*	*13%*	*13%*	*14%*	*14%*	*14%*	*79%*	*13%*	*18%*	*16%*	*16%*	*12%*	*11%*
NET: 7-10	**182**	174	151	166	3	152	178	162	182	112	142	96	82	64	1	47	129	61	182	39	62
	59%	*59%*	*59%*	*59%*	*58%*	*61%*	*60%*	*59%*	*59%*	*55%*	*61%*	*59%*	*59%*	*63%*	*79%*	*64%*	*60%*	*57%*	*59%*	*54%*	*55%*
NET: 4-6	**86**	83	75	81	2	66	83	77	86	62	66	48	42	28	*	19	60	34	86	26	33
	28%	*28%*	*29%*	*29%*	*30%*	*27%*	*28%*	*28%*	*28%*	*30%*	*28%*	*29%*	*30%*	*28%*	*21%*	*26%*	*28%*	*32%*	*28%*	*36%*	*29%*
NET: 1-3	**17**	16	14	16	1	14	16	14	17	12	7	8	8	4	-	4	11	4	17	2	4
	6%	*5%*	*6%*	*6%*	*12%*	*6%*	*5%*	*5%*	*6%*	*6%*	*3%*	*5%*	*6%*	*4%*	-	*5%*	*5%*	*4%*	*6%*	*3%*	*3%*
Mean	**6.86**	6.87	6.82	6.83	6.93	6.90	6.90	6.88	6.86	6.70	6.94	6.77	6.75	6.97	8.57	6.86	6.98	7.03	6.86	6.91	6.88
Standard Deviation	**1.86**	1.86	1.85	1.85	2.72	1.84	1.81	1.82	1.86	1.88	1.61	1.77	1.78	1.77	-	1.69	1.87	1.75	1.86	1.69	1.71

* = Less than .5

Table 395

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**150**	76	74	8	14	29	26	30	43	41	58	51	20	130	8	141	93	22	20	15
Weighted Base	**166**	79*	86*	9**	18**	32**	29**	36**	41*	51*	58*	56*	21**	144	10**	154	144*	12**	6**	3**
1 - LOWEST score	**2**	-	2	-	-	-	-	-	2	-	-	2	-	2	-	2	2	-	-	-
	1%	-	*2%*	-	-	-	-	-	*4%*	-	-	*3%*	-	*1%*	-	*1%*	*1%*	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**5**	3	2	*	-	3	2	-	1	-	2	4	2	4	-	5	5	1	*	-
	3%	*4%*	*2%*	*4%*	-	*9%*	*5%*	-	*1%*	-	*3%*	*6%*	*7%*	*3%*	-	*3%*	*3%*	*4%*	*5%*	-
4	**9**	1	9	2	1	-	2	2	4	3	3	3	-	9	2	8	8	1	*	*
	6%	*1%*	*10%*	*17%*	*3%*	-	*6%*	*4%*	*9%*	*6%*	*5%*	*6%*	-	*6%*	*15%*	*5%*	*5%*	*9%*	*5%*	*5%*
5	**19**	10	9	4	-	3	1	4	7	2	8	9	2	17	*	19	16	2	1	1
	12%	*13%*	*11%*	*42%*	-	*11%*	*4%*	*11%*	*17%*	*5%*	*14%*	*15%*	*9%*	*12%*	*3%*	*12%*	*11%*	*18%*	*10%*	*23%*
6	**22**	12	10	-	5	5	*	5	7	4	11	7	3	19	2	20	20	-	1	*
	13%	*15%*	*11%*	-	*28%*	*15%*	*1%*	*14%*	*16%*	*7%*	*19%*	*12%*	*14%*	*13%*	*15%*	*13%*	*14%*	-	*21%*	*6%*
7	**27**	11	16	2	2	10	3	6	5	7	8	13	4	24	3	24	23	2	1	1
	16%	*14%*	*18%*	*17%*	*8%*	*32%*	*11%*	*16%*	*12%*	*13%*	*13%*	*23%*	*17%*	*16%*	*30%*	*16%*	*16%*	*18%*	*19%*	*28%*
8	**38**	17	22	-	6	2	10	11	10	18	14	7	5	34	-	37	36	2	1	*
	23%	*21%*	*25%*	-	*35%*	*6%*	*34%*	*30%*	*24%*	*35%*	*24%*	*12%*	*22%*	*23%*	-	*24%*	*25%*	*14%*	*15%*	*7%*
9	**22**	12	10	2	3	5	8	*	4	12	5	5	5	17	3	19	21	1	*	1
	13%	*15%*	*11%*	*19%*	*18%*	*17%*	*28%*	*1%*	*9%*	*23%*	*9%*	*9%*	*25%*	*12%*	*31%*	*12%*	*14%*	*4%*	*5%*	*19%*
10 - HIGHEST score	**10**	6	4	-	2	2	1	5	1	2	4	4	-	10	1	9	8	2	1	-
	6%	*7%*	*5%*	-	*9%*	*6%*	*2%*	*12%*	*3%*	*5%*	*6%*	*7%*	-	*7%*	*5%*	*6%*	*5%*	*14%*	*10%*	-
Don't know	**11**	7	3	-	-	2	3	5	2	3	4	4	1	10	-	11	8	2	1	*
	7%	*9%*	*4%*	-	-	*5%*	*9%*	*13%*	*5%*	*6%*	*7%*	*7%*	*6%*	*7%*	-	*7%*	*5%*	*19%*	*10%*	*13%*
SUMMARY:																				
NET: 9-10	**32**	18	14	2	5	7	9	5	5	14	9	9	5	27	4	28	28	2	1	1
	19%	*22%*	*16%*	*19%*	*26%*	*22%*	*30%*	*13%*	*12%*	*28%*	*15%*	*16%*	*25%*	*18%*	*37%*	*18%*	*20%*	*18%*	*15%*	*19%*
NET: 7-10	**98**	46	52	3	13	19	21	21	20	39	30	29	14	84	7	89	87	6	3	1
	59%	*58%*	*60%*	*36%*	*69%*	*60%*	*74%*	*59%*	*48%*	*76%*	*52%*	*51%*	*63%*	*58%*	*66%*	*58%*	*60%*	*50%*	*49%*	*54%*
NET: 4-6	**50**	23	27	5	6	8	3	10	18	9	22	19	5	45	3	47	44	3	2	1
	30%	*29%*	*32%*	*60%*	*31%*	*25%*	*11%*	*28%*	*42%*	*18%*	*38%*	*33%*	*24%*	*31%*	*34%*	*30%*	*30%*	*27%*	*35%*	*34%*
NET: 1-3	**7**	3	4	*	-	3	2	-	2	-	2	5	2	5	-	7	6	1	*	-
	4%	*4%*	*4%*	*4%*	-	*9%*	*5%*	-	*5%*	-	*3%*	*9%*	*7%*	*4%*	-	*5%*	*4%*	*4%*	*5%*	-
Mean	**6.96**	7.14	6.80	5.86	7.59	6.82	7.51	7.24	6.43	7.63	6.84	6.46	7.10	6.93	7.12	6.93	6.98	6.79	6.77	6.74
Standard Deviation	**1.87**	1.79	1.94	1.93	1.47	1.89	1.84	1.66	2.03	1.52	1.75	2.13	1.79	1.89	1.93	1.88	1.86	2.27	2.04	2.09

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

* = Less than .5

J20427 PSB Tracker 2013

Table 396

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**150**	21	97	26	-	150	80	54	65	69	44	120	30	82	68	56	62	35	38	84	62
Weighted Base	**166**	26**	103*	28**	-**	166	87*	60*	74*	73*	45*	136*	30**	93*	73*	70*	62*	47*	34**	91*	70*
1 - LOWEST score	**2**	-	2	-	-	2	-	2	2	2	2	-	2	-	2	-	-	-	-	-	-
	1%	-	*2%*	-	-	*1%*	-	*3%*	*2%*	*2%*	*4%*	-	*5%*	-	*2%*	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**5**	-	2	2	-	5	4	2	2	4	4	2	3	2	3	1	5	1	2	4	2
	3%	-	*2%*	*7%*	-	*3%*	*4%*	*3%*	*2%*	*5%*	*8%*	*2%*	*10%*	*2%*	*5%*	*1%*	*7%*	*3%*	*4%*	*4%*	*3%*
4	**9**	-	4	5	-	9	4	2	4	6	1	7	2	6	3	3	4	2	2	6	3
	6%	-	*4%*	*17%*	-	*6%*	*4%*	*4%*	*5%*	*8%*	*3%*	*5%*	*6%*	*7%*	*4%*	*4%*	*6%*	*3%*	*6%*	*6%*	*5%*
5	**19**	3	10	7	-	19	10	7	9	8	8	15	4	8	11	6	6	3	6	8	10
	12%	*10%*	*9%*	*25%*	-	*12%*	*12%*	*12%*	*12%*	*11%*	*19%*	*11%*	*13%*	*9%*	*15%*	*9%*	*9%*	*7%*	*18%*	*9%*	*15%*
6	**22**	3	17	2	-	22	7	13	14	7	3	17	5	14	8	11	5	7	*	10	11
	13%	*12%*	*16%*	*6%*	-	*13%*	*8%*	*22%*	*20%*	*10%*	*7%*	*12%*	*16%*	*15%*	*11%*	*16%*	*9%*	*15%*	*1%*	*11%*	*16%*
7	**27**	6	17	4	-	27	14	10	12	15	10	23	5	15	12	9	12	11	2	16	11
	16%	*25%*	*16%*	*14%*	-	*16%*	*16%*	*16%*	*16%*	*20%*	*22%*	*17%*	*15%*	*16%*	*17%*	*13%*	*19%*	*23%*	*6%*	*18%*	*16%*
8	**38**	9	19	7	-	38	25	12	14	14	6	36	2	26	12	20	17	11	12	22	16
	23%	*34%*	*18%*	*26%*	-	*23%*	*28%*	*20%*	*19%*	*20%*	*13%*	*27%*	*8%*	*28%*	*17%*	*28%*	*27%*	*23%*	*35%*	*24%*	*23%*
9	**22**	3	15	1	-	22	13	6	9	10	7	18	4	11	11	11	6	8	3	12	9
	13%	*12%*	*15%*	*2%*	-	*13%*	*15%*	*9%*	*12%*	*14%*	*15%*	*14%*	*12%*	*12%*	*15%*	*16%*	*9%*	*17%*	*10%*	*13%*	*12%*
10 - HIGHEST score	**10**	2	8	1	-	10	3	3	5	2	1	9	1	5	5	7	2	2	1	9	1
	6%	*7%*	*7%*	*2%*	-	*6%*	*3%*	*6%*	*7%*	*3%*	*2%*	*7%*	*3%*	*5%*	*7%*	*9%*	*3%*	*3%*	*4%*	*10%*	*1%*
Don't know	**11**	-	11	-	-	11	7	4	4	5	3	8	3	5	6	2	6	2	5	5	6
	7%	-	*11%*	-	-	*7%*	*8%*	*6%*	*5%*	*7%*	*8%*	*6%*	*11%*	*6%*	*8%*	*3%*	*9%*	*5%*	*14%*	*5%*	*9%*
SUMMARY: NET: 9-10	**32**	5	23	1	-	32	16	9	14	12	7	28	4	16	16	18	8	10	5	21	9
	19%	*19%*	*22%*	*4%*	-	*19%*	*18%*	*15%*	*19%*	*17%*	*17%*	*20%*	*15%*	*18%*	*21%*	*25%*	*12%*	*20%*	*14%*	*23%*	*13%*
NET: 7-10	**98**	20	58	12	-	98	54	30	39	41	23	86	11	57	40	46	36	32	19	59	37
	59%	*78%*	*56%*	*44%*	-	*59%*	*63%*	*51%*	*54%*	*57%*	*52%*	*64%*	*38%*	*62%*	*55%*	*66%*	*59%*	*67%*	*56%*	*65%*	*52%*
NET: 4-6	**50**	6	31	13	-	50	21	23	27	21	13	39	11	28	22	21	15	12	9	24	25
	30%	*22%*	*30%*	*48%*	-	*30%*	*25%*	*38%*	*37%*	*29%*	*28%*	*29%*	*36%*	*30%*	*30%*	*30%*	*24%*	*25%*	*26%*	*27%*	*36%*
NET: 1-3	**7**	-	3	2	-	7	4	3	3	5	5	2	5	2	5	1	5	1	2	4	2
	4%	-	*3%*	*7%*	-	*4%*	*4%*	*5%*	*4%*	*7%*	*11%*	*2%*	*15%*	*2%*	*7%*	*1%*	*7%*	*3%*	*4%*	*4%*	*3%*
Mean	**6.96**	7.47	7.06	5.99	-	6.96	7.06	6.69	6.82	6.65	6.39	7.17	5.94	7.08	6.79	7.37	6.77	7.17	6.93	7.17	6.77
Standard Deviation	**1.87**	1.34	1.90	1.84	-	1.87	1.77	1.93	1.95	2.02	2.15	1.70	2.32	1.70	2.08	1.70	1.86	1.61	1.95	1.87	1.63

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 397

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**150**	22	7	6	9	11	3	6	20	12	22	17	15
Weighted Base	**166**	12**	11**	9**	14**	17**	5**	10**	6**	18**	35**	26**	3**
1 - LOWEST score	**2**	-	-	-	-	-	-	-	-	-	2	-	-
	1%	-	-	-	-	-	-	-	-	-	*5%*	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**5**	1	-	-	3	-	-	-	*	-	-	1	-
	3%	*4%*	-	-	*22%*	-	-	-	*5%*	-	-	*6%*	-
4	**9**	1	1	-	-	-	2	-	*	3	2	-	*
	6%	*9%*	*13%*	-	-	-	*31%*	-	*5%*	*17%*	*4%*	-	*5%*
5	**19**	2	-	3	-	6	-	-	1	3	3	-	1
	12%	*18%*	-	*35%*	-	*37%*	-	-	*10%*	*16%*	*10%*	-	*23%*
6	**22**	-	2	1	2	2	-	2	1	-	9	3	*
	13%	-	*15%*	*16%*	*11%*	*9%*	-	*16%*	*21%*	-	*27%*	*12%*	*6%*
7	**27**	2	-	2	-	2	3	3	1	5	3	6	1
	16%	*18%*	-	*17%*	-	*9%*	*69%*	*32%*	*19%*	*25%*	*9%*	*23%*	*28%*
8	**38**	2	3	1	5	6	-	3	1	5	3	9	*
	23%	*14%*	*28%*	*16%*	*33%*	*36%*	-	*34%*	*15%*	*25%*	*9%*	*36%*	*7%*
9	**22**	1	3	-	3	2	-	2	*	-	10	2	1
	13%	*4%*	*29%*	-	*23%*	*9%*	-	*17%*	*5%*	-	*27%*	*6%*	*19%*
10 - HIGHEST score	**10**	2	-	2	-	-	-	-	1	2	2	3	-
	6%	*14%*	-	*16%*	-	-	-	-	*10%*	*9%*	*4%*	*11%*	-
Don't know	**11**	2	2	-	2	-	-	-	1	1	2	2	*
	7%	*19%*	*15%*	-	*11%*	-	-	-	*10%*	*8%*	*4%*	*6%*	*13%*
SUMMARY:													
NET: 9-10	**32**	2	3	2	3	2	-	2	1	2	11	5	1
	19%	*18%*	*29%*	*16%*	*23%*	*9%*	-	*17%*	*15%*	*9%*	*32%*	*18%*	*19%*
NET: 7-10	**98**	6	6	5	8	9	3	8	3	11	17	20	1
	59%	*50%*	*57%*	*49%*	*56%*	*54%*	*69%*	*84%*	*49%*	*58%*	*50%*	*76%*	*54%*
NET: 4-6	**50**	3	3	5	2	8	2	2	2	6	14	3	1
	30%	*27%*	*28%*	*51%*	*11%*	*46%*	*31%*	*16%*	*35%*	*34%*	*41%*	*12%*	*34%*
NET: 1-3	**7**	1	-	-	3	-	-	-	*	-	2	1	-
	4%	*4%*	-	-	*22%*	-	-	-	*5%*	-	*5%*	*6%*	-
Mean	**6.96**	6.79	7.37	6.78	6.77	6.72	6.06	7.53	6.77	6.64	6.90	7.51	6.74
Standard Deviation	**1.87**	2.27	1.88	1.87	2.42	1.53	1.57	1.01	2.04	1.90	2.15	1.64	2.09

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 398

Q15H Rating on statement - It shows programmes with new ideas and different approaches
BBC4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**150**	130	82	142	10	118	150	145	116	150	122	69	40	70	6	44	121	103	64	150	72
Weighted Base	**166**	145	127	155	3	129	166	161	127	166	140	73	62	76	2	45	130	113	72	166	77
1 - LOWEST score	**2**	2	2	2	-	2	2	2	2	2	2	2	2	2	-	2	2	2	2	2	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*3%*	*2%*	-	*4%*	*1%*	*1%*	*2%*	*1%*	*2%*
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**5**	5	5	5	*	5	5	4	5	5	5	4	3	5	-	4	5	4	2	5	4
	3%	*4%*	*4%*	*3%*	*11%*	*4%*	*3%*	*2%*	*4%*	*3%*	*4%*	*5%*	*5%*	*7%*	-	*8%*	*4%*	*3%*	*3%*	*3%*	*5%*
4	**9**	9	8	9	-	8	9	9	9	9	7	6	5	4	-	1	9	5	3	9	4
	6%	*6%*	*6%*	*6%*	-	*6%*	*6%*	*6%*	*7%*	*6%*	*5%*	*8%*	*7%*	*5%*	-	*3%*	*7%*	*5%*	*4%*	*6%*	*5%*
5	**19**	18	14	18	1	16	19	17	16	19	17	8	6	10	1	8	11	12	12	19	9
	12%	*12%*	*11%*	*11%*	*21%*	*12%*	*12%*	*11%*	*12%*	*12%*	*12%*	*11%*	*10%*	*13%*	*35%*	*19%*	*9%*	*11%*	*17%*	*12%*	*11%*
6	**22**	18	17	21	*	20	22	22	18	22	18	7	6	8	-	3	16	13	13	22	12
	13%	*13%*	*14%*	*14%*	*11%*	*15%*	*13%*	*13%*	*14%*	*13%*	*13%*	*10%*	*10%*	*11%*	-	*7%*	*12%*	*11%*	*18%*	*13%*	*15%*
7	**27**	24	20	27	1	23	27	27	20	27	24	15	12	13	1	10	21	13	7	27	13
	16%	*16%*	*16%*	*18%*	*29%*	*18%*	*16%*	*17%*	*16%*	*16%*	*17%*	*20%*	*20%*	*17%*	*32%*	*22%*	*16%*	*12%*	*10%*	*16%*	*16%*
8	**38**	34	33	34	*	29	38	38	25	38	34	14	14	18	*	6	32	31	18	38	17
	23%	*23%*	*26%*	*22%*	*11%*	*22%*	*23%*	*24%*	*20%*	*23%*	*24%*	*20%*	*22%*	*23%*	*18%*	*13%*	*25%*	*27%*	*25%*	*23%*	*21%*
9	**22**	17	16	19	*	11	22	22	19	22	19	10	10	8	*	7	19	20	9	22	10
	13%	*12%*	*13%*	*12%*	*9%*	*8%*	*13%*	*14%*	*15%*	*13%*	*13%*	*14%*	*15%*	*11%*	*15%*	*15%*	*15%*	*18%*	*12%*	*13%*	*13%*
10 - HIGHEST score	**10**	9	8	9	*	9	10	10	4	10	7	2	2	5	-	1	8	7	3	10	5
	6%	*6%*	*6%*	*6%*	*9%*	*7%*	*6%*	*6%*	*3%*	*6%*	*5%*	*3%*	*2%*	*7%*	-	*2%*	*6%*	*6%*	*4%*	*6%*	*7%*
Don't know	**11**	9	6	11	-	8	11	10	8	11	7	5	3	4	-	3	7	7	3	11	4
	7%	*6%*	*5%*	*7%*	-	*6%*	*7%*	*6%*	*7%*	*7%*	*5%*	*7%*	*5%*	*5%*	-	*8%*	*6%*	*6%*	*5%*	*7%*	*5%*
SUMMARY:																					
NET: 9-10	**32**	26	24	28	1	20	32	32	23	32	26	12	11	13	*	7	27	26	11	32	15
	19%	*18%*	*18%*	*18%*	*19%*	*15%*	*19%*	*20%*	*18%*	*19%*	*18%*	*17%*	*18%*	*18%*	*15%*	*17%*	*21%*	*23%*	*16%*	*19%*	*20%*
NET: 7-10	**98**	84	76	89	2	71	98	97	68	98	84	41	37	44	1	23	79	70	37	98	45
	59%	*58%*	*60%*	*57%*	*58%*	*55%*	*59%*	*60%*	*54%*	*59%*	*60%*	*57%*	*60%*	*58%*	*65%*	*52%*	*61%*	*62%*	*51%*	*59%*	*57%*
NET: 4-6	**50**	45	39	48	1	43	50	48	43	50	42	21	17	22	1	13	36	30	28	50	24
	30%	*31%*	*31%*	*31%*	*32%*	*33%*	*30%*	*30%*	*34%*	*30%*	*30%*	*29%*	*27%*	*29%*	*35%*	*28%*	*28%*	*27%*	*39%*	*30%*	*31%*
NET: 1-3	**7**	7	6	7	*	7	7	6	7	7	7	5	5	7	-	5	7	6	4	7	5
	4%	*5%*	*5%*	*4%*	*11%*	*5%*	*4%*	*3%*	*5%*	*4%*	*5%*	*7%*	*7%*	*9%*	-	*11%*	*5%*	*5%*	*6%*	*4%*	*7%*
Mean	**6.96**	6.88	6.93	6.89	6.62	6.77	6.96	7.02	6.73	6.96	6.92	6.65	6.73	6.72	6.78	6.39	6.97	7.11	6.69	6.96	6.84
Standard Deviation	**1.87**	1.92	1.90	1.88	2.35	1.92	1.87	1.84	1.93	1.87	1.86	2.02	2.03	2.10	-	2.15	1.96	1.94	1.94	1.87	2.02

* = Less than .5

Table 399

Q15I Rating on statement - It shows programmes I want to watch
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1235**	533	702	144	178	239	236	195	243	267	602	366	245	990	48	1181	633	200	173	229
Weighted Base	**1186**	523	662	128*	156	235	241	183	243	264	571	351	226	960	68*	1111	980	107	56	43
1 - LOWEST score	**5**	2	3	2	-	*	2	-	2	2	3	-	3	2	2	3	5	-	-	*
	*	*	*	1%	-	*	1%	-	1%	1%	1%	-	1%	*	2%	*	*	-	-	*
2	**13**	6	7	*	3	2	3	2	3	8	5	*	3	10	2	11	12	-	1	*
	1%	1%	1%	*	2%	1%	1%	1%	1%	3%k	1%	*	1%	1%	2%	1%	1%	-	1%	*
3	**34**	15	19	2	4	14	6	4	5	10	11	13	9	24	1	33	27	4	2	1
	3%	3%	3%	1%	2%	6%	2%	2%	2%	4%	2%	4%	4%	3%	1%	3%	3%	3%	3%	2%
4	**46**	25	21	6	4	9	9	11	7	12	16	19	9	37	2	45	40	3	1	2
	4%	5%	3%	5%	2%	4%	4%	6%	3%	5%	3%	5%	4%	4%	2%	4%	4%	3%	2%	5%
5	**132**	61	71	14	11	23	27	21	37	36	61	36	19	114	8	124	114	9	6	4
	11%	12%	11%	11%	7%	10%	11%	12%	15%	14%	11%	10%	8%	12%	12%	11%	12%	8%	10%	9%
6	**153**	86	68	10	18	37	34	29	26	29	87	37	30	124	5	148	125	14	9	5
	13%	16%b	10%	7%	11%	16%	14%	16%	11%	11%	15%	10%	13%	13%	7%	13%	13%	13%	16%	13%
7	**283**	143	139	30	44	54	57	42	56	69	135	79	57	226	20	258	232	26	14	11
	24%	27%	21%	23%	28%	23%	23%	23%	23%	26%	24%	22%	25%	24%	29%	23%	24%	24%	24%	25%
8	**305**	127	178	39	40	43	73	45	64	56	153	96	46	259	17	288	244	33	17	12
	26%	24%	27%	30%	26%	18%	30%e	25%	27%	21%	27%	27%	20%	27%	25%	26%	25%	31%	29%	28%
9	**130**	35	95	14	23	38	19	11	25	27	60	43	32	99	7	123	109	12	5	5
	11%	7%	14%a	11%	15%	16%g	8%	6%	10%	10%	11%	12%	14%	10%	10%	11%	11%	11%	9%	11%
10 - HIGHEST score	**75**	20	55	12	8	14	11	14	17	10	37	28	16	59	6	67	66	4	2	3
	6%	4%	8%a	9%	5%	6%	4%	8%	7%	4%	6%	8%	7%	6%	9%	6%	7%	4%	4%	7%
Don't know	**9**	5	5	-	3	2	1	4	1	5	3	1	2	7	-	9	6	2	1	1
	1%	1%	1%	-	2%	1%	*	2%	*	2%	1%	*	1%	1%	-	1%	1%	2%	1%	1%
SUMMARY:																				
NET: 9-10	**205**	54	151	26	31	52	30	25	42	38	97	71	48	157	13	190	174	16	7	7
	17%	10%	23%a	20%	20%	22%	12%	14%	17%	14%	17%	20%	21%	16%	20%	17%	18%	15%	13%	17%
NET: 7-10	**793**	324	469	95	115	149	160	113	162	163	385	245	151	642	50	737	650	75	37	30
	67%	62%	71%a	74%	73%	63%	66%	62%	67%	62%	67%	70%	67%	67%	73%	66%	66%	70%	66%	70%
NET: 4-6	**332**	172	160	30	32	69	70	61	70	77	164	91	57	275	14	317	279	26	16	11
	28%	33%b	24%	23%	20%	29%	29%	33%	29%	29%	29%	26%	25%	29%	21%	29%	28%	24%	28%	26%
NET: 1-3	**51**	23	29	4	7	15	10	5	10	19	19	13	16	36	4	48	44	4	2	1
	4%	4%	4%	3%	4%	7%	4%	3%	4%	7%	3%	4%	7%	4%	5%	4%	5%	3%	4%	3%
Mean	**7.00**	6.75	7.20a	7.22	7.18	6.95	6.92	6.90	7.00	6.68	7.07i	7.14i	6.96	7.02	7.07	7.00	6.99	7.14	6.97	7.12
Standard Deviation	**1.76**	1.65	1.81	1.79	1.68	1.85	1.71	1.72	1.78	1.89	1.68	1.75	1.96	1.71	1.96	1.75	1.79	1.55	1.61	1.70

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

* = Less than .5

J20427 PSB Tracker 2013

Table 400

Q15l Rating on statement - It shows programmes I want to watch
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	1235	145	918	160	72	1163	827	274	325	1235	256	912	323	719	511	323	661	253	503	747	470
Weighted Base	1186	157	849	166	80*	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
1 - LOWEST score	5	3	*	2	2	3	2	-	2	5	2	2	3	2	3	2	2	-	2	3	2
	*	2%b	*	1%	2%	*	*	-	1%	*	1%	*	1%	*	1%	1%	*	-	*	*	*
2	13	2	5	6	*	13	11	2	2	13	3	13	*	10	3	5	7	5	6	8	5
	1%	1%	1%	4%b	*	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	2%	1%	1%	1%
3	34	1	20	10	1	32	21	9	11	34	10	23	10	16	18	5	26	8	13	22	12
	3%	1%	2%	6%	2%	3%	3%	3%	3%	3%	4%	3%	4%	2%	4%	1%	4%	3%	3%	3%	3%
4	46	5	32	7	9	37	26	9	11	46	2	33	13	29	17	9	30	12	14	36	8
	4%	3%	4%	4%	11%ef	3%	3%	3%	3%	4%	1%	4%	4%	4%	3%	3%	5%	5%	3%	5%	2%
5	132	11	89	31	13	119	75	38	43	132	29	110	22	76	56	40	67	30	34	81	49
	11%	7%	10%	19%a	16%	11%	10%	14%	13%	11%	12%	12%	7%	11%	11%	13%	11%	11%	8%	11%	12%
6	153	8	113	30	7	146	107	34	39	153	28	119	34	88	65	44	73	30	60	77	73
	13%	5%	13%	18%a	9%	13%	14%	13%	12%	13%	11%	13%	12%	13%	13%	14%	12%	11%	14%	10%	18%s
7	283	41	206	34	16	267	196	57	67	283	52	222	61	170	111	90	149	70	116	173	109
	24%	26%	24%	20%	19%	24%	25%	21%	21%	24%	21%	25%	21%	25%	23%	29%	24%	27%	26%	23%	26%
8	305	42	234	29	21	284	188	79	94	305	66	217	88	171	132	68	175	50	127	187	113
	26%	27%	28%	18%	27%	26%	24%	29%	29%	26%	27%	24%	30%	25%	27%	22%	28%	19%	29%	25%	27%
9	130	22	95	11	6	124	95	17	27	130	25	97	33	89	40	29	68	36	48	99	30
	11%	14%	11%	6%	7%	11%	12%	6%	8%	11%	10%	11%	11%	13%	8%	9%	11%	14%	11%	13%t	7%
10 - HIGHEST score	75	22	46	7	5	70	46	24	24	75	24	47	28	34	40	20	28	18	21	56	16
	6%	14%bc	5%	4%	6%	6%	6%	9%	7%	6%	10%	5%	9%	5%	8%	6%	4%	7%	5%	7%	4%
Don't know	9	-	9	1	-	9	7	2	2	9	2	7	2	7	1	2	6	4	1	7	1
	1%	-	1%	*	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	*	1%	*
SUMMARY:																					
NET: 9-10	205	45	141	17	11	194	141	40	51	205	49	145	60	124	81	49	96	55	69	155	46
	17%	29%bc	17%	10%	14%	18%	18%	15%	16%	17%	20%	16%	21%	18%	17%	16%	15%	21%	16%	21%t	11%
NET: 7-10	793	127	582	80	48	745	525	176	212	793	167	584	209	465	325	207	421	175	311	515	268
	67%	81%bc	68%c	48%	60%	67%	68%	65%	66%	67%	69%	66%	71%	67%	67%	66%	67%	66%	70%	69%	64%
NET: 4-6	332	24	234	68	29	303	208	80	92	332	59	263	69	194	138	93	170	72	109	194	131
	28%	15%	28%a	41%ab	36%	27%	27%	30%	29%	28%	24%	29%	24%	28%	28%	30%	27%	27%	25%	26%	31%
NET: 1-3	51	5	25	18	3	49	34	11	14	51	15	38	14	27	25	11	34	13	21	34	18
	4%	4%	3%	11%b	4%	4%	4%	4%	4%	4%	6%	4%	5%	4%	5%	3%	5%	5%	5%	4%	4%
Mean	7.00	7.51c	7.08c	6.26	6.67	7.03	7.04	7.01	7.01	7.00	7.12	6.94	7.20	7.01	7.00	6.95	6.92	6.98	7.05	7.07	6.87
Standard Deviation	1.76	1.88	1.63	1.95	1.96	1.74	1.73	1.74	1.77	1.76	1.87	1.73	1.83	1.73	1.81	1.70	1.77	1.83	1.69	1.83	1.61

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 401

Q15l Rating on statement - It shows programmes I want to watch
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		STANDARD REGION											
	TOTAL (a)	Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1235**	200	41	65	102	77	29	36	173	65	77	141	229
Weighted Base	**1186**	107	63*	100*	157	119*	47**	58*	56	101*	122*	213	43
1 - LOWEST score	**5**	-	-	2	-	-	-	-	-	-	2	2	*
	*	-	-	2%	-	-	-	-	-	-	1%	1%	*
2	**13**	-	3	-	3	-	-	-	1	-	3	3	*
	1%	-	5%	-	2%	-	-	-	1%	-	3%	1%	*
3	**34**	4	-	5	8	3	-	-	2	3	3	6	1
	3%	3%	-	5%	5%	2%	-	-	3%	3%	3%	3%	2%
4	**46**	3	3	5	-	9	-	3	1	8	6	6	2
	4%	3%	5%	5%	-	8%e	-	6%	2%	8%e	5%	3%	5%e
5	**132**	9	5	8	26	12	3	8	6	20	12	20	4
	11%	8%	7%	8%	17%	10%	7%	14%	10%	20%	10%	9%	9%
6	**153**	14	14	11	15	9	8	8	9	12	9	38	5
	13%	13%	22%	11%	10%	8%	17%	14%	16%	12%	8%	18%	13%
7	**283**	26	18	25	31	35	16	11	14	17	32	47	11
	24%	24%	29%	25%	20%	30%	34%	20%	24%	17%	26%	22%	25%
8	**305**	33	6	29	40	25	11	19	17	26	29	58	12
	26%	31%c	10%	29%	26%	21%	25%	33%	29%c	26%	24%	27%	28%c
9	**130**	12	8	7	15	14	6	6	5	10	19	23	5
	11%	11%	12%	7%	10%	12%	14%	11%	9%	10%	16%	11%	11%
10 - HIGHEST score	**75**	4	6	8	17	11	2	2	2	5	6	9	3
	6%	4%	10%	8%	11%	9%	4%	3%	4%	5%	5%	4%	7%
Don't know	**9**	2	-	2	2	-	-	-	1	-	-	3	1
	1%	2%	-	2%	1%	-	-	-	1%	-	-	1%	1%
SUMMARY: NET: 9-10	**205**	16	14	16	32	25	8	8	7	15	26	32	7
	17%	15%	22%	16%	20%	21%	17%	14%	13%	15%	21%	15%	17%
NET: 7-10	**793**	75	38	69	103	85	36	39	37	58	86	136	30
	67%	70%	61%	69%	66%	71%	76%	67%	66%	57%	71%	64%	70%
NET: 4-6	**332**	26	22	23	41	31	11	19	16	40	28	64	11
	28%	24%	34%	23%	26%	26%	24%	33%	28%	40%	23%	30%	26%
NET: 1-3	**51**	4	3	6	11	3	-	-	2	3	8	10	1
	4%	3%	5%	6%	7%	2%	-	-	4%	3%	6%	5%	3%
Mean	**7.00**	7.14	6.89	7.01	7.04	7.09	7.32	7.05	6.97	6.73	6.97	6.94	7.12
Standard Deviation	**1.76**	1.55	1.92	1.88	1.93	1.76	1.22	1.50	1.61	1.77	1.95	1.72	1.70

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 402

Q15I Rating on statement - It shows programmes I want to watch
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1235**	1235	633	1137	67	1000	1200	1057	779	618	864	1235	633	394	21	256	820	298	152	69	399
Weighted Base	**1186**	1186	980	1104	22	970	1155	1016	743	585	809	1186	980	379	7	242	813	286	162	73	367
1 - LOWEST score	**5**	5	5	5	-	5	5	5	2	2	3	5	5	3	-	2	5	2	-	-	2
	*	*	*	*	-	*	*	*	*	*	*	*	*	1%	-	1%	1%	1%	-	-	*
2	**13**	13	12	12	-	10	13	13	10	6	9	13	12	4	-	3	12	5	2	1	6
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	2%	2%
3	**34**	34	27	29	1	24	32	25	16	13	22	34	27	13	*	10	18	9	2	5	13
	3%	3%	3%	3%	3%	2%	3%	2%	2%	2%	3%	3%	3%	3%	5%	4%	2%	3%	1%	7%	4%
4	**46**	46	40	41	1	32	46	41	24	20	25	46	40	15	*	2	38	19	4	5	9
	4%	4%	4%	4%	4%	3%	4%	4%	3%	3%	3%	4%	4%	4%	4%	1%	5%	7%	3%	6%	2%
5	**132**	132	114	129	3	105	129	115	74	73	81	132	114	61	1	29	93	46	21	13	46
	11%	11%	12%	12%	14%	11%	11%	11%	10%	13%	10%	11%	12%	16%	19%	12%	11%	16%	13%	18%	13%
6	**153**	153	125	141	2	124	152	140	103	82	108	153	125	53	*	28	123	54	20	13	47
	13%	13%	13%	13%	9%	13%	13%	14%	14%	14%	13%	13%	13%	14%	5%	11%	15%	19%	12%	18%	13%
7	**283**	283	232	267	5	237	278	259	202	157	207	283	232	78	1	52	193	64	33	9	97
	24%	24%	24%	24%	22%	24%	24%	26%	27%	27%	26%	24%	24%	20%	19%	21%	24%	22%	21%	12%	26%
8	**305**	305	244	282	7	255	293	248	188	145	215	305	244	87	2	66	201	52	45	12	81
	26%	26%	25%	26%	30%	26%	25%	24%	25%	25%	27%	26%	25%	23%	29%	27%	25%	18%	28%	16%	22%
9	**130**	130	109	120	3	111	127	110	78	52	83	130	109	37	1	25	85	19	18	6	36
	11%	11%	11%	11%	15%	11%	11%	11%	11%	9%	10%	11%	11%	10%	9%	10%	10%	7%	11%	9%	10%
10 - HIGHEST score	**75**	75	66	69	1	62	72	54	43	32	46	75	66	26	1	24	38	16	18	8	28
	6%	6%	7%	6%	3%	6%	6%	5%	6%	6%	6%	6%	7%	7%	10%	10%	5%	5%	11%	11%	7%
Don't know	**9**	9	6	9	-	7	9	7	3	3	9	9	6	3	-	2	8	3	-	-	3
	1%	1%	1%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%	-	-	1%
SUMMARY:																					
NET: 9-10	**205**	205	174	189	4	173	199	164	121	84	130	205	174	63	1	49	123	34	36	14	63
	17%	17%	18%	17%	18%	18%	17%	16%	16%	14%	16%	17%	18%	17%	19%	20%	15%	12%	22%	20%	17%
NET: 7-10	**793**	793	650	739	15	665	769	671	511	387	551	793	650	228	5	167	517	150	114	35	241
	67%	67%	66%	67%	70%	69%	67%	66%	69%	66%	68%	67%	66%	60%	67%	69%	64%	52%	70%	48%	66%
NET: 4-6	**332**	332	279	311	6	260	327	295	202	174	214	332	279	128	2	59	254	118	44	31	102
	28%	28%	28%	28%	27%	27%	28%	29%	27%	30%	26%	28%	28%	34%	28%	24%	31%	41%	27%	42%	28%
NET: 1-3	**51**	51	44	46	1	38	50	42	27	21	34	51	44	20	*	15	34	15	3	7	21
	4%	4%	5%	4%	3%	4%	4%	4%	4%	4%	4%	4%	5%	5%	5%	6%	4%	5%	2%	9%	6%
Mean	**7.00**	7.00	6.99	7.00	7.08	7.07	6.99	6.95	7.04	6.94	7.03	7.00	6.99	6.81	7.00	7.12	6.89	6.54	7.28	6.54	6.93
Standard Deviation	**1.76**	1.76	1.79	1.75	1.67	1.73	1.76	1.73	1.67	1.67	1.70	1.76	1.79	1.86	2.03	1.87	1.74	1.81	1.72	2.12	1.82

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 403

Q15I Rating on statement - It shows programmes I want to watch
Channel 4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**591**	257	334	78	97	132	105	84	95	148	290	153	139	452	30	558	316	101	72	102
Weighted Base	**586**	252	335	81*	95*	123*	109*	83*	95*	161	284	142	135	451	45**	537	489	54	24*	19
1 - LOWEST score	**5**	3	1	2	-	1	-	-	2	5	-	-	2	3	-	5	5	-	-	-
	1%	*1%*	*	*2%*	-	*1%*	-	-	*2%*	*3%*	-	-	*1%*	*1%*	-	*1%*	*1%*	-	-	-
2	**6**	1	5	1	-	-	2	3	-	3	3	*	1	5	-	6	4	*	1	*
	1%	*	*2%*	*1%*	-	-	*2%*	*4%*	-	*2%*	*1%*	*	*	*1%*	-	*1%*	*1%*	*1%*	*3%*	*2%*
3	**16**	7	9	2	1	4	2	2	5	4	6	6	3	13	2	15	15	1	*	*
	3%	*3%*	*3%*	*2%*	*2%*	*4%*	*2%*	*2%*	*5%*	*3%*	*2%*	*4%*	*2%*	*3%*	*3%*	*3%*	*3%*	*1%*	*1%*	*2%*
4	**29**	10	19	2	2	1	5	11	8	4	15	10	1	28	-	29	23	4	1	1
	5%	*4%*	*6%*	*3%*	*2%*	*1%*	*5%*	13%e	*8%*	*2%*	*5%*	*7%*	*1%*	*6%*	-	*5%*	*5%*	*7%*	*3%*	*7%*
5	**62**	24	38	4	8	17	15	6	12	18	25	20	12	51	5	57	49	8	4	2
	11%	*10%*	*11%*	*5%*	*9%*	*14%*	*14%*	*7%*	*13%*	*11%*	*9%*	*14%*	*9%*	*11%*	*11%*	*11%*	*10%*	*15%*	*16%*	*9%*
6	**88**	40	49	9	11	19	19	13	17	15	55	18	20	68	6	82	71	9	4	4
	15%	*16%*	*15%*	*12%*	*12%*	*16%*	*17%*	*15%*	*18%*	*9%*	*19%*	*13%*	*15%*	*15%*	*14%*	*15%*	*14%*	*17%*	*17%*	*21%*
7	**146**	63	84	15	25	35	29	22	21	42	67	38	32	115	11	133	122	15	6	4
	25%	*25%*	*25%*	*19%*	*26%*	*28%*	*26%*	*27%*	*22%*	*26%*	*23%*	*27%*	*23%*	*25%*	*25%*	*25%*	*25%*	*28%*	*23%*	*21%*
8	**143**	70	73	23	32	26	25	18	18	45	69	29	44	99	10	132	124	9	6	4
	24%	*28%*	*22%*	*29%*	*34%*	*21%*	*23%*	*22%*	*19%*	*28%*	*24%*	*21%*	*33%*	*22%*	*21%*	*25%*	*25%*	*17%*	*25%*	*21%*
9	**44**	22	22	10	6	14	4	3	7	11	24	9	12	32	3	41	37	4	2	1
	7%	*9%*	*7%*	*13%*	*6%*	*12%*	*3%*	*4%*	*7%*	*7%*	*9%*	*6%*	*9%*	*7%*	*7%*	*8%*	*8%*	*7%*	*7%*	*7%*
10 - HIGHEST score	**36**	9	26	11	6	5	6	5	4	11	16	8	10	26	8	28	30	4	1	1
	6%	*4%*	*8%*	*14%*	*6%*	*4%*	*5%*	*5%*	*4%*	*7%*	*6%*	*6%*	*7%*	*6%*	*18%*	*5%*	*6%*	*7%*	*4%*	*6%*
Don't know	**11**	4	7	2	3	*	3	-	2	4	5	2	*	10	-	11	9	1	*	*
	2%	*2%*	*2%*	*2%*	*4%*	*	*3%*	-	*2%*	*2%*	*2%*	*2%*	*	*2%*	-	*2%*	*2%*	*1%*	*1%*	*2%*
SUMMARY:																				
NET: 9-10	**80**	31	49	21	11	19	9	8	11	22	40	17	22	58	11	68	67	7	3	3
	14%	*12%*	*15%*	27%f	*12%*	*16%*	*9%*	*9%*	*11%*	*14%*	*14%*	*12%*	*16%*	*13%*	*25%*	*13%*	*14%*	*14%*	*11%*	*14%*
NET: 7-10	**369**	163	206	60	69	80	63	48	49	108	176	85	98	271	32	333	313	31	14	11
	63%	*65%*	*61%*	*74%*	*72%*	*65%*	*58%*	*58%*	*51%*	*67%*	*62%*	*60%*	*72%*	*60%*	*71%*	*62%*	*64%*	*58%*	*59%*	*56%*
NET: 4-6	**180**	74	106	16	21	37	39	29	37	37	95	48	32	147	11	168	143	21	8	7
	31%	*29%*	*32%*	*20%*	*22%*	*30%*	*36%*	*35%*	*39%*	*23%*	*33%*	*34%*	*24%*	*33%*	*25%*	*31%*	*29%*	*39%*	*35%*	*37%*
NET: 1-3	**27**	11	16	4	1	6	4	6	7	12	9	7	5	22	2	25	24	1	1	1
	5%	*4%*	*5%*	*5%*	*2%*	*5%*	*3%*	*7%*	*7%*	*7%*	*3%*	*5%*	*4%*	*5%*	*3%*	*5%*	*5%*	*2%*	*4%*	*5%*
Mean	**6.85**	6.89	6.82	7.43gh	7.23h	6.90	6.70	6.47	6.44	6.86	6.92	6.69	7.21	6.74	7.39	6.80	6.87	6.75	6.75	6.74
Standard Deviation	**1.77**	1.69	1.83	1.93	1.44	1.69	1.64	1.91	1.88	1.98	1.66	1.76	1.65	1.80	1.77	1.77	1.79	1.69	1.71	1.84

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 404

Q15l Rating on statement - It shows programmes I want to watch
Channel 4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	591	92	400	94	34	557	382	136	168	394	197	463	128	342	246	217	287	142	208	376	201
Weighted Base	586	92*	386	100*	42**	545	374	127*	163	379	180	470	116*	339	244	230	272	155	188	376	196
1 - LOWEST score	5	3	-	1	2	3	1	-	2	3	3	5	-	3	1	3	2	1	-	3	1
	1%	3%b	-	1%	4%	1%	*	-	1%	1%	2%	1%	-	1%	1%	1%	1%	1%	-	1%	1%
2	6	*	1	5	-	6	4	1	1	4	1	6	*	4	2	2	2	4	-	4	1
	1%	1%	*	5%b	-	1%	1%	*	*	1%	1%	1%	*	1%	1%	1%	1%	2%	-	1%	*
3	16	2	8	5	2	15	6	8	8	12	8	11	5	8	8	4	8	5	1	11	5
	3%	2%	2%	5%	4%	3%	2%	6%	5%	3%	5%	2%	5%	2%	3%	2%	3%	3%	1%	3%	3%
4	29	2	20	7	5	24	17	8	8	22	9	21	8	15	12	9	13	8	6	23	6
	5%	2%	5%	7%	12%	4%	5%	6%	5%	6%	5%	4%	7%	5%	5%	4%	5%	5%	3%	6%	3%
5	62	7	39	15	5	57	32	19	23	44	18	38	25	24	38	20	29	11	18	30	30
	11%	7%	10%	15%	13%	10%	9%	15%	14%	12%	10%	8%	21%k	7%	16%m	9%	11%	7%	10%	8%	15%
6	88	9	62	17	5	83	59	17	22	60	27	73	15	50	38	34	46	26	28	47	38
	15%	9%	16%	17%	13%	15%	16%	14%	13%	16%	15%	15%	13%	15%	16%	15%	17%	17%	15%	13%	20%
7	146	23	94	28	5	142	108	22	33	100	40	126	21	94	52	53	71	34	65	101	42
	25%	25%	24%	28%	11%	26%	29%	18%	20%	26%	22%	27%	18%	28%	21%	23%	26%	22%	35%	27%	21%
8	143	27	104	10	12	131	94	26	35	83	50	120	23	95	46	62	68	38	48	94	46
	24%	29%c	27%c	10%	29%	24%	25%	20%	22%	22%	28%	26%	20%	28%	19%	27%	25%	25%	26%	25%	24%
9	44	8	29	7	2	42	28	9	14	23	13	35	9	22	21	21	17	17	9	33	11
	7%	9%	8%	7%	4%	8%	7%	7%	9%	6%	7%	7%	8%	7%	9%	9%	6%	11%	5%	9%	5%
10 - HIGHEST score	36	12	19	4	3	32	21	11	11	24	10	29	7	17	19	19	9	9	11	22	13
	6%	13%	5%	4%	8%	6%	6%	9%	7%	6%	6%	6%	6%	5%	8%	8%	3%	6%	6%	6%	7%
Don't know	11	-	11	-	2	9	3	7	7	6	-	8	3	5	6	3	7	2	1	7	2
	2%	-	3%	-	4%	2%	1%	5%l	4%	2%	-	2%	2%	1%	2%	1%	3%	1%	*	2%	1%
SUMMARY: NET: 9-10	80	20	48	10	5	74	49	20	25	46	24	63	16	39	40	39	26	25	20	55	24
	14%	21%	12%	10%	12%	14%	13%	16%	15%	12%	13%	13%	14%	12%	16%	17%	10%	16%	11%	15%	12%
NET: 7-10	369	69	246	49	22	347	251	68	94	229	114	310	59	229	138	154	165	98	133	250	112
	63%	75%c	64%	49%	52%	64%	67%	54%	57%	60%	63%	66%	51%	68%	57%	67%	61%	63%	71%	67%	57%
NET: 4-6	180	17	121	40	15	164	109	44	53	126	53	131	48	90	88	64	88	46	53	100	74
	31%	19%	31%	40%a	37%	30%	29%	34%	32%	33%	30%	28%	42%	26%	36%	28%	32%	29%	28%	27%	38%
NET: 1-3	27	5	9	11	3	24	12	9	10	18	13	21	6	15	12	9	12	10	1	18	7
	5%	6%	2%	11%b	7%	4%	3%	7%	6%	5%	7%	5%	5%	5%	5%	4%	4%	6%	1%	5%	4%
Mean	6.85	7.23c	6.96c	6.12	6.50	6.88	6.96	6.70	6.75	6.74	6.78	6.92	6.56	6.92	6.76	7.06	6.75	6.86	7.05	6.91	6.79
Standard Deviation	1.77	2.00	1.58	1.98	2.19	1.74	1.63	1.95	1.91	1.78	1.89	1.75	1.84	1.71	1.85	1.79	1.65	1.89	1.39	1.80	1.71

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 405

Q15l Rating on statement - It shows programmes I want to watch
Channel 4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**591**	101	12	26	41	38	14	17	72	27	65	76	102
Weighted Base	**586**	54	18**	40**	63*	59*	22**	27**	24*	41**	103*	114*	19
1 - LOWEST score	**5**	-	-	-	-	1	-	-	-	-	2	2	-
	1%	-	-	-	-	*3%*	-	-	-	-	*2%*	*1%*	-
2	**6**	*	-	1	-	-	2	-	1	-	-	1	*
	1%	*1%*	-	*4%*	-	-	*7%*	-	*3%*	-	-	*1%*	*2%*
3	**16**	1	-	-	5	2	-	-	*	-	3	6	*
	3%	*1%*	-	-	*7%*	*3%*	-	-	*1%*	-	*3%*	*5%*	*2%*
4	**29**	4	2	3	3	2	-	3	1	-	6	4	1
	5%	*7%*	*9%*	*8%*	*5%*	*3%*	-	*12%*	*3%*	-	*6%*	*4%*	*7%*
5	**62**	8	2	5	3	6	-	8	4	3	14	8	2
	11%	*15%*	*8%*	*12%*	*5%*	*11%*	-	*30%*	*16%*	*7%*	*14%*	*7%*	*9%*
6	**88**	9	3	1	11	12	2	6	4	8	10	18	4
	15%	*17%*	*17%*	*4%*	*17%*	*21%*	*7%*	*23%*	*17%*	*18%*	*9%*	*16%*	*21%*
7	**146**	15	4	12	14	17	11	3	6	6	28	25	4
	25%	*28%*	*25%*	*30%*	*22%*	*28%*	*51%*	*12%*	*23%*	*15%*	*27%*	*22%*	*21%*
8	**143**	9	2	11	22	8	6	6	6	17	22	30	4
	24%	*17%*	*8%*	*27%*	*34%*	*14%*	*28%*	*23%*	*25%*	*40%*	*22%*	*26%*	*21%*
9	**44**	4	-	5	-	8	2	-	2	2	8	14	1
	7%	*7%*	-	*12%*	-	*13%*	*7%*	-	*7%*	*4%*	*8%*	*12%*	***7%e***
10 - HIGHEST score	**36**	4	3	2	5	3	-	-	1	3	8	6	1
	6%	*7%*	*17%*	*4%*	*7%*	*5%*	-	-	*4%*	*7%*	*8%*	*5%*	*6%*
Don't know	**11**	1	3	-	2	-	-	-	*	3	2	-	*
	2%	*1%*	*17%*	-	*2%*	-	-	-	*1%*	*8%*	*1%*	-	*2%*
SUMMARY:													
NET: 9-10	**80**	7	3	6	5	11	2	-	3	4	16	20	3
	14%	*14%*	*17%*	*16%*	*7%*	*19%*	*7%*	-	*11%*	*11%*	*16%*	*17%*	*14%*
NET: 7-10	**369**	31	9	29	40	36	19	10	14	28	67	75	11
	63%	*58%*	*50%*	*73%*	*64%*	*61%*	*86%*	*35%*	*59%*	*66%*	*65%*	*66%*	*56%*
NET: 4-6	**180**	21	6	9	17	20	2	18	8	11	30	30	7
	31%	*39%*	*34%*	*23%*	*27%*	*34%*	*7%*	*65%*	*35%*	*26%*	*29%*	*27%*	*37%*
NET: 1-3	**27**	1	-	1	5	3	2	-	1	-	5	9	1
	5%	*2%*	-	*4%*	*7%*	*5%*	*7%*	-	*4%*	-	*4%*	*8%*	*5%*
Mean	**6.85**	6.75	6.99	6.94	6.86	6.80	7.02	6.05	6.75	7.39	6.84	6.90	6.74
Standard Deviation	**1.77**	1.69	1.92	1.82	1.76	1.83	1.55	1.37	1.71	1.30	1.88	1.91	1.84

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 406

Q15l Rating on statement - It shows programmes I want to watch
Channel 4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**591**	548	300	591	37	492	577	520	394	318	400	394	205	591	18	197	442	236	96	70	211
Weighted Base	**586**	551	465	586	12	492	574	524	397	325	394	379	316	586	6	180	448	239	101	76	205
1 - LOWEST score	**5**	5	5	5	-	3	5	5	-	2	-	3	3	5	-	3	3	2	-	-	-
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	*	-	*1%*	*1%*	*1%*	-	*2%*	*1%*	*1%*	-	-	-
2	**6**	6	4	6	-	4	6	6	4	2	5	4	3	6	-	1	4	3	*	2	5
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	*2%*	*3%*
3	**16**	15	14	16	*	10	16	12	6	9	7	12	11	16	-	8	15	7	2	4	4
	3%	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*1%*	*3%*	*2%*	*3%*	*3%*	*3%*	-	*5%*	*3%*	*3%*	*2%*	*5%*	*2%*
4	**29**	26	22	29	-	25	29	29	17	16	17	22	19	29	-	9	23	10	1	2	6
	5%	*5%*	*5%*	*5%*	-	*5%*	*5%*	*6%*	*4%*	*5%*	*4%*	*6%*	*6%*	*5%*	-	*5%*	*5%*	*4%*	*1%*	*3%*	*3%*
5	**62**	62	49	62	2	59	60	61	50	41	40	44	34	62	1	18	47	33	13	7	18
	11%	*11%*	*11%*	*11%*	*19%*	*12%*	*10%*	*12%*	*13%*	*12%*	*10%*	*12%*	*11%*	*11%*	*23%*	*10%*	*11%*	*14%*	*13%*	*9%*	*9%*
6	**88**	82	66	88	1	74	85	79	61	52	56	60	49	88	-	27	71	49	14	18	35
	15%	*15%*	*14%*	*15%*	*11%*	*15%*	*15%*	*15%*	*15%*	*16%*	*14%*	*16%*	*16%*	*15%*	-	*15%*	*16%*	*20%*	*13%*	*23%*	*17%*
7	**146**	140	117	146	3	124	143	126	114	99	114	100	82	146	1	40	106	54	28	22	59
	25%	*25%*	*25%*	*25%*	*21%*	*25%*	*25%*	*24%*	*29%*	*30%*	*29%*	*26%*	*26%*	*25%*	*10%*	*22%*	*24%*	*23%*	*28%*	*28%*	*29%*
8	**143**	132	116	143	4	120	141	128	88	67	97	83	73	143	3	50	116	58	20	12	50
	24%	*24%*	*25%*	*24%*	*30%*	*24%*	*25%*	*24%*	*22%*	*21%*	*25%*	*22%*	*23%*	*24%*	*45%*	*28%*	*26%*	*24%*	*19%*	*16%*	*24%*
9	**44**	42	36	44	1	36	44	42	31	22	28	23	18	44	1	13	31	9	10	5	10
	7%	*8%*	*8%*	*7%*	*10%*	*7%*	*8%*	*8%*	*8%*	*7%*	*7%*	*6%*	*6%*	*7%*	*16%*	*7%*	*7%*	*4%*	*9%*	*7%*	*5%*
10 - HIGHEST score	**36**	35	30	36	1	29	34	27	24	13	24	24	20	36	*	10	22	11	13	6	15
	6%	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*4%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*5%*	*5%*	*13%*	*8%*	*7%*
Don't know	**11**	7	6	11	-	7	11	9	3	3	4	6	5	11	-	-	9	4	2	-	3
	2%	*1%*	*1%*	*2%*	-	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	-	-	*2%*	*2%*	*2%*	-	*1%*
SUMMARY:																					
NET: 9-10	**80**	77	65	80	2	65	78	69	55	36	53	46	38	80	1	24	53	20	23	11	25
	14%	*14%*	*14%*	*14%*	*16%*	*13%*	*14%*	*13%*	*14%*	*11%*	*13%*	*12%*	*12%*	*14%*	*22%*	*13%*	*12%*	*9%*	*23%*	*14%*	*12%*
NET: 7-10	**369**	348	299	369	8	309	362	323	257	201	263	229	193	369	5	114	276	133	70	44	134
	63%	*63%*	*64%*	*63%*	*67%*	*63%*	*63%*	*62%*	*65%*	*62%*	*67%*	*60%*	*61%*	*63%*	*77%*	*63%*	*61%*	*56%*	*70%*	*58%*	*65%*
NET: 4-6	**180**	170	137	180	4	158	174	169	128	108	113	126	102	180	1	53	141	91	27	27	59
	31%	*31%*	*29%*	*31%*	*30%*	*32%*	*30%*	*32%*	*32%*	*33%*	*29%*	*33%*	*32%*	*31%*	*23%*	*30%*	*32%*	*38%*	*27%*	*35%*	*29%*
NET: 1-3	**27**	25	23	27	*	17	27	23	9	12	12	18	16	27	-	13	22	11	2	5	9
	5%	*5%*	*5%*	*5%*	*3%*	*3%*	*5%*	*4%*	*2%*	*4%*	*3%*	*5%*	*5%*	*5%*	-	*7%*	*5%*	*5%*	*2%*	*7%*	*4%*
Mean	**6.85**	6.86	6.88	6.85	7.08	6.86	6.85	6.80	6.92	6.74	6.96	6.74	6.75	6.85	7.48	6.78	6.80	6.64	7.29	6.72	6.92
Standard Deviation	**1.77**	1.77	1.79	1.77	1.65	1.71	1.78	1.77	1.61	1.64	1.64	1.78	1.80	1.77	1.66	1.89	1.75	1.69	1.68	1.79	1.70

* = Less than .5

J20427 PSB Tracker 2013

Table 407

Q15l Rating on statement - It shows programmes I want to watch
S4C

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**34**	12	22	3	2	10	4	3	12	5	21	8	7	27	1	33	-	-	34	-
Weighted Base	**11***	4**	7**	1**	1**	3**	1**	1**	4**	2**	7**	2**	2**	9**	***	11*	-**	-**	11*	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	*	-	*	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	*	-
	3%	-	*5%*	-	-	-	*26%*	-	-	*19%*	-	-	-	*4%*	-	*3%*	-	-	*3%*	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	*	*	-	-	*	*	-	-	-	1	-	*	*	-	1	-	-	1	-
	6%	*8%*	*5%*	-	-	*10%*	*25%*	-	-	-	*10%*	-	*14%*	*4%*	-	*6%*	-	-	*6%*	-
5	**2**	1	1	-	-	1	*	-	1	*	1	*	*	1	*	1	-	-	2	-
	15%	*25%*	*9%*	-	-	*21%*	*26%*	-	*17%*	*21%*	*14%*	*12%*	*15%*	*15%*	*100%*	*12%*	-	-	*15%*	-
6	**1**	-	1	-	-	*	*	-	*	-	1	-	-	1	-	1	-	-	1	-
	8%	-	*13%*	-	-	*10%*	*24%*	-	*8%*	-	*14%*	-	-	*11%*	-	*9%*	-	-	*8%*	-
7	**2**	*	1	*	-	1	-	*	*	*	1	*	1	1	-	2	-	-	2	-
	15%	*9%*	*18%*	*33%*	-	*21%*	-	*33%*	*8%*	*21%*	*15%*	*12%*	*29%*	*11%*	-	*16%*	-	-	*15%*	-
8	**3**	1	2	*	1	*	-	*	1	-	2	1	*	3	-	3	-	-	3	-
	29%	*33%*	*26%*	*33%*	*100%*	*10%*	-	*34%*	*42%*	-	*28%*	*52%*	*14%*	*33%*	-	*30%*	-	-	*29%*	-
9	**1**	-	1	*	-	*	-	*	-	*	*	*	*	1	-	1	-	-	1	-
	9%	-	*14%*	*35%*	-	*10%*	-	*32%*	-	*20%*	*5%*	*13%*	*14%*	*8%*	-	*9%*	-	-	*9%*	-
10 - HIGHEST score	**1**	*	*	-	-	-	-	-	1	-	*	*	-	1	-	1	-	-	1	-
	5%	*8%*	*4%*	-	-	-	-	-	*17%*	-	*5%*	*12%*	-	*7%*	-	*6%*	-	-	*5%*	-
Don't know	**1**	1	*	-	-	1	-	-	*	*	1	-	*	1	-	1	-	-	1	-
	9%	*17%*	*5%*	-	-	*20%*	-	-	*9%*	*19%*	*10%*	-	*14%*	*8%*	-	*9%*	-	-	*9%*	-
SUMMARY:																				
NET: 9-10	**2**	*	1	*	-	*	-	*	1	*	1	1	*	1	-	2	-	-	2	-
	14%	*8%*	*18%*	*35%*	-	*10%*	-	*32%*	*17%*	*20%*	*9%*	*24%*	*14%*	*15%*	-	*15%*	-	-	*14%*	-
NET: 7-10	**6**	2	4	1	1	1	-	1	2	1	4	2	1	5	-	6	-	-	6	-
	58%	*50%*	*63%*	*100%*	*100%*	*40%*	-	*100%*	*66%*	*41%*	*52%*	*88%*	*57%*	*59%*	-	*60%*	-	-	*58%*	-
NET: 4-6	**3**	1	2	-	-	1	1	-	1	*	3	*	1	3	*	3	-	-	3	-
	29%	*33%*	*27%*	-	-	*40%*	*74%*	-	*25%*	*21%*	*38%*	*12%*	*29%*	*30%*	*100%*	*27%*	-	-	*29%*	-
NET: 1-3	*	-	*	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	*	-
	3%	-	*5%*	-	-	-	*26%*	-	-	*19%*	-	-	-	*4%*	-	*3%*	-	-	*3%*	-
Mean	**6.91**	6.79	6.97	8.02	8.00	6.36	4.22	7.99	7.55	5.80	6.77	7.88	6.66	6.98	5.00	6.98	-	-	6.91	-
Standard Deviation	**1.95**	2.18	2.02	-	-	1.97	-	-	1.94	-	1.80	1.74	2.38	2.02	-	1.95	-	-	1.95	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 408

Q15l Rating on statement - It shows programmes I want to watch
S4C

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**34**	4	27	3	-	34	22	9	11	21	10	26	8	22	12	11	17	8	13	19	14
Weighted Base	**11***	1**	9**	1**	-**	11*	7**	3**	4**	7**	3**	8**	2**	7**	4**	4**	6**	3**	4**	6**	4**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	*	-	-	*	-	*	-	*	*	*	-	*	-	*	-	-	*	-	-	*	-
	3%	-	-	*32%*	-	*3%*	-	*11%*	*9%*	*5%*	-	*4%*	-	*5%*	-	-	*6%*	-	-	*5%*	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	-	1	-	-	1	*	*	*	1	-	1	-	*	*	-	*	-	*	-	1
	6%	-	*8%*	-	-	*6%*	*5%*	*12%*	*10%*	*10%*	-	*8%*	-	*4%*	*9%*	-	*6%*	-	*8%*	-	*15%*
5	**2**	-	1	*	-	2	1	*	*	1	*	2	-	1	*	1	1	1	1	1	1
	15%	-	*15%*	*35%*	-	*15%*	*19%*	*10%*	*8%*	*19%*	*11%*	*19%*	-	*19%*	*8%*	*18%*	*18%*	*26%*	*15%*	*16%*	*14%*
6	**1**	-	1	*	-	1	1	*	*	1	-	*	1	*	1	*	1	-	*	*	1
	8%	-	*7%*	*33%*	-	*8%*	*9%*	*11%*	*9%*	*9%*	-	*4%*	*25%*	*4%*	*17%*	*9%*	*11%*	-	*7%*	*5%*	*13%*
7	**2**	*	1	-	-	2	1	1	1	1	1	2	-	2	-	*	1	*	*	1	*
	15%	*25%*	*15%*	-	-	*15%*	*9%*	*23%*	*19%*	*15%*	*20%*	*19%*	-	*23%*	-	*10%*	*17%*	*13%*	*8%*	*21%*	*8%*
8	**3**	1	2	-	-	3	3	*	1	2	1	2	2	1	2	1	2	1	2	1	2
	29%	*75%*	*25%*	-	-	*29%*	*36%*	*10%*	*17%*	*28%*	*39%*	*19%*	*62%*	*18%*	*49%*	*18%*	*29%*	*37%*	*38%*	*16%*	*43%*
9	**1**	-	1	-	-	1	*	*	1	1	1	1	*	*	1	*	*	-	*	1	-
	9%	-	*11%*	-	-	*9%*	*5%*	*12%*	*19%*	*10%*	*19%*	*8%*	*13%*	*5%*	*17%*	*9%*	*6%*	-	*8%*	*16%*	-
10 - HIGHEST score	**1**	-	1	-	-	1	*	*	*	-	-	1	-	1	-	1	-	*	-	1	-
	5%	-	*7%*	-	-	*5%*	*4%*	*11%*	*9%*	-	-	*7%*	-	*8%*	-	*17%*	-	*11%*	-	*10%*	-
Don't know	**1**	-	1	-	-	1	1	-	-	*	*	1	-	1	-	1	*	*	1	1	*
	9%	-	*12%*	-	-	*9%*	*14%*	-	-	*5%*	*10%*	*12%*	-	*14%*	-	*19%*	*6%*	*12%*	*16%*	*11%*	*7%*
SUMMARY: NET: 9-10	**2**	-	2	-	-	2	1	1	1	1	1	1	*	1	1	1	*	*	*	2	-
	14%	-	*18%*	-	-	*14%*	*9%*	*23%*	*27%*	*10%*	*19%*	*15%*	*13%*	*13%*	*17%*	*26%*	*6%*	*11%*	*8%*	*26%*	-
NET: 7-10	**6**	1	5	-	-	6	4	2	2	4	3	5	2	4	3	2	3	2	2	4	2
	58%	*100%*	*59%*	-	-	*58%*	*54%*	*56%*	*64%*	*53%*	*79%*	*54%*	*75%*	*54%*	*67%*	*54%*	*53%*	*62%*	*54%*	*62%*	*51%*
NET: 4-6	**3**	-	3	1	-	3	2	1	1	3	*	3	1	2	1	1	2	1	1	1	2
	29%	-	*29%*	*68%*	-	*29%*	*32%*	*32%*	*27%*	*38%*	*11%*	*31%*	*25%*	*27%*	*33%*	*26%*	*35%*	*26%*	*30%*	*22%*	*42%*
NET: 1-3	*	-	-	*	-	*	-	*	*	*	-	*	-	*	-	-	*	-	-	*	-
	3%	-	-	*32%*	-	*3%*	-	*11%*	*9%*	*5%*	-	*4%*	-	*5%*	-	-	*6%*	-	-	*5%*	-
Mean	**6.91**	7.75	7.11	4.35	-	6.91	6.97	6.44	6.80	6.44	7.63	6.67	7.63	6.71	7.25	7.54	6.43	7.20	6.91	7.14	6.53
Standard Deviation	**1.95**	-	1.86	-	-	1.95	1.73	2.93	2.72	2.02	1.44	2.15	1.28	2.16	1.81	2.25	2.02	2.17	1.87	2.25	1.79

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 409

Q15l Rating on statement - It shows programmes I want to watch
S4C

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**34**	-	-	-	-	-	-	-	34	-	-	-	-
Weighted Base	**11***	-**	-**	-**	-**	-**	-**	-**	11*	-**	-**	-**	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	*****	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
5	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	15%	-	-	-	-	-	-	-	*15%*	-	-	-	-
6	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	8%	-	-	-	-	-	-	-	*8%*	-	-	-	-
7	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	15%	-	-	-	-	-	-	-	*15%*	-	-	-	-
8	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	29%	-	-	-	-	-	-	-	*29%*	-	-	-	-
9	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
10 - HIGHEST score	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	5%	-	-	-	-	-	-	-	*5%*	-	-	-	-
Don't know	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
SUMMARY:													
NET: 9-10	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	14%	-	-	-	-	-	-	-	*14%*	-	-	-	-
NET: 7-10	**6**	-	-	-	-	-	-	-	6	-	-	-	-
	58%	-	-	-	-	-	-	-	*58%*	-	-	-	-
NET: 4-6	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	29%	-	-	-	-	-	-	-	*29%*	-	-	-	-
NET: 1-3	*****	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
Mean	**6.91**	-	-	-	-	-	-	-	6.91	-	-	-	-
Standard Deviation	**1.95**	-	-	-	-	-	-	-	1.95	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 410

Q15I Rating on statement - It shows programmes I want to watch
S4C

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**34**	31	-	30	34	25	34	32	25	21	27	21	-	18	34	10	29	16	5	6	16
Weighted Base	**11**	10	-	10	11	8	11	10	8	7	9	7	-	6	11	3	9	5	2	2	5
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	*****	*	-	*	*	*	*	*	*	-	*	*	-	-	*	-	*	-	-	-	*
	3%	*3%*	-	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	-	*4%*	*5%*	-	-	*3%*	-	*4%*	-	-	-	*6%*
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	1	-	1	1	*	1	*	-	-	*	1	-	-	1	-	1	-	-	-	*
	6%	*7%*	-	*7%*	*6%*	*4%*	*6%*	*3%*	-	-	*4%*	*10%*	-	-	*6%*	-	*7%*	-	-	-	*6%*
5	**2**	2	-	2	2	1	2	2	2	2	1	1	-	2	2	*	2	1	*	1	1
	15%	*16%*	-	*17%*	*15%*	*16%*	*15%*	*16%*	*20%*	*24%*	*15%*	*19%*	-	*28%*	*15%*	*11%*	*17%*	*26%*	*21%*	*33%*	*13%*
6	**1**	1	-	*	1	1	1	1	*	*	1	1	-	*	1	-	1	1	-	-	*
	8%	*9%*	-	*3%*	*8%*	*8%*	*8%*	*9%*	*4%*	*4%*	*11%*	*9%*	-	*6%*	*8%*	-	*7%*	*12%*	-	-	*6%*
7	**2**	2	-	2	2	1	2	2	2	1	1	1	-	1	2	1	1	1	*	*	*
	15%	*16%*	-	*17%*	*15%*	*17%*	*15%*	*16%*	*20%*	*19%*	*11%*	*15%*	-	*12%*	*15%*	*20%*	*14%*	*13%*	*21%*	*17%*	*6%*
8	**3**	3	-	3	3	3	3	3	3	2	3	2	-	2	3	1	2	1	*	*	2
	29%	*32%*	-	*29%*	*29%*	*31%*	*29%*	*28%*	*31%*	*28%*	*33%*	*28%*	-	*38%*	*29%*	*39%*	*24%*	*18%*	*20%*	*15%*	*37%*
9	**1**	1	-	1	1	1	1	1	1	*	1	1	-	1	1	1	1	*	*	-	*
	9%	*7%*	-	*10%*	*9%*	*12%*	*9%*	*10%*	*12%*	*5%*	*11%*	*10%*	-	*11%*	*9%*	*19%*	*11%*	*6%*	*18%*	-	*6%*
10 - HIGHEST score	**1**	-	-	*	1	-	1	1	-	*	*	-	-	-	1	-	1	1	-	-	*
	5%	-	-	*3%*	*5%*	-	*5%*	*6%*	-	*5%*	*3%*	-	-	-	*5%*	-	*6%*	*12%*	-	-	*6%*
Don't know	**1**	1	-	1	1	1	1	1	1	1	1	*	-	*	1	*	1	1	*	1	1
	9%	*10%*	-	*10%*	*9%*	*8%*	*9%*	*10%*	*8%*	*15%*	*8%*	*5%*	-	*6%*	*9%*	*10%*	*11%*	*13%*	*20%*	*35%*	*13%*
SUMMARY:																					
NET: 9-10	**2**	1	-	1	2	1	2	2	1	1	1	1	-	1	2	1	2	1	*	-	1
	14%	*7%*	-	*13%*	*14%*	*12%*	*14%*	*15%*	*12%*	*10%*	*15%*	*10%*	-	*11%*	*14%*	*19%*	*17%*	*18%*	*18%*	-	*12%*
NET: 7-10	**6**	5	-	6	6	5	6	6	5	4	5	4	-	4	6	3	5	2	1	1	3
	58%	*55%*	-	*60%*	*58%*	*60%*	*58%*	*59%*	*64%*	*57%*	*59%*	*53%*	-	*61%*	*58%*	*79%*	*55%*	*49%*	*59%*	*32%*	*55%*
NET: 4-6	**3**	3	-	3	3	2	3	3	2	2	3	3	-	2	3	*	3	2	*	1	1
	29%	*32%*	-	*27%*	*29%*	*28%*	*29%*	*28%*	*24%*	*28%*	*30%*	*38%*	-	*33%*	*29%*	*11%*	*31%*	*38%*	*21%*	*33%*	*26%*
NET: 1-3	*****	*	-	*	*	*	*	*	*	-	*	*	-	-	*	-	*	-	-	-	*
	3%	*3%*	-	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	-	*4%*	*5%*	-	-	*3%*	-	*4%*	-	-	-	*6%*
Mean	**6.91**	6.63	-	6.83	6.91	6.82	6.91	6.98	6.91	6.99	6.94	6.44	-	6.99	6.91	7.63	6.82	7.02	7.19	6.21	6.81
Standard Deviation	**1.95**	1.81	-	1.98	1.95	1.89	1.95	1.93	1.83	1.64	1.95	2.02	-	1.60	1.95	1.44	2.10	1.98	-	-	2.39

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 411

Q15l Rating on statement - It shows programmes I want to watch
Channel 5

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**360**	156	204	40	56	82	61	47	74	71	172	117	85	275	22	336	176	55	77	52
Weighted Base	**337**	141	196	45*	48*	73*	60*	40*	72*	66*	158	113*	81*	256	31**	302	273	30*	25*	10*
1 - LOWEST score	**7**	5	1	2	3	1	1	-	-	3	3	1	3	4	-	5	6	1	-	-
	2%	*4%*	*1%*	*3%*	*7%*	*2%*	*1%*	-	-	*5%*	*2%*	*	*4%*	*1%*	-	*2%*	*2%*	*2%*	-	-
2	**7**	5	2	2	-	-	5	-	1	2	5	1	2	5	2	5	6	1	-	*
	2%	*4%*	*1%*	*4%*	-	-	*8%*	-	*1%*	*2%*	*3%*	*	*2%*	*2%*	*5%*	*2%*	*2%*	*2%*	-	*2%*
3	**4**	3	2	-	-	2	*	*	2	1	2	2	2	2	-	4	3	-	1	*
	1%	*2%*	*1%*	-	-	*2%*	*1%*	*1%*	*3%*	*1%*	*1%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	-	*3%*	*5%*
4	**18**	4	14	-	1	3	5	2	7	1	6	10	1	17	-	18	14	3	1	*
	5%	*3%*	*7%*	-	*1%*	*3%*	*8%*	*6%*	*10%*	*1%*	*4%*	*9%*	*1%*	*7%*	-	*6%*	*5%*	*9%*	*3%*	*5%*
5	**43**	23	20	2	4	10	10	6	11	10	15	18	8	35	8	35	34	3	5	2
	13%	*17%*	*10%*	*5%*	*9%*	*14%*	*17%*	*15%*	*15%*	*15%*	*9%*	*16%*	*10%*	*14%*	*26%*	*11%*	*13%*	*9%*	*18%*	*16%*
6	**58**	19	39	7	7	12	10	7	15	10	29	19	13	45	3	55	44	6	6	2
	17%	*13%*	*20%*	*16%*	*15%*	*17%*	*17%*	*17%*	*20%*	*15%*	*18%*	*17%*	*16%*	*18%*	*10%*	*18%*	*16%*	*20%*	*23%*	*19%*
7	**77**	38	39	12	10	19	15	8	12	12	38	27	23	54	9	68	62	8	5	2
	23%	*27%*	*20%*	*27%*	*20%*	*26%*	*25%*	*21%*	*17%*	*18%*	*24%*	*24%*	*28%*	*21%*	*27%*	*23%*	*23%*	*27%*	*18%*	*22%*
8	**74**	32	42	12	15	15	11	8	13	15	40	19	20	54	5	68	62	6	4	1
	22%	*23%*	*21%*	*27%*	*31%*	*21%*	*18%*	*20%*	*18%*	*23%*	*26%*	*16%*	*25%*	*21%*	*15%*	*22%*	*23%*	*20%*	*17%*	*15%*
9	**22**	6	16	2	7	5	*	4	4	5	11	6	5	17	2	20	17	2	2	1
	6%	*4%*	*8%*	*4%*	*15%*	*7%*	*1%*	*10%*	*5%*	*7%*	*7%*	*5%*	*6%*	*6%*	*5%*	*7%*	*6%*	*5%*	*9%*	*6%*
10 - HIGHEST score	**23**	3	20	7	*	4	3	4	4	7	8	8	4	19	3	20	19	2	1	1
	7%	*2%*	***10%a***	*14%*	*1%*	*5%*	*6%*	*11%*	*6%*	*11%*	*5%*	*7%*	*5%*	*8%*	*11%*	*6%*	*7%*	*6%*	*5%*	*10%*
Don't know	**5**	4	2	-	-	2	-	*	3	2	*	4	2	4	-	5	5	-	1	-
	2%	*3%*	*1%*	-	-	*3%*	-	*1%*	*5%*	*2%*	*	*3%*	*2%*	*2%*	-	*2%*	*2%*	-	*4%*	-
SUMMARY:																				
NET: 9-10	**45**	8	37	8	8	9	4	8	8	12	19	13	9	36	5	40	36	3	4	2
	13%	*6%*	***19%a***	*18%*	*16%*	*12%*	*6%*	*21%*	*11%*	*18%*	*12%*	*12%*	*11%*	*14%*	*16%*	*13%*	*13%*	*11%*	*14%*	*16%*
NET: 7-10	**195**	79	117	33	32	43	29	24	33	39	98	59	52	144	18	175	161	17	12	5
	58%	*56%*	*60%*	*73%*	*68%*	*59%*	*49%*	*61%*	*46%*	*59%*	*62%*	*52%*	*64%*	*56%*	*58%*	*58%*	*59%*	*58%*	*49%*	*53%*
NET: 4-6	**118**	46	73	9	12	25	25	15	33	21	50	48	22	97	12	107	92	11	11	4
	35%	*32%*	*37%*	*20%*	*26%*	*34%*	*41%*	*37%*	*46%*	*31%*	*32%*	*42%*	*27%*	*38%*	*37%*	*35%*	*34%*	*38%*	*44%*	*40%*
NET: 1-3	**18**	13	5	3	3	3	5	*	3	5	10	3	6	11	2	15	15	1	1	1
	5%	*9%*	*2%*	*7%*	*7%*	*4%*	*9%*	*1%*	*4%*	*8%*	*6%*	*3%*	*8%*	*4%*	*5%*	*5%*	*6%*	*4%*	*3%*	*7%*
Mean	**6.69**	6.33	6.95	7.14	6.88	6.74	6.17	7.04	6.48	6.78	6.75	6.57	6.71	6.69	6.70	6.72	6.70	6.61	6.72	6.60
Standard Deviation	**1.91**	1.94	1.84	2.07	2.01	1.77	1.98	1.77	1.80	2.20	1.88	1.77	1.94	1.90	1.92	1.87	1.94	1.84	1.67	2.04

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 412

Q15l Rating on statement - It shows programmes I want to watch
Channel 5

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**360**	47	248	60	28	332	225	93	106	256	360	273	87	203	156	103	178	81	124	220	136
Weighted Base	**337**	52*	226	52*	28**	308	207	91*	102*	242	337	259	78*	187	150	93*	175	83*	104*	207	125*
1 - LOWEST score	**7**	2	1	3	2	5	4	-	2	4	7	7	-	5	1	5	2	1	2	4	3
	2%	*3%*	*	**6%b**	*5%*	*2%*	*2%*	-	*2%*	*1%*	*2%*	*3%*	-	*3%*	*1%*	*5%*	*1%*	*2%*	*2%*	*2%*	*2%*
2	**7**	-	5	2	-	7	7	*	*	5	7	7	-	5	2	2	5	3	4	5	2
	2%	-	*2%*	*4%*	-	*2%*	*3%*	*	*	*2%*	*2%*	*3%*	-	*3%*	*1%*	*2%*	*3%*	*4%*	*3%*	*3%*	*1%*
3	**4**	-	3	2	-	4	1	4	4	4	4	1	4	1	4	*	2	*	-	2	2
	1%	-	*1%*	*3%*	-	*1%*	*	*4%*	*4%*	*2%*	*1%*	*	*5%*	*	*2%*	*	*1%*	*	-	*1%*	*2%*
4	**18**	3	7	6	2	16	12	4	4	17	18	11	7	8	10	5	4	7	5	9	7
	5%	*6%*	*3%*	*12%*	*6%*	*5%*	*6%*	*4%*	*4%*	*7%*	*5%*	*4%*	*9%*	*4%*	*7%*	*5%*	*2%*	*8%*	*4%*	*4%*	*6%*
5	**43**	9	24	9	4	39	25	12	14	34	43	29	14	18	25	13	19	9	14	28	15
	13%	*17%*	*10%*	*17%*	*15%*	*13%*	*12%*	*14%*	*14%*	*14%*	*13%*	*11%*	*18%*	*10%*	*17%*	*14%*	*11%*	*11%*	*14%*	*13%*	*12%*
6	**58**	3	43	12	3	55	37	14	17	41	58	47	11	33	25	12	33	13	23	36	22
	17%	*5%*	*19%*	*23%*	*12%*	*18%*	*18%*	*16%*	*17%*	*17%*	*17%*	*18%*	*14%*	*18%*	*17%*	*13%*	*19%*	*16%*	*23%*	*17%*	*18%*
7	**77**	14	56	7	5	71	52	17	20	54	77	61	16	43	34	16	52	18	27	52	25
	23%	*26%*	*25%*	*14%*	*19%*	*23%*	*25%*	*19%*	*20%*	*22%*	*23%*	*24%*	*20%*	*23%*	*23%*	*17%*	*30%*	*22%*	*26%*	*25%*	*20%*
8	**74**	10	56	7	8	66	41	23	25	52	74	62	12	49	25	30	35	16	18	41	31
	22%	*19%*	*25%*	*14%*	*30%*	*21%*	*20%*	*25%*	*24%*	*21%*	*22%*	*24%*	*15%*	*26%*	*17%*	*32%*	*20%*	*19%*	*17%*	*20%*	*25%*
9	**22**	5	15	2	2	20	9	10	10	12	22	16	6	12	10	5	14	6	3	13	9
	6%	*10%*	*7%*	*3%*	*7%*	*6%*	*4%*	*11%*	*10%*	*5%*	*6%*	*6%*	*8%*	*7%*	*6%*	*5%*	*8%*	*7%*	*3%*	*6%*	*7%*
10 - HIGHEST score	**23**	7	12	2	2	21	15	6	6	16	23	15	8	9	14	4	9	8	4	14	7
	7%	*14%*	*5%*	*4%*	*6%*	*7%*	*7%*	*6%*	*6%*	*6%*	*7%*	*6%*	*10%*	*5%*	*9%*	*5%*	*5%*	*9%*	*4%*	*7%*	*6%*
Don't know	**5**	-	5	*	*	5	5	*	*	5	5	5	1	5	1	2	2	2	3	3	2
	2%	-	*2%*	*1%*	*1%*	*2%*	*2%*	*	*	*2%*	*2%*	*2%*	*1%*	*3%*	*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*
SUMMARY: NET: 9-10	**45**	12	27	4	4	41	25	16	16	27	45	30	14	21	23	9	23	14	8	27	16
	13%	*24%*	*12%*	*7%*	*13%*	*13%*	*12%*	*18%*	*16%*	*11%*	*13%*	*12%*	*18%*	*11%*	*16%*	*10%*	*13%*	*16%*	*7%*	*13%*	*13%*
NET: 7-10	**195**	36	139	18	18	178	117	56	61	133	195	154	42	113	82	55	109	48	53	120	73
	58%	**69%c**	**62%c**	*35%*	*61%*	*58%*	*57%*	*62%*	*60%*	*55%*	*58%*	*59%*	*54%*	*60%*	*55%*	*59%*	*62%*	*58%*	*51%*	*58%*	*58%*
NET: 4-6	**118**	15	74	27	9	109	74	30	35	92	118	86	32	58	60	29	56	29	42	73	44
	35%	*28%*	*33%*	*51%*	*32%*	*35%*	*36%*	*33%*	*34%*	*38%*	*35%*	*33%*	*41%*	*31%*	*40%*	*32%*	*32%*	*35%*	*41%*	*35%*	*35%*
NET: 1-3	**18**	2	8	7	2	16	11	4	5	12	18	14	4	11	7	7	8	5	6	11	7
	5%	*3%*	*3%*	*13%*	*5%*	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	*7%*	*5%*	*6%*	*5%*	*5%*	*5%*
Mean	**6.69**	7.06c	6.88c	5.72	6.72	6.69	6.63	6.94	6.82	6.59	6.69	6.70	6.67	6.72	6.66	6.58	6.79	6.69	6.43	6.67	6.71
Standard Deviation	**1.91**	2.05	1.65	2.16	2.10	1.89	1.92	1.76	1.85	1.88	1.91	1.90	1.94	1.91	1.91	2.12	1.73	2.07	1.80	1.88	1.92

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 413

Q15l Rating on statement - It shows programmes I want to watch
Channel 5

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**360**	55	8	10	25	24	9	10	77	14	30	46	52
Weighted Base	**337**	30*	13**	15**	38**	37**	15**	16**	25*	22**	48**	69*	10*
1 - LOWEST score	**7**	1	-	-	2	1	-	-	-	-	-	3	-
	2%	*2%*	-	-	*4%*	*4%*	-	-	-	-	-	*4%*	-
2	**7**	1	-	-	2	-	-	-	-	-	-	5	*
	2%	*2%*	-	-	*4%*	-	-	-	-	-	-	*7%*	*2%*
3	**4**	-	-	-	3	-	-	-	1	-	-	-	*
	1%	-	-	-	*8%*	-	-	-	*3%*	-	-	-	***5%l***
4	**18**	3	-	-	2	5	2	-	1	-	2	4	*
	5%	*9%*	-	-	*4%*	*12%*	*11%*	-	*3%*	-	*3%*	*6%*	*5%*
5	**43**	3	2	2	2	3	-	3	5	5	10	9	2
	13%	*9%*	*12%*	*10%*	*4%*	*8%*	-	*20%*	*18%*	*22%*	*20%*	*13%*	*16%*
6	**58**	6	2	5	7	3	3	2	6	2	10	12	2
	17%	*20%*	*12%*	*30%*	*19%*	*8%*	*22%*	*10%*	*23%*	*7%*	*20%*	*17%*	*19%*
7	**77**	8	3	5	8	8	5	5	5	6	7	17	2
	23%	*27%*	*26%*	*30%*	*20%*	*20%*	*33%*	*30%*	*18%*	*28%*	*14%*	*24%*	*22%*
8	**74**	6	3	2	9	8	5	2	4	8	13	14	1
	22%	*20%*	*25%*	*10%*	*25%*	*21%*	*34%*	*10%*	*17%*	*35%*	*27%*	*20%*	*15%*
9	**22**	2	2	2	-	5	-	2	2	2	5	1	1
	6%	*5%*	*12%*	*10%*	-	*13%*	-	*10%*	*9%*	*8%*	*10%*	*2%*	*6%*
10 - HIGHEST score	**23**	2	2	-	5	3	-	3	1	-	3	3	1
	7%	*6%*	*13%*	-	*12%*	*9%*	-	*20%*	*5%*	-	*7%*	*4%*	*10%*
Don't know	**5**	-	-	2	-	2	-	-	1	-	-	2	-
	2%	-	-	*10%*	-	*4%*	-	-	*4%*	-	-	*2%*	-
SUMMARY:													
NET: 9-10	**45**	3	3	2	5	8	-	5	4	2	8	5	2
	13%	*11%*	*25%*	*10%*	*12%*	*21%*	-	*30%*	*14%*	*8%*	*17%*	*7%*	*16%*
NET: 7-10	**195**	17	10	8	22	23	10	11	12	16	27	35	5
	58%	*58%*	*76%*	*50%*	*57%*	*63%*	*67%*	*70%*	*49%*	*71%*	*57%*	*50%*	*53%*
NET: 4-6	**118**	11	3	6	10	11	5	5	11	6	21	25	4
	35%	*38%*	*24%*	*40%*	*27%*	*29%*	*33%*	*30%*	*44%*	*29%*	*43%*	*36%*	*40%*
NET: 1-3	**18**	1	-	-	6	1	-	-	1	-	-	8	1
	5%	*4%*	-	-	*16%*	*4%*	-	-	*3%*	-	-	*11%*	*7%*
Mean	**6.69**	6.61	7.53	6.78	6.46	6.84	6.78	7.39	6.72	7.00	6.97	6.14	6.60
Standard Deviation	**1.91**	1.84	1.56	1.18	2.38	2.19	1.28	1.80	1.67	1.29	1.62	2.15	2.04

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 414

Q15l Rating on statement - It shows programmes I want to watch
Channel 5

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**360**	332	166	337	33	360	356	315	230	182	237	256	129	197	10	360	245	106	73	44	116
Weighted Base	**337**	313	256	316	11	337	334	295	209	167	215	242	198	180	3	337	237	95	73	45	108
1 - LOWEST score	**7**	5	5	5	-	7	7	7	2	2	2	4	3	5	-	7	5	2	-	-	2
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*3%*	-	*2%*	*2%*	*2%*	-	-	*2%*
2	**7**	6	6	7	-	7	5	7	3	2	4	5	5	7	-	7	5	5	2	-	3
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*4%*	-	*2%*	*2%*	*5%*	*2%*	-	*3%*
3	**4**	4	3	4	1	4	4	3	2	2	2	4	3	2	-	4	4	2	2	2	2
	1%	*1%*	*1%*	*1%*	*6%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	-	*1%*	*2%*	*2%*	*2%*	*4%*	*2%*
4	**18**	17	14	17	-	18	18	16	14	11	14	17	14	13	-	18	16	10	7	7	9
	5%	*5%*	*5%*	*5%*	-	*5%*	*5%*	*5%*	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	-	*5%*	*7%*	*11%*	*9%*	*15%*	*9%*
5	**43**	40	33	39	2	43	43	39	26	17	29	34	28	27	*	43	35	13	11	7	17
	13%	*13%*	*13%*	*12%*	*15%*	*13%*	*13%*	*13%*	*12%*	*10%*	*13%*	*14%*	*14%*	*15%*	*11%*	*13%*	*15%*	*14%*	*15%*	*17%*	*15%*
6	**58**	52	40	53	2	58	56	53	40	34	36	41	32	34	-	58	39	17	11	6	15
	17%	*17%*	*16%*	*17%*	*18%*	*17%*	*17%*	*18%*	*19%*	*21%*	*17%*	*17%*	*16%*	*19%*	-	*17%*	*16%*	*18%*	*15%*	*14%*	*14%*
7	**77**	72	59	74	1	77	77	67	51	36	49	54	43	36	*	77	50	14	15	7	23
	23%	*23%*	*23%*	*23%*	*12%*	*23%*	*23%*	*23%*	*24%*	*22%*	*23%*	*22%*	*22%*	*20%*	*10%*	*23%*	*21%*	*15%*	*20%*	*16%*	*21%*
8	**74**	68	58	69	2	74	74	63	43	38	46	52	44	37	1	74	47	20	15	6	21
	22%	*22%*	*23%*	*22%*	*21%*	*22%*	*22%*	*21%*	*20%*	*23%*	*21%*	*21%*	*22%*	*21%*	*29%*	*22%*	*20%*	*21%*	*21%*	*14%*	*20%*
9	**22**	21	17	21	2	22	22	18	12	8	16	12	10	10	1	22	16	2	5	2	3
	6%	*7%*	*7%*	*7%*	*18%*	*6%*	*7%*	*6%*	*6%*	*5%*	*7%*	*5%*	*5%*	*5%*	*29%*	*6%*	*7%*	*3%*	*7%*	*4%*	*2%*
10 - HIGHEST score	**23**	21	17	21	1	23	23	19	13	13	12	16	13	8	1	23	16	8	6	7	11
	7%	*7%*	*7%*	*7%*	*6%*	*7%*	*7%*	*6%*	*6%*	*8%*	*6%*	*6%*	*6%*	*4%*	*21%*	*7%*	*7%*	*8%*	*8%*	*16%*	*10%*
Don't know	**5**	5	5	5	*	5	5	4	2	3	5	5	5	*	-	5	5	2	*	-	2
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*	-	*2%*	*2%*	*2%*	*	-	*2%*
SUMMARY:																					
NET: 9-10	**45**	42	35	42	3	45	45	36	25	21	28	27	22	17	2	45	32	10	11	9	14
	13%	*13%*	*14%*	*13%*	*24%*	*13%*	*13%*	*12%*	*12%*	*13%*	*13%*	*11%*	*11%*	*10%*	*50%*	*13%*	*14%*	*11%*	*15%*	*20%*	*13%*
NET: 7-10	**195**	183	151	186	6	195	195	166	118	95	123	133	109	90	3	195	129	44	41	23	58
	58%	*58%*	*59%*	*59%*	*58%*	*58%*	*59%*	*56%*	*57%*	*57%*	*57%*	*55%*	*55%*	*50%*	*89%*	*58%*	*54%*	*46%*	*56%*	*51%*	*54%*
NET: 4-6	**118**	110	86	109	4	118	117	108	81	63	80	92	74	75	*	118	89	40	29	20	41
	35%	*35%*	*34%*	*34%*	*33%*	*35%*	*35%*	*37%*	*39%*	*37%*	*37%*	*38%*	*37%*	*42%*	*11%*	*35%*	*38%*	*42%*	*39%*	*45%*	*38%*
NET: 1-3	**18**	16	14	16	1	18	16	16	8	6	8	12	11	14	-	18	14	9	3	2	7
	5%	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	*4%*	*3%*	*4%*	*5%*	*5%*	*8%*	-	*5%*	*6%*	*9%*	*4%*	*4%*	*7%*
Mean	**6.69**	6.71	6.72	6.72	7.03	6.69	6.72	6.62	6.67	6.77	6.70	6.59	6.58	6.31	8.30	6.69	6.57	6.25	6.67	6.64	6.50
Standard Deviation	**1.91**	1.88	1.92	1.89	1.94	1.91	1.89	1.92	1.78	1.81	1.81	1.88	1.91	2.00	1.74	1.91	1.98	2.17	1.90	2.13	2.09

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 415

Q15I Rating on statement - It shows programmes I want to watch
BBC1

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1552**	735	817	162	204	291	279	246	370	385	722	445	290	1262	84	1460	875	238	235	204
Weighted Base	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123*	1467	1359	127	76	38
1 - LOWEST score	**12**	10	2	3	2	2	2	*	3	2	6	5	2	10	2	9	11	1	-	*
	1%	*1%*	*	*2%*	*1%*	*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	-	*1%*
2	**10**	4	6	1	3	1	2	2	2	5	5	1	1	10	-	10	8	*	2	*
	1%	*1%*	*1%*	*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	-	*1%*	*1%*	*	**2%p**	*1%*
3	**34**	16	18	2	11	2	5	6	8	11	13	9	7	27	6	27	31	1	1	1
	2%	*2%*	*2%*	*1%*	**5%e**	*1%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*5%*	*2%*	*2%*	*1%*	*1%*	*2%*
4	**57**	23	34	5	2	14	10	10	16	19	22	16	12	45	3	53	49	4	1	2
	4%	*3%*	*4%*	*3%*	*1%*	*5%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*	*1%*	**6%f**
5	**131**	62	69	13	12	29	20	19	38	32	54	46	15	116	12	119	109	13	6	3
	8%	*8%*	*8%*	*8%*	*6%*	*9%*	*7%*	*8%*	*10%*	*7%*	*7%*	*10%*	*5%*	*9%*	*10%*	*8%*	*8%*	*10%*	*8%*	*8%*
6	**204**	98	106	26	17	41	45	30	47	56	82	66	43	161	20	181	174	16	8	5
	13%	*13%*	*13%*	*15%*	*8%*	*13%*	*15%*	*12%*	*12%*	*13%*	*11%*	*15%*	*15%*	*12%*	*16%*	*12%*	*13%*	*13%*	*11%*	*14%*
7	**363**	182	181	37	46	78	61	54	87	86	187	90	68	295	24	336	308	27	17	11
	23%	*24%*	*21%*	*22%*	*22%*	*25%*	*21%*	*23%*	*23%*	*20%*	*25%*	*21%*	*24%*	*22%*	*19%*	*23%*	*23%*	*21%*	*23%*	*28%*
8	**496**	230	266	48	77	84	108	70	108	123	256	117	96	401	30	466	422	39	27	9
	31%	*31%*	*31%*	*28%*	*37%*	*27%*	*37%*	*29%*	*28%*	*29%*	*35%*	*27%*	*33%*	*31%*	*25%*	*32%*	*31%*	*31%*	**35%s**	*23%*
9	**179**	88	91	15	30	36	26	31	41	58	79	43	27	153	10	168	148	17	11	3
	11%	*12%*	*11%*	*9%*	*15%*	*12%*	*9%*	*13%*	*11%*	*14%*	*11%*	*10%*	*9%*	*12%*	*8%*	*11%*	*11%*	*13%*	*15%*	*8%*
10 - HIGHEST score	**100**	37	63	21	6	16	16	13	28	30	30	40	17	83	16	84	87	7	3	3
	6%	*5%*	*7%*	**12%d**	*3%*	*5%*	*5%*	*5%*	*7%*	*7%*	*4%*	**9%j**	*6%*	*6%*	*13%*	*6%*	*6%*	*6%*	*4%*	*8%*
Don't know	**14**	4	10	-	2	5	-	4	3	5	6	3	2	13	-	14	12	2	*	*
	1%	*1%*	*1%*	-	*1%*	*2%*	-	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	*1%*
SUMMARY:																				
NET: 9-10	**279**	126	154	36	36	52	42	44	69	88	109	83	44	236	26	252	235	24	14	6
	17%	*17%*	*18%*	*21%*	*17%*	*17%*	*14%*	*18%*	*18%*	*21%*	*15%*	*19%*	*15%*	*18%*	*21%*	*17%*	*17%*	*19%*	*18%*	*16%*
NET: 7-10	**1138**	538	600	121	159	214	211	168	264	297	552	290	208	931	79	1054	965	90	58	26
	71%	*71%*	*71%*	*71%*	*77%*	*70%*	*72%*	*71%*	*69%*	*70%*	**75%k**	*66%*	*72%*	*71%*	*65%*	*72%*	*71%*	*71%*	*77%*	*67%*
NET: 4-6	**392**	182	210	44	30	84	75	58	101	106	157	128	70	322	35	353	333	34	15	11
	24%	*24%*	*25%*	*26%*	*15%*	**27%d**	*25%*	*24%*	**26%d**	*25%*	*21%*	**29%j**	*24%*	*25%*	*29%*	*24%*	*24%*	*26%*	*20%*	*28%*
NET: 1-3	**56**	29	27	6	16	4	9	8	13	17	24	15	9	47	8	46	50	2	3	2
	3%	*4%*	*3%*	*3%*	**8%e**	*1%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*4%*	*7%*	*3%*	*4%*	*2%*	*3%*	*4%*
Mean	**7.16**	7.12	7.21	7.25	7.18	7.14	7.18	7.17	7.11	7.18	7.19	7.11	7.18	7.16	7.06	7.18	7.16	7.23	7.31	6.95
Standard Deviation	**1.69**	1.70	1.69	1.84	1.78	1.58	1.60	1.67	1.75	1.77	1.59	1.79	1.61	1.71	1.97	1.66	1.70	1.61	1.56	1.84

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 416

Q15I Rating on statement - It shows programmes I want to watch
BBC1

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1552**	182	1109	237	105	1447	968	388	457	820	245	1161	391	871	675	467	788	315	567	942	590
Weighted Base	**1601**	205	1101	268	120*	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
1 - LOWEST score	**12**	2	3	8	5	7	7	-	-	4	2	7	5	7	5	4	6	-	7	10	2
	1%	*1%*	*	*3%b*	*4%efgh*	*	*1%*	-	-	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*
2	**10**	*	6	4	-	10	10	1	1	6	2	10	*	8	2	1	10	6	4	10	*
	1%	*	*1%*	*1%*	-	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*	*1%*	*	*	*1%*	*2%*	*1%*	*1%*	*
3	**34**	3	14	15	2	32	17	11	15	18	6	18	16	14	19	6	16	6	9	19	15
	2%	*2%*	*1%*	*6%b*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*1%*	*4%k*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*
4	**57**	2	39	14	9	47	37	4	4	23	4	46	10	37	20	17	35	11	22	39	16
	4%	*1%*	*4%*	*5%*	*8%gh*	*3%*	*4%h*	*1%*	*1%*	*3%*	*2%*	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*4%*	*4%*	*3%*
5	**131**	18	82	31	10	121	68	46	52	55	19	101	30	76	53	32	62	20	40	82	48
	8%	*9%*	*7%*	*12%*	*8%*	*8%*	*7%*	*11%*	*11%*	*7%*	*8%*	*8%*	*8%*	*8%*	*8%*	*6%*	*8%*	*6%*	*7%*	*8%*	*8%*
6	**204**	22	127	50	11	194	136	47	56	103	28	158	46	113	91	83	92	50	75	135	68
	13%	*11%*	*12%*	*19%b*	*9%*	*13%*	*14%*	*12%*	*12%*	*13%*	*12%*	*13%*	*12%*	*13%*	*13%*	*17%*	*11%*	*15%*	*13%*	*14%*	*11%*
7	**363**	32	264	62	26	337	229	85	101	194	46	277	86	213	148	117	186	79	130	210	147
	23%	*16%*	*24%*	*23%*	*22%*	*23%*	*23%*	*21%*	*21%*	*24%*	*19%*	*23%*	*22%*	*24%*	*21%*	*24%*	*23%*	*23%*	*23%*	*21%*	*25%*
8	**496**	75	365	52	33	463	317	125	139	246	70	378	118	270	225	137	266	111	177	288	204
	31%	*37%c*	*33%c*	*20%*	*28%*	*31%*	*32%*	*31%*	*29%*	*30%*	*30%*	*31%*	*31%*	*30%*	*32%*	*28%*	*33%*	*33%*	*32%*	*29%*	*34%*
9	**179**	17	134	25	10	169	99	49	68	108	27	140	39	106	71	55	94	31	65	119	57
	11%	*8%*	*12%*	*9%*	*9%*	*11%*	*10%*	*12%*	*14%*	*13%*	*12%*	*12%*	*10%*	*12%*	*10%*	*11%*	*12%*	*9%*	*12%*	*12%*	*10%*
10 - HIGHEST score	**100**	33	56	6	10	90	56	29	34	50	30	70	30	48	52	38	36	19	32	65	32
	6%	*16%bc*	*5%*	*2%*	*8%*	*6%*	*6%*	*7%*	*7%*	*6%*	*13%i*	*6%*	*8%*	*5%*	*7%*	*8%*	*4%*	*6%*	*6%*	*7%*	*5%*
Don't know	**14**	-	13	1	4	11	4	6	6	7	4	11	4	8	6	5	5	3	1	11	4
	1%	-	*1%*	*	*3%*	*1%*	*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*
SUMMARY: NET: 9-10	**279**	50	190	31	20	259	155	79	102	158	58	210	69	155	123	93	130	50	97	183	90
	17%	*25%c*	*17%*	*12%*	*17%*	*17%*	*16%*	*20%*	*21%*	*19%*	*24%*	*17%*	*18%*	*17%*	*18%*	*19%*	*16%*	*15%*	*17%*	*19%*	*15%*
NET: 7-10	**1138**	158	818	145	80	1058	701	289	342	598	174	865	273	637	496	347	582	240	404	681	441
	71%	*77%c*	*74%c*	*54%*	*67%*	*71%*	*72%*	*72%*	*72%*	*74%*	*73%*	*71%*	*71%*	*71%*	*72%*	*70%*	*72%*	*71%*	*72%*	*69%*	*74%*
NET: 4-6	**392**	42	248	95	30	362	241	96	112	181	51	306	86	226	163	132	190	82	136	256	131
	24%	*21%*	*22%*	*36%ab*	*25%*	*24%*	*25%*	*24%*	*24%*	*22%*	*21%*	*25%*	*22%*	*25%*	*24%*	*27%*	*23%*	*24%*	*24%*	*26%*	*22%*
NET: 1-3	**56**	5	23	27	7	49	34	12	15	27	9	35	21	30	26	11	32	12	19	39	17
	3%	*2%*	*2%*	*10%ab*	*6%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*5%*	*3%*	*4%*	*2%*	*4%*	*4%*	*3%*	*4%*	*3%*
Mean	**7.16**	7.60c	7.27c	6.40	6.91	7.18	7.14	7.29	7.30	7.26	7.42	7.17	7.15	7.12	7.22	7.23	7.11	7.15	7.16	7.12	7.23
Standard Deviation	**1.69**	1.71	1.55	1.96	2.09	1.66	1.67	1.60	1.62	1.64	1.78	1.66	1.79	1.70	1.69	1.63	1.71	1.62	1.71	1.77	1.54

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 417

Q15l Rating on statement - It shows programmes I want to watch
BBC1

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1552**	238	45	84	111	103	43	54	235	98	135	202	204
Weighted Base	**1601**	127	69*	129*	172	160	69*	87*	76	152*	215	305	38
1 - LOWEST score	**12**	1	-	3	5	-	-	-	-	-	2	2	*
	1%	*	-	*2%*	*3%*	-	-	-	-	-	*1%*	*	*1%*
2	**10**	*	2	2	2	-	-	2	2	-	-	1	*
	1%	*	*2%*	*1%*	*1%*	-	-	*2%*	**2%k**	-	-	*	*1%*
3	**34**	1	4	3	5	-	2	2	1	3	8	5	1
	2%	*1%*	*6%*	*2%*	*3%*	-	*2%*	*2%*	*1%*	*2%*	*4%*	*1%*	**2%f**
4	**57**	4	6	3	5	6	2	5	1	11	8	5	2
	4%	*3%*	**9%l**	*2%*	*3%*	*4%*	*2%*	*5%*	*1%*	*7%*	*4%*	*2%*	**6%ll**
5	**131**	13	6	11	17	16	2	8	6	14	13	22	3
	8%	*10%*	*9%*	*8%*	*10%*	*10%*	*2%*	*9%*	*8%*	*9%*	*6%*	*7%*	*8%*
6	**204**	16	11	12	16	22	13	10	8	14	31	47	5
	13%	*13%*	*16%*	*9%*	*9%*	*13%*	*19%*	*11%*	*11%*	*9%*	*14%*	*15%*	*14%*
7	**363**	27	9	31	40	34	21	22	17	29	36	85	11
	23%	*21%*	*13%*	*24%*	*23%*	*21%*	*30%*	*26%*	*23%*	*19%*	*17%*	*28%*	*28%*
8	**496**	39	19	42	55	52	21	24	27	58	77	75	9
	31%	*31%*	*27%*	*32%*	*32%*	*32%*	*30%*	*28%*	**35%m**	*38%*	*36%*	*25%*	*23%*
9	**179**	17	6	14	19	17	6	12	11	13	20	42	3
	11%	*13%*	*9%*	*11%*	*11%*	*11%*	*9%*	*13%*	*15%*	*8%*	*9%*	*14%*	*8%*
10 - HIGHEST score	**100**	7	6	8	6	14	3	3	3	6	21	18	3
	6%	*6%*	*9%*	*6%*	*4%*	*9%*	*5%*	*3%*	*4%*	*4%*	*10%*	*6%*	*8%*
Don't know	**14**	2	-	2	3	-	-	-	*	4	-	3	*
	1%	*1%*	-	*1%*	*2%*	-	-	-	*	*3%*	-	*1%*	*1%*
SUMMARY:													
NET: 9-10	**279**	24	12	22	25	31	10	15	14	19	42	60	6
	17%	*19%*	*18%*	*17%*	*14%*	*19%*	*14%*	*17%*	*18%*	*12%*	*19%*	*20%*	*16%*
NET: 7-10	**1138**	90	40	94	120	117	52	61	58	106	155	221	26
	71%	*71%*	*58%*	*73%*	*70%*	*73%*	*75%*	*70%*	*77%*	*70%*	*72%*	*72%*	*67%*
NET: 4-6	**392**	34	23	26	38	43	16	22	15	39	51	74	11
	24%	*26%*	*34%*	*20%*	*22%*	*27%*	*23%*	*26%*	*20%*	*25%*	*24%*	*24%*	*28%*
NET: 1-3	**56**	2	6	8	11	-	2	3	3	3	10	8	2
	3%	*2%*	**9%f**	*6%*	**6%f**	-	*2%*	*4%*	**3%f**	*2%*	*4%*	*2%*	**4%f**
Mean	**7.16**	7.23	6.75	7.09	6.96	7.35	7.25	7.02	7.31	7.10	7.28	7.24	6.95
Standard Deviation	**1.69**	1.61	2.09	1.88	1.88	1.52	1.38	1.71	1.56	1.61	1.77	1.56	1.84

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 418

Q15I Rating on statement - It shows programmes I want to watch
BBC1

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1552**	1412	814	1402	97	1163	1552	1405	968	825	1102	820	446	442	29	245	1552	573	193	121	586
Weighted Base	**1601**	1467	1260	1449	31	1200	1601	1445	1005	838	1125	813	687	448	9	237	1601	594	217	130	576
1 - LOWEST score	**12**	12	11	8	-	5	12	7	2	1	4	4	3	2	-	2	12	2	2	-	2
	1%	*1%*	*1%*	*1%*	-	*	*1%*	*	*	*	*	*	*	*	-	*1%*	*1%*	*	*1%*	-	*
2	**10**	10	8	10	*	7	10	10	8	5	7	6	5	3	*	2	10	4	1	*	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*4%*	*1%*	*1%*	*1%*	*1%*	*	*1%*
3	**34**	27	25	27	*	20	34	25	16	13	18	18	16	10	-	6	34	10	6	5	8
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*3%*	*4%*	*1%*
4	**57**	54	48	50	*	36	57	48	29	22	35	23	20	12	-	4	57	19	4	5	19
	4%	*4%*	*4%*	*3%*	*1%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	-	*2%*	*4%*	*3%*	*2%*	*4%*	*3%*
5	**131**	120	102	117	3	94	131	121	80	71	85	55	47	38	1	19	131	44	12	10	41
	8%	*8%*	*8%*	*8%*	*10%*	*8%*	*8%*	*8%*	*8%*	*9%*	*8%*	*7%*	*7%*	*8%*	*15%*	*8%*	*8%*	*7%*	*5%*	*8%*	*7%*
6	**204**	185	159	187	3	145	204	186	134	103	145	103	89	65	*	28	204	75	31	24	80
	13%	*13%*	*13%*	*13%*	*9%*	*12%*	*13%*	*13%*	*13%*	*12%*	*13%*	*13%*	*13%*	*14%*	*3%*	*12%*	*13%*	*13%*	*14%*	*19%*	*14%*
7	**363**	337	288	332	6	279	363	328	233	183	262	194	161	104	2	46	363	148	43	30	148
	23%	*23%*	*23%*	*23%*	*20%*	*23%*	*23%*	*23%*	*23%*	*22%*	*23%*	*24%*	*23%*	*23%*	*20%*	*19%*	*23%*	*25%*	*20%*	*23%*	*26%*
8	**496**	457	394	461	12	381	496	456	324	284	364	246	209	126	4	70	496	194	76	29	180
	31%	*31%*	*31%*	*32%*	*37%*	*32%*	*31%*	*32%*	*32%*	*34%*	*32%*	*30%*	*30%*	*28%*	*41%*	*30%*	*31%*	*33%*	*35%*	*23%*	*31%*
9	**179**	167	138	159	6	142	179	169	110	102	132	108	90	52	2	27	179	56	13	8	54
	11%	*11%*	*11%*	*11%*	*18%*	*12%*	*11%*	*12%*	*11%*	*12%*	*12%*	*13%*	*13%*	*12%*	*17%*	*12%*	*11%*	*9%*	*6%*	*6%*	*9%*
10 - HIGHEST score	**100**	87	77	86	1	80	100	83	65	50	62	50	43	32	-	30	100	39	28	17	37
	6%	*6%*	*6%*	*6%*	*3%*	*7%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*7%*	-	*13%*	*6%*	*7%*	*13%*	*13%*	*6%*
Don't know	**14**	12	10	13	-	10	14	11	3	4	11	7	6	4	-	4	14	4	-	1	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*1%*	-	*1%*	*
SUMMARY:																					
NET: 9-10	**279**	255	216	245	7	222	279	252	175	152	194	158	133	85	2	58	279	95	41	24	91
	17%	*17%*	*17%*	*17%*	*21%*	*18%*	*17%*	*17%*	*17%*	*18%*	*17%*	*19%*	*19%*	*19%*	*17%*	*24%*	*17%*	*16%*	*19%*	*19%*	*16%*
NET: 7-10	**1138**	1048	898	1038	25	882	1138	1037	732	619	820	598	502	314	7	174	1138	436	161	84	420
	71%	*71%*	*71%*	*72%*	*78%*	*74%*	*71%*	*72%*	*73%*	*74%*	*73%*	*74%*	*73%*	*70%*	*78%*	*73%*	*71%*	*73%*	*74%*	*65%*	*73%*
NET: 4-6	**392**	358	308	353	6	276	392	355	243	197	266	181	155	115	2	51	392	138	47	39	140
	24%	*24%*	*24%*	*24%*	*20%*	*23%*	*24%*	*25%*	*24%*	*24%*	*24%*	*22%*	*23%*	*26%*	*18%*	*21%*	*24%*	*23%*	*22%*	*30%*	*24%*
NET: 1-3	**56**	49	43	46	1	32	56	42	27	18	29	27	23	15	*	9	56	16	9	5	14
	3%	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*2%*
Mean	**7.16**	7.16	7.15	7.18	7.42	7.27	7.16	7.19	7.24	7.30	7.24	7.26	7.25	7.18	7.24	7.42	7.16	7.22	7.36	7.13	7.20
Standard Deviation	**1.69**	1.69	1.70	1.65	1.51	1.62	1.69	1.64	1.60	1.55	1.58	1.64	1.65	1.68	1.70	1.78	1.69	1.59	1.75	1.77	1.57

* = Less than .5

J20427 PSB Tracker 2013

Table 419

Q15I Rating on statement - It shows programmes I want to watch
BBC2

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**618**	335	283	41	74	95	109	120	179	171	274	173	87	531	31	586	352	94	102	70
Weighted Base	**642**	339	303	41**	80*	99*	123*	110*	189	192	282	169	91*	551	44**	597	546	50*	33	13*
1 - LOWEST score	**2**	2	*	2	*	-	-	-	-	2	*	-	2	-	-	2	2	-	-	*
	*	*	*	4%	*	-	-	-	-	1%	*	-	2%m	-	-	*	*	-	-	1%
2	**5**	4	2	-	-	-	2	2	2	2	4	*	-	5	-	5	5	1	-	*
	1%	1%	1%	-	-	-	1%	2%	1%	1%	1%	*	-	1%	-	1%	1%	1%	-	1%
3	**8**	5	3	*	2	2	2	-	2	3	5	*	2	6	2	6	6	1	*	*
	1%	1%	1%	1%	2%	2%	2%	-	1%	1%	2%	*	2%	1%	4%	1%	1%	2%	1%	3%
4	**27**	15	12	2	2	5	5	5	8	8	15	5	4	23	2	25	23	2	1	1
	4%	4%	4%	5%	2%	5%	4%	5%	4%	4%	5%	3%	4%	4%	4%	4%	4%	3%	3%	7%
5	**57**	31	26	5	4	12	7	15	13	17	27	13	10	46	7	50	48	4	3	2
	9%	9%	8%	12%	5%	13%	6%	13%	7%	9%	9%	8%	12%	8%	16%	8%	9%	8%	8%	13%
6	**97**	45	52	5	6	15	20	21	30	27	39	31	16	81	3	94	87	4	5	2
	15%	13%	17%	13%	8%	15%	16%	19%	16%	14%	14%	18%	18%	15%	7%	16%	16%	7%	15%	14%
7	**141**	71	70	4	30	24	24	14	46	41	69	31	25	116	10	131	115	14	10	3
	22%	21%	23%	10%	37%g	24%	19%	13%	24%	21%	24%	19%	28%	21%	23%	22%	21%	28%	30%	23%
8	**203**	111	93	14	27	29	47	29	58	62	83	58	20	183	9	193	174	17	10	3
	32%	33%	31%	35%	33%	29%	38%	27%	30%	32%	30%	34%	22%	33%	20%	32%	32%	33%	30%	20%
9	**58**	31	27	6	5	9	6	15	17	16	26	15	8	49	6	51	50	3	3	1
	9%	9%	9%	16%	6%	9%	5%	13%	9%	9%	9%	9%	9%	9%	14%	9%	9%	5%	10%	10%
10 - HIGHEST score	**33**	19	14	2	2	4	7	6	13	11	10	13	2	31	2	31	27	4	2	1
	5%	6%	5%	4%	2%	4%	5%	5%	7%	6%	3%	7%	2%	6%	5%	5%	5%	9%	5%	5%
Don't know	**11**	6	5	-	3	-	4	3	2	4	5	2	2	9	3	8	9	2	-	*
	2%	2%	2%	-	3%	-	3%	3%	1%	2%	2%	1%	2%	2%	7%	1%	2%	3%	-	3%
SUMMARY:																				
NET: 9-10	**91**	50	41	8	7	13	12	21	30	27	36	28	10	81	8	82	77	7	5	2
	14%	15%	13%	20%	8%	13%	10%	19%	16%	14%	13%	16%	11%	15%	19%	14%	14%	14%	14%	15%
NET: 7-10	**435**	232	203	26	63	65	83	64	134	130	187	117	55	380	27	407	366	37	24	8
	68%	68%	67%	65%	78%	66%	67%	58%	71%	68%	67%	69%	61%	69%	62%	68%	67%	75%	73%	57%
NET: 4-6	**181**	91	90	12	13	32	33	41	50	52	80	49	30	151	12	169	158	9	8	5
	28%	27%	30%	30%	16%	32%	27%	37%d	26%	27%	28%	29%	33%	27%	28%	28%	29%	19%	26%	34%
NET: 1-3	**15**	10	5	2	2	2	4	2	4	6	9	1	4	11	2	13	12	2	*	1
	2%	3%	2%	5%	2%	2%	3%	2%	2%	3%	3%	*	4%	2%	4%	2%	2%	3%	1%	6%
Mean	**7.09**	7.09	7.09	7.00	7.17	6.98	7.08	7.01	7.19	7.09	6.96	7.31	6.73	7.15	6.97	7.10	7.08	7.23	7.20	6.64
Standard Deviation	**1.60**	1.68	1.52	2.01	1.34	1.54	1.60	1.72	1.58	1.67	1.63	1.46	1.66	1.58	1.79	1.59	1.60	1.64	1.41	1.99

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 420

Q15I Rating on statement - It shows programmes I want to watch
BBC2

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**618**	74	425	105	52	566	352	166	198	298	106	470	148	337	280	215	280	126	187	363	243
Weighted Base	**642**	81*	429	115*	58*	584	362	168	205	286	95*	494	148	357	283	224	291	139*	187	383	245
1 - LOWEST score	**2**	2	*	-	2	-	-	-	-	2	2	2	-	2	-	2	-	-	-	2	*
	*	2%	*	-	3%ef	-	-	-	-	1%	2%	*	-	*	-	1%	-	-	-	*	*
2	**5**	-	4	2	-	5	5	1	1	3	2	5	-	5	1	1	5	3	2	5	1
	1%	-	1%	1%	-	1%	1%	*	*	1%	2%	1%	-	1%	*	*	2%	2%	1%	1%	*
3	**8**	*	4	3	*	8	4	2	4	6	3	4	4	4	4	2	4	2	1	4	4
	1%	1%	1%	3%	*	1%	1%	1%	2%	2%	4%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%
4	**27**	2	15	9	5	22	13	4	8	12	2	17	10	11	14	4	18	4	8	15	12
	4%	2%	4%	8%	8%	4%	4%	3%	4%	4%	3%	3%	7%	3%	5%	2%	6%	3%	5%	4%	5%
5	**57**	5	31	21	2	55	33	14	18	28	8	46	11	28	29	22	24	15	14	34	22
	9%	6%	7%	18%b	3%	9%	9%	8%	9%	10%	9%	9%	7%	8%	10%	10%	8%	11%	8%	9%	9%
6	**97**	9	67	19	5	92	61	26	30	53	17	76	22	62	35	33	46	23	31	64	32
	15%	12%	16%	17%	9%	16%	17%	16%	14%	19%	17%	15%	15%	17%	12%	15%	16%	17%	17%	17%	13%
7	**141**	13	99	24	11	130	91	31	36	66	14	110	31	86	55	54	59	32	49	92	43
	22%	17%	23%	21%	20%	22%	25%	18%	18%	23%	15%	22%	21%	24%	19%	24%	20%	23%	26%	24%	18%
8	**203**	33	144	24	23	181	104	61	71	68	25	164	39	115	88	69	98	40	54	114	85
	32%	41%	33%	21%	39%	31%	29%	36%	35%	24%	26%	33%	26%	32%	31%	31%	34%	29%	29%	30%	35%
9	**58**	7	43	8	9	49	24	17	22	26	7	39	18	23	34	23	22	10	10	29	28
	9%	8%	10%	7%	15%	8%	7%	10%	11%	9%	7%	8%	12%	6%	12%	10%	8%	7%	6%	8%	12%
10 - HIGHEST score	**33**	8	15	4	2	31	19	9	12	15	10	21	12	16	17	10	12	6	12	17	13
	5%	10%	3%	3%	4%	5%	5%	6%	6%	5%	11%	4%	8%	4%	6%	4%	4%	5%	7%	4%	5%
Don't know	**11**	2	8	2	-	11	8	3	3	8	5	9	2	6	6	5	4	3	4	8	4
	2%	2%	2%	2%	-	2%	2%	2%	2%	3%	6%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%
SUMMARY: NET: 9-10	**91**	15	58	11	11	79	44	26	34	40	17	60	30	39	52	33	34	17	23	46	41
	14%	18%	13%	10%	19%	14%	12%	15%	17%	14%	18%	12%	20%	11%	18%	15%	12%	12%	12%	12%	17%
NET: 7-10	**435**	61	301	59	45	390	239	118	141	174	56	335	100	241	195	156	191	89	126	253	170
	68%	76%c	70%c	51%	78%	67%	66%	70%	69%	61%	59%	68%	68%	67%	69%	70%	66%	64%	67%	66%	69%
NET: 4-6	**181**	16	113	49	11	169	107	44	56	94	27	138	42	101	78	59	88	42	54	113	66
	28%	20%	26%	42%ab	19%	29%	29%	26%	27%	33%	29%	28%	29%	28%	28%	26%	30%	30%	29%	29%	27%
NET: 1-3	**15**	2	8	5	2	13	9	3	4	10	6	11	4	11	4	4	9	5	3	10	5
	2%	2%	2%	4%	3%	2%	2%	2%	2%	4%	7%	2%	2%	3%	2%	2%	3%	4%	2%	3%	2%
Mean	**7.09**	7.45c	7.15c	6.47	7.25	7.08	7.01	7.27	7.21	6.89	6.97	7.07	7.17	7.02	7.20	7.16	6.96	6.95	7.07	7.00	7.19
Standard Deviation	**1.60**	1.69	1.49	1.72	1.82	1.58	1.56	1.50	1.59	1.70	2.01	1.57	1.72	1.57	1.62	1.53	1.65	1.65	1.54	1.59	1.62

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 421

Q15l Rating on statement - It shows programmes I want to watch
BBC2

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	618	94	18	28	44	34	13	27	102	41	60	87	70
Weighted Base	642	50*	27**	44**	68*	53*	21**	44**	33	63*	96*	131*	13*
1 - LOWEST score	2	-	-	-	-	-	-	-	-	-	-	2	*
	*	-	-	-	-	-	-	-	-	-	-	1%	1%
2	5	1	2	-	2	-	-	2	-	-	-	-	*
	1%	1%	6%	-	2%	-	-	4%	-	-	-	-	1%
3	8	1	1	-	2	-	-	-	*	-	2	2	*
	1%	2%	5%	-	2%	-	-	-	1%	-	2%	1%	3%
4	27	2	2	-	6	1	-	2	1	1	10	1	1
	4%	3%	6%	-	9%	3%	-	4%	3%	2%	10%	1%	7%l
5	57	4	1	5	5	8	5	3	3	5	8	9	2
	9%	8%	5%	11%	7%	15%	23%	7%	8%	7%	8%	7%	13%
6	97	4	6	5	9	12	6	10	5	11	14	14	2
	15%	7%	22%	11%	13%	23%	31%	22%	15%	17%	15%	10%	14%
7	141	14	3	12	17	3	5	10	10	19	11	35	3
	22%	28%f	11%	29%	25%	6%	23%	22%	30%fk	30%	11%	27%	23%f
8	203	17	8	17	12	18	2	13	10	20	41	44	3
	32%	33%	28%	39%	18%	33%	8%	30%	30%	32%	43%em	33%	20%
9	58	3	2	3	8	5	2	3	3	6	6	16	1
	9%	5%	6%	8%	11%	9%	7%	7%	10%	10%	6%	12%	10%
10 - HIGHEST score	33	4	3	2	6	5	2	-	2	-	3	6	1
	5%	9%	11%	4%	9%	9%	8%	-	5%	-	3%	5%	5%
Don't know	11	2	-	-	2	2	-	2	-	1	-	3	*
	2%	3%	-	-	2%	3%	-	4%	-	2%	-	2%	3%k
SUMMARY:													
NET: 9-10	91	7	5	5	14	9	3	3	5	6	9	22	2
	14%	14%	17%	11%	20%	17%	15%	7%	14%	10%	10%	17%	15%
NET: 7-10	435	37	15	34	44	30	10	26	24	44	62	101	8
	68%	75%	56%	79%	64%	56%	46%	59%	73%	71%	65%	77%m	57%
NET: 4-6	181	9	9	9	20	21	11	15	8	17	32	24	5
	28%	19%	33%	21%	29%	41%	54%	33%	26%	27%	34%	18%	34%
NET: 1-3	15	2	3	-	3	-	-	2	*	-	2	3	1
	2%	3%	11%	-	4%	-	-	4%	1%	-	2%	2%	6%j
Mean	7.09	7.23	6.74	7.34	6.94	7.16	6.69	6.76	7.20	7.12	6.98	7.34m	6.64
Standard Deviation	1.60	1.64	2.21	1.21	1.93	1.62	1.52	1.58	1.41	1.19	1.64	1.51	1.99

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 422

Q15l Rating on statement - It shows programmes I want to watch
BBC2

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**618**	555	327	569	49	457	614	618	407	406	459	298	155	236	16	106	573	618	100	103	276
Weighted Base	**642**	587	506	593	16	472	637	642	422	425	474	286	239	239	5	95	594	642	106	113	269
1 - LOWEST score	**2**	2	2	2	-	2	2	2	-	-	-	2	2	2	-	2	2	2	-	-	-
	*	*	*	*	-	*	*	*	-	-	-	1%	1%	1%	-	2%	*	*	-	-	-
2	**5**	5	5	5	-	4	5	5	3	2	2	3	3	2	-	2	5	5	-	-	2
	1%	1%	1%	1%	-	1%	1%	1%	1%	*	*	1%	1%	1%	-	2%	1%	1%	-	-	1%
3	**8**	7	6	6	*	6	8	8	7	3	4	6	4	4	-	3	8	8	4	3	4
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%	-	4%	1%	1%	3%	3%	1%
4	**27**	25	22	25	1	20	27	27	15	15	17	12	11	9	-	2	23	27	3	4	9
	4%	4%	4%	4%	4%	4%	4%	4%	4%	3%	4%	4%	5%	4%	-	3%	4%	4%	3%	3%	3%
5	**57**	53	45	53	1	46	55	57	41	39	46	28	23	24	1	8	51	57	7	13	27
	9%	9%	9%	9%	9%	10%	9%	9%	10%	9%	10%	10%	10%	10%	14%	9%	9%	9%	7%	11%	10%
6	**97**	91	82	83	3	75	95	97	70	63	75	53	49	43	2	17	94	97	21	16	43
	15%	15%	16%	14%	16%	16%	15%	15%	17%	15%	16%	19%	21%	18%	31%	17%	16%	15%	20%	14%	16%
7	**141**	128	105	134	4	99	141	141	86	88	104	66	52	47	1	14	133	141	12	19	60
	22%	22%	21%	23%	23%	21%	22%	22%	20%	21%	22%	23%	22%	20%	18%	15%	22%	22%	11%	16%	22%
8	**203**	181	158	193	4	143	202	203	136	148	152	68	56	69	1	25	186	203	31	37	85
	32%	31%	31%	33%	27%	30%	32%	32%	32%	35%	32%	24%	23%	29%	25%	26%	31%	32%	29%	33%	32%
9	**58**	55	47	53	2	46	58	58	37	37	40	26	21	20	*	7	53	58	12	4	20
	9%	9%	9%	9%	14%	10%	9%	9%	9%	9%	9%	9%	9%	8%	6%	7%	9%	9%	12%	4%	7%
10 - HIGHEST score	**33**	30	25	28	1	24	33	33	22	25	23	15	11	13	*	10	30	33	14	15	17
	5%	5%	5%	5%	6%	5%	5%	5%	5%	6%	5%	5%	5%	6%	6%	11%	5%	5%	13%	13%	6%
Don't know	**11**	11	9	10	-	8	11	11	6	5	10	8	6	7	-	5	10	11	2	4	3
	2%	2%	2%	2%	-	2%	2%	2%	1%	1%	2%	3%	3%	3%	-	6%	2%	2%	2%	3%	1%
SUMMARY:																					
NET: 9-10	**91**	85	72	81	3	70	91	91	59	62	63	40	32	33	1	17	82	91	26	19	37
	14%	14%	14%	14%	20%	15%	14%	14%	14%	15%	13%	14%	14%	14%	12%	18%	14%	14%	25%	17%	14%
NET: 7-10	**435**	393	336	409	11	312	434	435	281	298	320	174	140	149	3	56	402	435	69	74	182
	68%	67%	66%	69%	69%	66%	68%	68%	66%	70%	67%	61%	59%	62%	55%	59%	68%	68%	65%	66%	68%
NET: 4-6	**181**	168	149	162	5	141	177	181	126	116	138	94	83	76	2	27	169	181	31	32	78
	28%	29%	29%	27%	29%	30%	28%	28%	30%	27%	29%	33%	35%	32%	45%	29%	28%	28%	30%	28%	29%
NET: 1-3	**15**	14	12	13	*	11	15	15	10	5	6	10	9	7	-	6	14	15	4	3	6
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	4%	4%	3%	-	7%	2%	2%	3%	3%	2%
Mean	**7.09**	7.08	7.07	7.10	7.19	7.06	7.10	7.09	7.08	7.22	7.12	6.89	6.83	6.99	6.96	6.97	7.08	7.09	7.37	7.22	7.10
Standard Deviation	**1.60**	1.61	1.62	1.59	1.63	1.62	1.60	1.60	1.58	1.51	1.50	1.70	1.71	1.67	1.52	2.01	1.59	1.60	1.78	1.75	1.58

* = Less than .5

J20427 PSB Tracker 2013

Table 423

Q15I Rating on statement - It shows programmes I want to watch
BBC3

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**278**	127	151	75	34	71	34	24	40	63	127	88	62	216	35	243	168	43	41	26
Weighted Base	**306**	135*	170	88*	33**	75*	34**	28**	47*	76*	134*	96*	59*	247	55*	251	265	23*	14*	5**
1 - LOWEST score	**3**	-	3	-	-	-	-	3	-	-	3	-	-	3	-	3	3	-	-	-
	1%	-	*2%*	-	-	-	-	*11%*	-	-	*2%*	-	-	*1%*	-	*1%*	*1%*	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**8**	6	2	2	2	2	*	1	2	5	4	-	3	5	3	5	8	-	*	*
	3%	*5%*	*1%*	*2%*	*5%*	*2%*	*1%*	*5%*	*3%*	*6%*	*3%*	-	*6%*	*2%*	*6%*	*2%*	*3%*	-	*2%*	*3%*
4	**16**	5	12	2	3	4	2	3	3	5	5	5	3	13	3	13	14	2	*	*
	5%	*3%*	*7%*	*2%*	*10%*	*5%*	*5%*	*11%*	*6%*	*7%*	*4%*	*6%*	*6%*	*5%*	*6%*	*5%*	*5%*	*7%*	*3%*	*7%*
5	**21**	9	11	3	1	10	3	-	4	3	10	8	7	13	*	20	17	2	1	*
	7%	*7%*	*7%*	*4%*	*4%*	*13%*	*7%*	-	*8%*	*4%*	*7%*	*8%*	*12%*	*5%*	*1%*	*8%*	*7%*	*9%*	*7%*	*4%*
6	**44**	12	32	10	2	9	7	5	11	8	17	19	8	35	8	36	40	2	1	1
	14%	*9%*	*19%*	*12%*	*5%*	*12%*	*19%*	*18%*	*24%*	*10%*	*12%*	*20%*	*14%*	*14%*	*14%*	*14%*	*15%*	*7%*	*7%*	*20%*
7	**66**	33	33	14	9	24	9	3	7	17	32	18	21	46	10	57	55	6	4	1
	22%	*25%*	*20%*	*16%*	*27%*	*32%*	*25%*	*9%*	*16%*	*22%*	*24%*	*19%*	*35%*	*19%*	*18%*	*23%*	*21%*	*25%*	*27%*	*32%*
8	**71**	35	36	24	6	18	8	3	13	18	30	23	9	62	16	55	63	5	3	1
	23%	*26%*	*21%*	*27%*	*17%*	*23%*	*23%*	*11%*	*28%*	*24%*	*22%*	*24%*	*15%*	*25%*	*29%*	*22%*	*24%*	*21%*	*22%*	*14%*
9	**35**	19	16	20	6	4	-	5	*	9	17	9	1	34	8	27	29	4	2	*
	12%	*14%*	*9%*	***23%h***	*17%*	*5%*	-	*18%*	*1%*	*12%*	*13%*	*10%*	*2%*	*14%*	*15%*	*11%*	*11%*	*16%*	*17%*	*8%*
10 - HIGHEST score	**28**	14	14	11	5	4	2	3	4	7	12	9	4	24	6	21	24	2	2	*
	9%	*10%*	*8%*	*12%*	*14%*	*5%*	*6%*	*11%*	*8%*	*10%*	*9%*	*9%*	*6%*	*10%*	*12%*	*9%*	*9%*	*7%*	*13%*	*9%*
Don't know	**13**	2	11	2	1	2	4	2	3	3	5	5	2	11	-	13	11	2	*	*
	4%	*1%*	*7%*	*2%*	*2%*	*2%*	*12%*	*6%*	*7%*	*4%*	*4%*	*5%*	*4%*	*4%*	-	*5%*	*4%*	*7%*	*2%*	*4%*
SUMMARY:																				
NET: 9-10	**63**	33	30	31	10	8	2	8	4	17	29	18	5	58	15	49	53	5	4	1
	21%	*25%*	*18%*	***35%eh***	*31%*	*10%*	*6%*	*29%*	*9%*	*22%*	*21%*	*19%*	*8%*	*24%*	*27%*	*19%*	*20%*	*23%*	*29%*	*17%*
NET: 7-10	**201**	101	99	69	25	50	19	14	24	52	90	58	34	166	41	160	171	16	11	3
	66%	*75%*	*58%*	***79%h***	*74%*	*66%*	*55%*	*48%*	*52%*	*68%*	*67%*	*61%*	*58%*	*67%*	*74%*	*64%*	*65%*	*70%*	*78%*	*62%*
NET: 4-6	**81**	26	55	16	6	22	11	8	17	17	32	32	19	62	11	69	72	5	2	1
	26%	*19%*	*32%*	*18%*	*19%*	*30%*	*32%*	*29%*	*37%*	*22%*	*24%*	*34%*	*32%*	*25%*	*20%*	*28%*	*27%*	*23%*	*17%*	*31%*
NET: 1-3	**12**	6	5	2	2	2	*	5	2	5	7	-	3	8	3	8	11	-	*	*
	4%	*5%*	*3%*	*2%*	*5%*	*2%*	*1%*	*16%*	*3%*	*6%*	*5%*	-	*6%*	*3%*	*6%*	*3%*	*4%*	-	*2%*	*3%*
Mean	**7.13**	7.33	6.96	***7.77e***	7.31	6.88	6.86	6.35	6.82	7.14	7.10	7.18	6.57	7.27	7.37	7.08	7.10	7.31	7.55	6.94
Standard Deviation	**1.83**	1.77	1.87	1.60	2.01	1.53	1.51	2.87	1.68	1.92	1.94	1.61	1.68	1.84	1.87	1.82	1.86	1.67	1.73	1.91

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 424

Q15l Rating on statement - It shows programmes I want to watch
BBC3

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**278**	53	197	26	-	278	185	76	89	152	73	219	59	152	125	103	111	61	109	153	121
Weighted Base	**306**	67*	208	28**	-**	306	199	85*	102*	162	73*	241	65*	158	148	109*	122*	73*	113*	174	126*
1 - LOWEST score	**3**	2	2	-	-	3	2	2	2	3	-	3	-	2	2	-	2	-	2	2	2
	1%	*2%*	*1%*	-	-	*1%*	*1%*	*2%*	*2%*	*2%*	-	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**8**	-	8	*	-	8	4	3	5	5	2	5	3	5	3	4	5	2	2	5	3
	3%	-	*4%*	*1%*	-	*3%*	*2%*	*4%*	*4%*	*3%*	*2%*	*2%*	*5%*	*3%*	*2%*	*3%*	*4%*	*3%*	*2%*	*3%*	*2%*
4	**16**	4	9	4	-	16	11	5	5	10	6	13	3	9	7	9	5	2	8	11	5
	5%	*6%*	*4%*	*13%*	-	*5%*	*5%*	*6%*	*5%*	*6%*	*8%*	*5%*	*5%*	*6%*	*5%*	*9%*	*4%*	*3%*	*7%*	*6%*	*4%*
5	**21**	5	12	4	-	21	16	5	5	13	6	18	2	13	8	7	10	8	5	15	5
	7%	*7%*	*6%*	*13%*	-	*7%*	*8%*	*6%*	*5%*	*8%*	*8%*	*8%*	*4%*	*8%*	*5%*	*7%*	*8%*	*11%*	*5%*	*9%*	*4%*
6	**44**	9	28	7	-	44	26	16	18	27	10	29	15	15	29	11	18	8	17	23	21
	14%	*13%*	*14%*	*25%*	-	*14%*	*13%*	*19%*	*18%*	*17%*	*13%*	*12%*	*23%*	*9%*	*20%*	*10%*	*15%*	*11%*	*15%*	*13%*	*16%*
7	**66**	12	50	3	-	66	51	11	12	36	17	62	4	41	26	30	29	22	24	40	25
	22%	*18%*	*24%*	*11%*	-	*22%*	*25%*	*13%*	*12%*	*22%*	*23%*	*26%*	*6%*	*26%*	*17%*	*28%*	*24%*	*31%*	*21%*	*23%*	*20%*
8	**71**	16	52	3	-	71	47	20	23	33	13	55	16	37	34	24	31	13	30	38	32
	23%	*23%*	*25%*	*12%*	-	*23%*	*24%*	*23%*	*22%*	*20%*	*18%*	*23%*	*25%*	*23%*	*23%*	*22%*	*26%*	*18%*	*27%*	*22%*	*25%*
9	**35**	6	27	3	-	35	20	10	15	18	8	23	12	17	18	16	5	8	12	17	16
	12%	*9%*	*13%*	*9%*	-	*12%*	*10%*	*11%*	*15%*	*11%*	*11%*	*10%*	*19%*	*11%*	*12%*	*15%*	*4%*	*11%*	*10%*	*10%*	*13%*
10 - HIGHEST score	**28**	11	13	2	-	28	19	7	9	11	8	23	5	12	16	5	12	6	11	15	13
	9%	*17%*	*6%*	*7%*	-	*9%*	*9%*	*9%*	*9%*	*7%*	*11%*	*9%*	*8%*	*7%*	*11%*	*5%*	*10%*	*8%*	*10%*	*9%*	*10%*
Don't know	**13**	3	7	3	-	13	5	7	8	8	4	10	3	7	6	2	5	4	1	8	5
	4%	*5%*	*3%*	*11%*	-	*4%*	*2%*	*8%*	*8%*	*5%*	*5%*	*4%*	*5%*	*5%*	*4%*	*2%*	*4%*	*5%*	*1%*	*5%*	*4%*
SUMMARY: NET: 9-10	**63**	17	40	4	-	63	39	17	24	29	16	45	18	29	34	22	17	13	23	33	29
	21%	*26%*	*19%*	*16%*	-	*21%*	*20%*	*20%*	*24%*	*18%*	*22%*	*19%*	*27%*	*18%*	*23%*	*20%*	*14%*	*18%*	*20%*	*19%*	*23%*
NET: 7-10	**201**	45	142	11	-	201	137	47	59	97	46	163	38	107	93	76	78	49	78	110	86
	66%	*67%*	*68%*	*38%*	-	*66%*	*69%*	*56%*	*58%*	*60%*	*63%*	*68%*	*58%*	*68%*	*63%*	*70%*	*64%*	*67%*	*68%*	*63%*	*68%*
NET: 4-6	**81**	17	49	14	-	81	52	27	28	49	21	60	20	37	44	28	33	19	31	49	31
	26%	*26%*	*24%*	*50%*	-	*26%*	*26%*	*31%*	*28%*	*30%*	*29%*	*25%*	*32%*	*23%*	*30%*	*25%*	*27%*	*25%*	*27%*	*28%*	*25%*
NET: 1-3	**12**	2	10	*	-	12	5	5	6	8	2	8	3	7	5	4	6	2	3	7	5
	4%	*2%*	*5%*	*1%*	-	*4%*	*3%*	*5%*	*6%*	*5%*	*2%*	*3%*	*5%*	*4%*	*3%*	*3%*	*5%*	*3%*	*3%*	*4%*	*4%*
Mean	**7.13**	7.34	7.12	6.55	-	7.13	7.15	6.97	7.09	6.88	7.10	7.10	7.24	7.05	7.22	7.05	6.97	7.10	7.15	7.01	7.27
Standard Deviation	**1.83**	2.02	1.76	1.85	-	1.83	1.75	2.01	2.03	1.90	1.83	1.82	1.89	1.83	1.84	1.73	1.85	1.64	1.84	1.85	1.82

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

Prepared by BDRC Continental

* = Less than .5

Q15l Rating on statement - It shows programmes I want to watch
BBC3

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**278**	43	10	18	17	21	4	8	41	13	42	35	26
Weighted Base	**306**	23*	16**	28**	26**	33**	7**	13**	14*	20**	68*	54*	5**
1 - LOWEST score	**3**	-	3	-	-	-	-	-	-	-	-	-	-
	1%	-	*21%*	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**8**	-	-	-	3	-	-	-	*	1	3	-	*
	3%	-	-	-	*12%*	-	-	-	*2%*	*7%*	*5%*	-	*3%*
4	**16**	2	-	-	1	6	-	-	*	-	5	2	*
	5%	*7%*	-	-	*6%*	*19%*	-	-	*3%*	-	*7%*	*3%*	*7%*
5	**21**	2	-	1	3	-	2	6	1	2	2	2	*
	7%	*9%*	-	*5%*	*12%*	-	*24%*	*50%*	*7%*	*7%*	*2%*	*3%*	*4%*
6	**44**	2	5	6	2	3	2	2	1	-	8	14	1
	14%	*7%*	*29%*	*22%*	*6%*	*9%*	*23%*	*12%*	*7%*	-	*12%*	*26%*	*20%*
7	**66**	6	3	5	3	7	-	2	4	8	15	14	1
	22%	*25%*	*20%*	*17%*	*13%*	*20%*	-	*12%*	*27%*	*39%*	*22%*	*25%*	*32%*
8	**71**	5	2	9	3	8	2	2	3	6	17	14	1
	23%	*21%*	*10%*	*33%*	*11%*	*24%*	*26%*	*13%*	*22%*	*30%*	*26%*	*26%*	*14%*
9	**35**	4	2	2	3	3	-	2	2	3	12	3	*
	12%	*16%*	*11%*	*6%*	*12%*	*9%*	-	*13%*	*17%*	*17%*	*17%*	*5%*	*8%*
10 - HIGHEST score	**28**	2	-	5	5	2	2	-	2	-	7	5	*
	9%	*7%*	-	*16%*	*18%*	*5%*	*27%*	-	*13%*	-	*10%*	*9%*	*9%*
Don't know	**13**	2	2	-	3	5	-	-	*	-	-	2	*
	4%	*7%*	*10%*	-	*12%*	*14%*	-	-	*2%*	-	-	*3%*	*4%*
SUMMARY:													
NET: 9-10	**63**	5	2	6	8	4	2	2	4	3	18	8	1
	21%	*23%*	*11%*	*22%*	*30%*	*14%*	*27%*	*13%*	*29%*	*17%*	*27%*	*14%*	*17%*
NET: 7-10	**201**	16	6	20	14	19	4	5	11	17	50	35	3
	66%	*70%*	*40%*	*72%*	*54%*	*58%*	*53%*	*38%*	*78%*	*85%*	*74%*	*65%*	*62%*
NET: 4-6	**81**	5	5	8	6	9	3	8	2	2	14	17	1
	26%	*23%*	*29%*	*28%*	*23%*	*28%*	*47%*	*62%*	*17%*	*7%*	*21%*	*32%*	*31%*
NET: 1-3	**12**	-	3	-	3	-	-	-	*	1	3	-	*
	4%	-	*21%*	-	*12%*	-	-	-	*2%*	*7%*	*5%*	-	*3%*
Mean	**7.13**	7.31	5.65	7.61	6.97	6.88	7.36	6.28	7.55	7.19	7.33	7.22	6.94
Standard Deviation	**1.83**	1.67	2.80	1.48	2.45	1.85	2.09	1.56	1.73	1.58	1.84	1.39	1.91

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

J20427 PSB Tracker 2013

Table 426

Q15l Rating on statement - It shows programmes I want to watch
BBC3

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**278**	264	165	255	17	227	272	248	278	192	207	152	91	96	5	73	193	100	278	64	96
Weighted Base	**306**	294	257	283	6	248	298	273	306	204	234	162	140	101	2	73	217	106	306	72	112
1 - LOWEST score	**3**	3	3	3	-	3	3	3	3	3	2	3	3	-	-	-	3	-	3	-	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	-	-	-	*1%*	-	*1%*	-	*1%*
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**8**	8	8	7	*	6	8	8	8	5	5	5	5	2	-	2	7	5	8	3	3
	3%	*3%*	*3%*	*2%*	*6%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	-	*2%*	*3%*	*5%*	*3%*	*4%*	*3%*
4	**16**	16	14	16	-	14	16	16	16	14	14	10	8	4	-	6	13	8	16	6	11
	5%	*5%*	*5%*	*6%*	-	*6%*	*5%*	*6%*	*5%*	*7%*	*6%*	*6%*	*6%*	*4%*	-	*8%*	*6%*	*7%*	*5%*	*8%*	*10%*
5	**21**	19	16	20	*	21	19	19	21	19	15	13	9	14	*	6	15	7	21	7	9
	7%	*6%*	*6%*	*7%*	*6%*	*8%*	*6%*	*7%*	*7%*	*9%*	*7%*	*8%*	*7%*	*14%*	*21%*	*8%*	*7%*	*7%*	*7%*	*10%*	*8%*
6	**44**	43	41	41	1	38	44	37	44	32	33	27	27	13	-	10	33	15	44	10	19
	14%	*15%*	*16%*	*15%*	*11%*	*15%*	*15%*	*14%*	*14%*	*16%*	*14%*	*17%*	*19%*	*13%*	-	*13%*	*15%*	*14%*	*14%*	*13%*	*17%*
7	**66**	64	54	59	1	55	66	65	66	37	58	36	28	21	*	17	50	21	66	12	24
	22%	*22%*	*21%*	*21%*	*24%*	*22%*	*22%*	*24%*	*22%*	*18%*	*25%*	*22%*	*20%*	*21%*	*20%*	*23%*	*23%*	*20%*	*22%*	*16%*	*21%*
8	**71**	67	60	65	1	58	68	62	71	49	57	33	28	18	-	13	42	25	71	14	24
	23%	*23%*	*23%*	*23%*	*23%*	*23%*	*23%*	*23%*	*23%*	*24%*	*24%*	*20%*	*20%*	*18%*	-	*18%*	*19%*	*24%*	*23%*	*20%*	*21%*
9	**35**	35	29	35	1	25	35	29	35	19	23	18	16	10	*	8	25	6	35	6	6
	12%	*12%*	*11%*	*12%*	*17%*	*10%*	*12%*	*10%*	*12%*	*9%*	*10%*	*11%*	*12%*	*10%*	*18%*	*11%*	*12%*	*6%*	*12%*	*8%*	*5%*
10 - HIGHEST score	**28**	25	23	24	1	20	26	23	28	18	15	11	10	13	1	8	22	15	28	11	9
	9%	*9%*	*9%*	*8%*	*12%*	*8%*	*9%*	*8%*	*9%*	*9%*	*7%*	*7%*	*7%*	*13%*	*41%*	*11%*	*10%*	*14%*	*9%*	*15%*	*8%*
Don't know	**13**	13	11	12	-	7	11	11	13	8	11	8	6	6	-	4	8	4	13	4	6
	4%	*4%*	*4%*	*4%*	-	*3%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*4%*	*5%*	-	*5%*	*3%*	*4%*	*4%*	*6%*	*5%*
SUMMARY:																					
NET: 9-10	**63**	61	52	59	2	46	62	51	63	37	38	29	26	23	1	16	47	21	63	16	15
	21%	*21%*	*20%*	*21%*	*30%*	*18%*	*21%*	*19%*	*21%*	*18%*	*16%*	*18%*	*19%*	*23%*	*59%*	*22%*	*22%*	*20%*	*21%*	*23%*	*13%*
NET: 7-10	**201**	192	165	183	4	158	196	178	201	123	153	97	82	63	1	46	139	67	201	42	62
	66%	*65%*	*64%*	*65%*	*77%*	*64%*	*66%*	*65%*	*66%*	*60%*	*66%*	*60%*	*59%*	*62%*	*79%*	*63%*	*64%*	*63%*	*66%*	*59%*	*55%*
NET: 4-6	**81**	78	70	78	1	73	79	72	81	65	63	49	44	31	*	21	60	30	81	22	39
	26%	*26%*	*27%*	*28%*	*17%*	*29%*	*27%*	*26%*	*26%*	*32%*	*27%*	*30%*	*31%*	*31%*	*21%*	*29%*	*28%*	*28%*	*26%*	*31%*	*35%*
NET: 1-3	**12**	12	11	10	*	10	12	12	12	8	6	8	8	2	-	2	10	5	12	3	5
	4%	*4%*	*4%*	*4%*	*6%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*5%*	*6%*	*2%*	-	*2%*	*5%*	*5%*	*4%*	*4%*	*4%*
Mean	**7.13**	7.12	7.08	7.11	7.49	7.01	7.12	7.05	7.13	6.95	7.06	6.88	6.88	7.18	8.17	7.10	7.05	7.09	7.13	7.06	6.71
Standard Deviation	**1.83**	1.83	1.86	1.84	1.92	1.84	1.83	1.85	1.83	1.92	1.71	1.90	1.95	1.80	-	1.83	1.93	1.93	1.83	2.02	1.92

* = Less than .5

J20427 PSB Tracker 2013

Table 427

Q15l Rating on statement - It shows programmes I want to watch
BBC4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**150**	76	74	8	14	29	26	30	43	41	58	51	20	130	8	141	93	22	20	15
Weighted Base	**166**	79*	86*	9**	18**	32**	29**	36**	41*	51*	58*	56*	21**	144	10**	154	144*	12**	6**	3**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**1**	-	1	-	-	1	-	-	-	-	-	1	-	1	-	1	1	-	-	-
	1%	-	*2%*	-	-	*5%*	-	-	-	-	-	*3%*	-	*1%*	-	*1%*	*1%*	-	-	-
3	**6**	4	1	2	-	2	1	-	2	-	5	1	2	4	-	6	5	1	-	*
	3%	*5%*	*2%*	*19%*	-	*5%*	*2%*	-	*4%*	-	*8%*	*1%*	*7%*	*3%*	-	*4%*	*3%*	*5%*	-	*14%*
4	**12**	7	5	2	-	2	2	5	3	1	5	5	5	7	2	10	11	1	-	-
	7%	*8%*	*6%*	*17%*	-	*5%*	*5%*	*13%*	*6%*	*3%*	*9%*	*9%*	*21%*	*5%*	*15%*	*7%*	*7%*	*9%*	-	-
5	**22**	2	20	2	-	6	1	7	7	3	8	11	4	18	2	20	18	2	1	1
	13%	*3%*	***23%a***	*22%*	-	*18%*	*4%*	*18%*	*17%*	*7%*	*14%*	*19%*	*20%*	*12%*	*18%*	*13%*	*13%*	*19%*	*14%*	*26%*
6	**12**	7	5	-	2	2	5	2	2	2	7	3	-	12	-	12	11	1	*	-
	7%	*8%*	*6%*	-	*8%*	*5%*	*16%*	*4%*	*6%*	*4%*	*11%*	*6%*	-	*8%*	-	*8%*	*8%*	*4%*	*5%*	-
7	**21**	10	11	-	2	6	2	1	10	5	5	10	*	21	1	18	17	2	2	*
	13%	*13%*	*13%*	-	*8%*	*18%*	*8%*	*4%*	*25%*	*11%*	*9%*	*19%*	*2%*	*15%*	*14%*	*12%*	*12%*	*18%*	*25%*	*14%*
8	**41**	19	22	2	7	4	9	11	9	20	14	8	6	35	2	40	37	2	1	1
	25%	*24%*	*26%*	*19%*	*37%*	*11%*	*33%*	*30%*	*22%*	*39%*	*24%*	*13%*	*30%*	*24%*	*15%*	*26%*	*26%*	*18%*	*20%*	*20%*
9	**30**	21	10	*	6	9	6	5	4	12	10	9	4	27	2	29	28	1	2	*
	18%	*26%*	*11%*	*4%*	*34%*	*27%*	*22%*	*13%*	*10%*	*23%*	*18%*	*15%*	*17%*	*19%*	*15%*	*19%*	*19%*	*4%*	*25%*	*18%*
10 - HIGHEST score	**17**	7	9	2	2	2	2	7	3	7	3	7	-	17	2	14	14	2	1	*
	10%	*9%*	*11%*	*19%*	*8%*	*6%*	*8%*	*18%*	*6%*	*14%*	*4%*	*12%*	-	*11%*	*22%*	*9%*	*10%*	*14%*	*11%*	*7%*
Don't know	**3**	2	1	-	1	-	1	-	2	-	1	2	1	2	-	3	2	1	-	-
	2%	*2%*	*1%*	-	*3%*	-	*2%*	-	*4%*	-	*2%*	*3%*	*3%*	*1%*	-	*2%*	*1%*	*9%*	-	-
SUMMARY:																				
NET: 9-10	**47**	28	19	2	8	11	8	11	7	19	13	15	4	43	4	43	42	2	2	1
	28%	*35%*	*22%*	*23%*	*43%*	*33%*	*29%*	*31%*	*17%*	*37%*	*22%*	*27%*	*17%*	*30%*	*37%*	*28%*	*29%*	*18%*	*35%*	*25%*
NET: 7-10	**110**	58	52	4	16	20	20	24	26	44	32	33	10	99	7	101	96	6	5	2
	66%	*73%*	*60%*	*42%*	*89%*	*63%*	*70%*	*65%*	*63%*	***86%j***	*56%*	*59%*	*49%*	*69%*	*66%*	*66%*	*67%*	*54%*	*81%*	*59%*
NET: 4-6	**46**	16	30	3	2	9	7	13	12	7	20	19	9	37	3	43	40	4	1	1
	28%	*20%*	*35%*	*39%*	*8%*	*28%*	*26%*	*35%*	*29%*	*14%*	*34%*	*34%*	*42%*	*26%*	*34%*	*28%*	*28%*	*32%*	*19%*	*26%*
NET: 1-3	**7**	4	3	2	-	3	1	-	2	-	5	2	2	6	-	7	6	1	-	*
	4%	*5%*	*3%*	*19%*	-	*9%*	*2%*	-	*4%*	-	*8%*	*4%*	*7%*	*4%*	-	*5%*	*4%*	*5%*	-	*14%*
Mean	**7.18**	7.44	6.95	6.10	8.27	6.86	7.50	7.31	6.87	***8.00j***	6.74	6.89	6.29	7.32	7.28	7.18	7.20	6.80	7.68	6.67
Standard Deviation	**1.99**	1.96	2.00	2.76	1.06	2.23	1.73	2.10	1.82	1.47	2.06	2.13	2.17	1.94	2.29	1.99	1.99	2.17	1.65	2.75

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 428

Q15I Rating on statement - It shows programmes I want to watch
BBC4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**150**	21	97	26	-	150	80	54	65	69	44	120	30	82	68	56	62	35	38	84	62
Weighted Base	**166**	26**	103*	28**	-**	166	87*	60*	74*	73*	45*	136*	30**	93*	73*	70*	62*	47*	34**	91*	70*
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**1**	-	-	-	-	1	1	-	-	1	1	1	-	1	-	-	1	1	-	1	-
	1%	-	-	-	-	*1%*	*2%*	-	-	*2%*	*3%*	*1%*	-	*2%*	-	-	*2%*	*3%*	-	*2%*	-
3	**6**	-	4	2	-	6	2	3	3	4	4	4	2	2	4	-	4	-	2	2	3
	3%	-	*4%*	*6%*	-	*3%*	*3%*	*5%*	*4%*	*5%*	*8%*	*3%*	*6%*	*2%*	*5%*	-	*7%*	-	*6%*	*2%*	*5%*
4	**12**	3	5	4	-	12	7	5	5	6	3	9	3	7	5	7	4	3	3	8	4
	7%	*12%*	*5%*	*13%*	-	*7%*	*8%*	*9%*	*7%*	*8%*	*6%*	*6%*	*10%*	*7%*	*7%*	*10%*	*6%*	*7%*	*9%*	*9%*	*5%*
5	**22**	2	14	6	-	22	11	6	10	13	7	15	7	10	12	5	9	7	5	8	14
	13%	*8%*	*13%*	*23%*	-	*13%*	*13%*	*11%*	*13%*	*18%*	*16%*	*11%*	*24%*	*11%*	*17%*	*7%*	*14%*	*14%*	*13%*	*9%*	*19%*
6	**12**	2	6	5	-	12	7	5	5	5	3	9	3	6	6	3	7	5	*	7	5
	7%	*6%*	*5%*	*17%*	-	*7%*	*8%*	*8%*	*7%*	*7%*	*7%*	*6%*	*11%*	*7%*	*8%*	*5%*	*11%*	*10%*	*1%*	*8%*	*7%*
7	**21**	3	14	3	-	21	9	9	12	13	8	19	2	14	7	6	10	7	1	9	11
	13%	*12%*	*13%*	*11%*	-	*13%*	*10%*	*14%*	*17%*	*17%*	*19%*	*14%*	*7%*	*15%*	*10%*	*8%*	*16%*	*14%*	*4%*	*9%*	*16%*
8	**41**	9	26	4	-	41	25	16	16	14	2	37	4	28	13	24	14	10	15	27	14
	25%	*36%*	*25%*	*14%*	-	*25%*	*29%*	*27%*	*22%*	*20%*	*5%*	*27%*	*15%*	*30%*	*18%*	*34%*	*22%*	*21%*	*45%*	*30%*	*21%*
9	**30**	5	21	2	-	30	15	9	14	8	6	26	4	16	14	19	8	9	4	16	12
	18%	*20%*	*21%*	*8%*	-	*18%*	*17%*	*15%*	*19%*	*11%*	*14%*	*19%*	*14%*	*17%*	*20%*	*27%*	*12%*	*20%*	*11%*	*18%*	*17%*
10 - HIGHEST score	**17**	2	11	2	-	17	8	5	7	6	8	14	2	7	10	7	5	5	3	11	5
	10%	*7%*	*11%*	*8%*	-	*10%*	*9%*	*9%*	*10%*	*8%*	*18%*	*11%*	*7%*	*8%*	*13%*	*9%*	*9%*	*10%*	*9%*	*12%*	*8%*
Don't know	**3**	-	3	-	-	3	1	2	2	3	2	1	2	1	2	-	1	1	1	1	2
	2%	-	*3%*	-	-	*2%*	*1%*	*3%*	*2%*	*4%*	*5%*	*1%*	*5%*	*1%*	*3%*	-	*1%*	*1%*	*2%*	*1%*	*2%*
SUMMARY: NET: 9-10	**47**	7	32	4	-	47	23	14	21	14	14	41	6	23	24	25	13	14	7	28	17
	28%	*27%*	*31%*	*16%*	-	*28%*	*27%*	*24%*	*28%*	*20%*	*32%*	*30%*	*22%*	*25%*	*33%*	*36%*	*21%*	*30%*	*20%*	*30%*	*25%*
NET: 7-10	**110**	20	72	11	-	110	57	39	49	41	25	97	13	66	44	55	36	31	23	63	43
	66%	*75%*	*70%*	*41%*	-	*66%*	*65%*	*65%*	*67%*	*57%*	*55%*	*71%*	*43%*	*71%*	*61%*	*79%*	*59%*	*65%*	*69%*	*69%*	*61%*
NET: 4-6	**46**	7	25	15	-	46	25	16	20	23	13	32	14	23	23	15	20	14	8	23	22
	28%	*25%*	*24%*	*53%*	-	*28%*	*29%*	*27%*	*27%*	*32%*	*29%*	*24%*	*46%*	*25%*	*31%*	*21%*	*32%*	*31%*	*23%*	*26%*	*32%*
NET: 1-3	**7**	-	4	2	-	7	4	3	3	5	5	5	2	4	4	-	6	1	2	4	3
	4%	-	*4%*	*6%*	-	*4%*	*4%*	*5%*	*4%*	*7%*	*11%*	*4%*	*6%*	*4%*	*5%*	-	*9%*	*3%*	*6%*	*4%*	*5%*
Mean	**7.18**	7.39	7.37	6.29	-	7.18	7.15	7.06	7.17	6.69	6.79	7.33	6.48	7.21	7.16	7.68	6.76	7.18	7.15	7.32	6.97
Standard Deviation	**1.99**	1.78	1.93	1.99	-	1.99	2.01	1.99	1.97	2.09	2.43	1.94	2.11	1.90	2.11	1.74	2.10	2.01	2.05	2.04	1.95

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

* = Less than .5

J20427 PSB Tracker 2013

Table 429

Q15l Rating on statement - It shows programmes I want to watch
BBC4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**150**	22	7	6	9	11	3	6	20	12	22	17	15
Weighted Base	**166**	12**	11**	9**	14**	17**	5**	10**	6**	18**	35**	26**	3**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**1**	-	-	-	-	-	-	-	-	-	-	1	-
	1%	-	-	-	-	-	-	-	-	-	-	*6%*	-
3	**6**	1	1	-	2	-	-	-	-	-	2	-	*
	3%	*5%*	*13%*	-	*11%*	-	-	-	-	-	*5%*	-	*14%*
4	**12**	1	-	-	2	2	-	2	-	3	2	2	-
	7%	*9%*	-	-	*11%*	*9%*	-	*16%*	-	*16%*	*5%*	*6%*	-
5	**22**	2	-	3	2	3	3	-	1	3	3	2	1
	13%	*19%*	-	*33%*	*11%*	*18%*	*64%*	-	*14%*	*16%*	*9%*	*6%*	*26%*
6	**12**	1	2	-	-	-	-	-	*	3	5	2	-
	7%	*4%*	*14%*	-	-	-	-	-	*5%*	*17%*	*14%*	*6%*	-
7	**21**	2	2	-	-	-	2	3	2	5	3	3	*
	13%	*18%*	*15%*	-	-	-	*36%*	*32%*	*25%*	*25%*	*9%*	*12%*	*14%*
8	**41**	2	2	3	3	3	-	3	1	3	9	11	1
	25%	*18%*	*15%*	*34%*	*22%*	*18%*	-	*34%*	*20%*	*17%*	*27%*	*41%*	*20%*
9	**30**	1	5	-	3	6	-	2	2	-	8	5	*
	18%	*4%*	*43%*	-	*22%*	*36%*	-	*17%*	*25%*	-	*23%*	*18%*	*18%*
10 - HIGHEST score	**17**	2	-	3	3	2	-	-	1	2	3	1	*
	10%	*14%*	-	*33%*	*23%*	*9%*	-	-	*11%*	*9%*	*9%*	*6%*	*7%*
Don't know	**3**	1	-	-	-	2	-	-	-	-	-	-	-
	2%	*9%*	-	-	-	*9%*	-	-	-	-	-	-	-
SUMMARY:													
NET: 9-10	**47**	2	5	3	6	8	-	2	2	2	11	6	1
	28%	*18%*	*43%*	*33%*	*45%*	*45%*	-	*17%*	*35%*	*9%*	*32%*	*24%*	*25%*
NET: 7-10	**110**	6	8	6	9	11	2	8	5	9	24	20	2
	66%	*54%*	*72%*	*67%*	*67%*	*63%*	*36%*	*84%*	*81%*	*50%*	*68%*	*76%*	*59%*
NET: 4-6	**46**	4	2	3	3	5	3	2	1	9	10	5	1
	28%	*32%*	*14%*	*33%*	*22%*	*28%*	*64%*	*16%*	*19%*	*50%*	*27%*	*18%*	*26%*
NET: 1-3	**7**	1	1	-	2	-	-	-	-	-	2	1	*
	4%	*5%*	*13%*	-	*11%*	-	-	-	-	-	*5%*	*6%*	*14%*
Mean	**7.18**	6.80	7.33	7.68	7.36	7.58	5.71	7.21	7.68	6.44	7.34	7.30	6.67
Standard Deviation	**1.99**	2.17	2.11	2.16	2.59	2.09	1.08	1.64	1.65	1.76	1.92	1.99	2.75

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 430

Q15I Rating on statement - It shows programmes I want to watch
BBC4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**150**	130	82	142	10	118	150	145	116	150	122	69	40	70	6	44	121	103	64	150	72
Weighted Base	**166**	145	127	155	3	129	166	161	127	166	140	73	62	76	2	45	130	113	72	166	77
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**1**	1	1	1	-	1	1	-	1	1	1	1	1	1	-	1	1	-	-	1	-
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	-	*3%*	*1%*	-	-	*1%*	-
3	**6**	6	5	6	-	6	6	4	3	6	5	4	3	4	-	4	4	3	2	6	5
	3%	*4%*	*4%*	*4%*	-	*4%*	*3%*	*2%*	*2%*	*3%*	*4%*	*5%*	*5%*	*5%*	-	*8%*	*3%*	*3%*	*2%*	*3%*	*6%*
4	**12**	10	9	12	-	9	12	12	12	12	10	6	5	7	-	3	10	10	7	12	10
	7%	*7%*	*7%*	*8%*	-	*7%*	*7%*	*7%*	*9%*	*7%*	*7%*	*8%*	*7%*	*9%*	-	*6%*	*8%*	*9%*	*10%*	*7%*	*13%*
5	**22**	20	17	22	1	18	22	22	18	22	19	13	11	15	1	7	19	12	13	22	11
	13%	*14%*	*13%*	*14%*	*20%*	*14%*	*13%*	*13%*	*15%*	*13%*	*13%*	*18%*	*17%*	*20%*	*33%*	*16%*	*15%*	*11%*	*17%*	*13%*	*14%*
6	**12**	12	11	10	-	12	12	12	12	12	10	5	5	5	-	3	10	9	8	12	6
	7%	*8%*	*9%*	*7%*	-	*9%*	*7%*	*7%*	*9%*	*7%*	*7%*	*7%*	*8%*	*6%*	-	*7%*	*8%*	*8%*	*11%*	*7%*	*8%*
7	**21**	20	16	21	1	21	21	21	15	21	19	13	9	10	1	8	15	12	8	21	8
	13%	*14%*	*12%*	*14%*	*32%*	*17%*	*13%*	*13%*	*12%*	*13%*	*13%*	*17%*	*15%*	*13%*	*35%*	*19%*	*11%*	*11%*	*11%*	*13%*	*10%*
8	**41**	34	31	38	*	24	41	41	29	41	33	14	14	17	-	2	32	32	12	41	10
	25%	*23%*	*24%*	*24%*	*9%*	*19%*	*25%*	*26%*	*23%*	*25%*	*23%*	*20%*	*22%*	*22%*	-	*5%*	*24%*	*28%*	*17%*	*25%*	*13%*
9	**30**	24	22	26	1	21	30	30	23	30	29	8	8	9	*	6	21	20	9	30	17
	18%	*17%*	*17%*	*17%*	*29%*	*16%*	*18%*	*19%*	*18%*	*18%*	*20%*	*11%*	*13%*	*12%*	*15%*	*14%*	*16%*	*18%*	*12%*	*18%*	*22%*
10 - HIGHEST score	**17**	16	14	16	*	14	17	17	11	17	12	6	5	7	*	8	14	13	11	17	10
	10%	*11%*	*11%*	*10%*	*10%*	*11%*	*10%*	*10%*	*9%*	*10%*	*9%*	*8%*	*8%*	*9%*	*17%*	*18%*	*11%*	*11%*	*15%*	*10%*	*13%*
Don't know	**3**	3	2	3	-	3	3	3	3	3	3	3	2	2	-	2	3	2	3	3	1
	2%	*2%*	*1%*	*2%*	-	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	*3%*	*3%*	-	*5%*	*2%*	*2%*	*4%*	*2%*	*1%*
SUMMARY:																					
NET: 9-10	**47**	40	36	42	1	35	47	47	34	47	41	14	13	16	1	14	36	33	20	47	27
	28%	*27%*	*28%*	*27%*	*39%*	*27%*	*28%*	*29%*	*27%*	*28%*	*29%*	*20%*	*20%*	*21%*	*32%*	*32%*	*27%*	*29%*	*27%*	*28%*	*35%*
NET: 7-10	**110**	93	83	101	3	81	110	110	77	110	92	41	36	42	1	25	82	77	40	110	45
	66%	*64%*	*65%*	*65%*	*80%*	*62%*	*66%*	*68%*	*61%*	*66%*	*66%*	*57%*	*58%*	*55%*	*67%*	*55%*	*63%*	*68%*	*56%*	*66%*	*58%*
NET: 4-6	**46**	42	37	45	1	39	46	45	42	46	39	23	20	27	1	13	40	31	28	46	27
	28%	*29%*	*29%*	*29%*	*20%*	*30%*	*28%*	*28%*	*33%*	*28%*	*28%*	*32%*	*32%*	*35%*	*33%*	*29%*	*31%*	*27%*	*38%*	*28%*	*34%*
NET: 1-3	**7**	7	6	7	-	7	7	4	5	7	6	5	4	5	-	5	5	3	2	7	5
	4%	*5%*	*5%*	*5%*	-	*5%*	*4%*	*2%*	*4%*	*4%*	*5%*	*7%*	*7%*	*7%*	-	*11%*	*4%*	*3%*	*2%*	*4%*	*6%*
Mean	**7.18**	7.11	7.14	7.11	7.57	7.03	7.18	7.29	7.03	7.18	7.16	6.69	6.75	6.70	7.13	6.79	7.11	7.32	7.01	7.18	6.98
Standard Deviation	**1.99**	2.03	2.03	2.02	1.95	2.05	1.99	1.89	2.01	1.99	1.99	2.09	2.08	2.13	-	2.43	2.04	1.94	2.07	1.99	2.26

* = Less than .5

J20427 PSB Tracker 2013

Table 431

Q15J Rating on statement - It shows new programmes, made in the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1235**	533	702	144	178	239	236	195	243	267	602	366	245	990	48	1181	633	200	173	229
Weighted Base	**1186**	523	662	128*	156	235	241	183	243	264	571	351	226	960	68*	1111	980	107	56	43
1 - LOWEST score	**13**	5	8	3	-	-	5	4	1	3	6	4	3	10	-	13	11	2	-	*
	1%	*1%*	*1%*	*2%*	-	-	*2%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	*
2	**9**	3	6	-	*	3	-	-	5	2	2	5	3	6	-	9	8	1	-	1
	1%	*	*1%*	-	*	*1%*	-	-	*2%*	*1%*	*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*	-	*2%*
3	**33**	15	17	5	2	4	5	7	9	7	13	12	6	27	5	28	29	2	1	1
	3%	*3%*	*3%*	*4%*	*1%*	*2%*	*2%*	*4%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	*7%*	*2%*	*3%*	*2%*	*2%*	*1%*
4	**43**	21	23	5	4	7	14	5	8	9	13	21	9	35	9	32	36	3	2	2
	4%	*4%*	*3%*	*4%*	*2%*	*3%*	*6%*	*3%*	*3%*	*3%*	*2%*	*6%*	*4%*	*4%*	**14%o**	*3%*	*4%*	*3%*	*4%*	*5%*
5	**120**	54	67	8	12	25	26	17	32	27	62	32	19	101	4	117	96	12	8	5
	10%	*10%*	*10%*	*6%*	*8%*	*11%*	*11%*	*9%*	*13%*	*10%*	*11%*	*9%*	*8%*	*11%*	*5%*	*11%*	*10%*	*11%*	*14%*	*11%*
6	**176**	77	99	12	24	41	27	32	40	44	85	48	36	140	5	171	150	12	10	5
	15%	*15%*	*15%*	*9%*	*15%*	*18%*	*11%*	*18%*	*16%*	*17%*	*15%*	*14%*	*16%*	*15%*	*7%*	*15%*	*15%*	*11%*	*17%*	*12%*
7	**280**	132	148	37	40	50	58	46	48	76	136	68	53	227	15	262	226	31	11	11
	24%	*25%*	*22%*	*29%*	*26%*	*21%*	*24%*	*25%*	*20%*	*29%*	*24%*	*19%*	*23%*	*24%*	*21%*	*24%*	*23%*	*29%*	*20%*	*25%*
8	**269**	126	142	35	43	58	49	35	49	57	134	78	56	213	16	252	216	28	13	12
	23%	*24%*	*22%*	*27%*	*27%*	*25%*	*20%*	*19%*	*20%*	*22%*	*23%*	*22%*	*25%*	*22%*	*24%*	*23%*	*22%*	*26%*	*23%*	*28%*
9	**87**	36	51	7	6	25	22	11	16	11	55	21	16	71	5	81	75	5	5	2
	7%	*7%*	*8%*	*6%*	*4%*	*11%*	*9%*	*6%*	*6%*	*4%*	*10%*	*6%*	*7%*	*7%*	*8%*	*7%*	*8%*	*5%*	*9%*	*5%*
10 - HIGHEST score	**61**	17	45	11	6	9	14	8	14	8	24	29	11	51	8	52	53	5	1	2
	5%	*3%*	*7%*	*8%*	*4%*	*4%*	*6%*	*5%*	*6%*	*3%*	*4%*	*8%*	*5%*	*5%*	*12%*	*5%*	*5%*	*5%*	*2%*	*5%*
Don't know	**94**	39	55	5	19	12	22	17	20	20	42	33	14	80	1	94	80	7	5	2
	8%	*7%*	*8%*	*4%*	*12%*	*5%*	*9%*	*10%*	*8%*	*7%*	*7%*	*9%*	*6%*	*8%*	*1%*	*8%*	*8%*	*7%*	*9%*	*6%*
SUMMARY:																				
NET: 9-10	**148**	53	96	18	12	34	35	19	30	19	79	50	27	122	13	133	128	10	6	4
	13%	*10%*	*14%*	*14%*	*8%*	*14%*	*15%*	*10%*	*12%*	*7%*	*14%*	*14%*	*12%*	*13%*	*20%*	*12%*	*13%*	*9%*	*11%*	*10%*
NET: 7-10	**697**	311	386	89	95	142	142	100	128	152	348	196	136	561	45	647	570	69	31	27
	59%	*59%*	*58%*	**70%h**	*61%*	*60%*	*59%*	*55%*	*53%*	*58%*	*61%*	*56%*	*60%*	*58%*	*66%*	*58%*	*58%*	*64%*	*54%*	*63%*
NET: 4-6	**340**	151	189	25	40	74	67	54	80	80	159	101	64	276	18	320	281	27	20	12
	29%	*29%*	*29%*	*20%*	*26%*	*31%*	*28%*	*30%*	*33%*	*30%*	*28%*	*29%*	*28%*	*29%*	*26%*	*29%*	*29%*	*25%*	*35%*	*28%*
NET: 1-3	**54**	23	32	8	2	8	10	11	16	12	22	21	12	42	5	49	48	4	1	1
	5%	*4%*	*5%*	*6%*	*1%*	*3%*	*4%*	*6%*	*6%*	*4%*	*4%*	*6%*	*5%*	*4%*	*7%*	*4%*	*5%*	*4%*	*2%*	*3%*
Mean	**6.84**	6.79	6.88	6.98	7.03	6.94	6.84	6.69	6.67	6.69	6.94	6.80	6.82	6.85	6.87	6.84	6.84	6.87	6.82	6.88
Standard Deviation	**1.76**	1.68	1.83	1.91	1.39	1.64	1.87	1.80	1.87	1.63	1.69	1.97	1.80	1.76	2.11	1.74	1.79	1.69	1.54	1.71

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 432

Q15J Rating on statement - It shows new programmes, made in the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	1235	145	918	160	72	1163	827	274	325	1235	256	912	323	719	511	323	661	253	503	747	470
Weighted Base	1186	157	849	166	80*	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
1 - LOWEST score	13	2	4	7	3	10	2	5	7	13	3	11	2	6	7	5	5	*	2	5	8
	1%	1%	*	4%b	4%f	1%	*	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	*	*	1%	2%
2	9	1	5	3	2	7	5	*	2	9	1	5	4	5	4	2	3	2	3	2	5
	1%	*	1%	2%	3%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%
3	33	3	17	13	3	30	17	11	13	33	11	23	10	16	15	7	18	2	11	22	9
	3%	2%	2%	8%b	4%	3%	2%	4%	4%	3%	5%	3%	3%	2%	3%	2%	3%	1%	3%	3%	2%
4	43	7	24	12	2	42	29	9	12	43	12	29	14	18	26	14	22	9	20	27	16
	4%	5%	3%	7%	2%	4%	4%	3%	4%	4%	5%	3%	5%	3%	5%	4%	3%	3%	5%	4%	4%
5	120	15	82	20	4	116	85	26	30	120	26	88	32	63	58	29	55	32	41	69	50
	10%	10%	10%	12%	5%	10%	11%	10%	9%	10%	11%	10%	11%	9%	12%	9%	9%	12%	9%	9%	12%
6	176	19	128	26	16	160	113	39	46	176	31	135	41	108	68	57	91	44	62	108	67
	15%	12%	15%	16%	20%	15%	15%	15%	14%	15%	13%	15%	14%	16%	14%	18%	14%	17%	14%	14%	16%
7	280	37	209	31	21	259	179	71	77	280	54	216	64	173	107	82	152	54	108	184	92
	24%	24%	25%	19%	26%	23%	23%	26%	24%	24%	22%	24%	22%	25%	22%	26%	24%	21%	25%	25%	22%
8	269	21	216	30	13	255	184	59	68	269	45	208	61	167	100	56	163	60	111	169	96
	23%	13%	25%a	18%	16%	23%	24%	22%	21%	23%	19%	23%	21%	24%	20%	18%	26%	23%	25%	23%	23%
9	87	12	67	9	6	81	64	13	17	87	25	65	21	53	34	28	42	24	32	66	21
	7%	7%	8%	5%	8%	7%	8%	5%	5%	7%	10%	7%	7%	8%	7%	9%	7%	9%	7%	9%	5%
10 - HIGHEST score	61	29	27	4	6	55	32	17	22	61	13	37	25	26	35	16	20	7	23	39	21
	5%	19%bc	3%	2%	8%	5%	4%	6%	7%	5%	5%	4%	8%	4%	7%	5%	3%	3%	5%	5%	5%
Don't know	94	11	72	11	3	91	65	18	26	94	20	75	20	58	35	17	60	30	28	58	34
	8%	7%	8%	6%	4%	8%	8%	7%	8%	8%	8%	8%	7%	8%	7%	5%	10%	12%	6%	8%	8%
SUMMARY: NET: 9-10	148	41	93	12	13	136	95	31	39	148	38	102	46	79	69	44	61	30	55	105	41
	13%	26%bc	11%	7%	16%	12%	12%	11%	12%	13%	16%	11%	16%	11%	14%	14%	10%	12%	12%	14%	10%
NET: 7-10	697	99	519	73	46	650	458	160	184	697	138	526	171	418	276	183	376	145	274	459	229
	59%	63%c	61%c	44%	58%	59%	59%	60%	58%	59%	57%	59%	58%	60%	57%	58%	60%	55%	62%	61%	55%
NET: 4-6	340	42	233	59	22	318	227	74	88	340	69	253	88	189	152	99	169	85	123	204	133
	29%	27%	27%	35%	28%	29%	29%	28%	28%	29%	29%	28%	30%	27%	31%	32%	27%	32%	28%	27%	32%
NET: 1-3	54	5	25	24	8	46	24	16	22	54	15	38	16	27	26	14	26	4	16	29	22
	5%	3%	3%	14%ab	10%f	4%	3%	6%	7%	5%	6%	4%	5%	4%	5%	4%	4%	2%	4%	4%	5%
Mean	6.84	7.25c	6.94c	5.98	6.65	6.86	6.90	6.78	6.73	6.84	6.76	6.84	6.84	6.91	6.76	6.79	6.86	6.90	6.92	6.95	6.68
Standard Deviation	1.76	2.01	1.57	2.15	2.14	1.73	1.64	1.83	1.92	1.76	1.92	1.71	1.91	1.64	1.91	1.78	1.66	1.53	1.69	1.70	1.84

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 433

Q15J Rating on statement - It shows new programmes, made in the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		STANDARD REGION											
	TOTAL (a)	Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1235**	200	41	65	102	77	29	36	173	65	77	141	229
Weighted Base	**1186**	107	63*	100*	157	119*	47**	58*	56	101*	122*	213	43
1 - LOWEST score	**13**	2	2	3	3	-	-	-	-	2	-	2	*
	1%	*1%*	*3%*	*3%*	*2%*	-	-	-	-	*2%*	-	*1%*	*
2	**9**	1	-	-	-	3	2	-	-	-	2	2	1
	1%	*	-	-	-	*3%*	*3%*	-	-	-	*1%*	*1%*	*2%*
3	**33**	2	1	3	6	1	2	-	1	2	3	10	1
	3%	*2%*	*2%*	*3%*	*4%*	*1%*	*4%*	-	*2%*	*2%*	*3%*	*5%*	*1%*
4	**43**	3	-	6	3	3	-	-	2	3	13	8	2
	4%	*3%*	-	*6%*	*2%*	*3%*	-	-	*4%*	*3%*	**10%a**	*4%*	*5%*
5	**120**	12	5	10	14	12	5	8	8	9	8	25	5
	10%	*11%*	*8%*	*10%*	*9%*	*10%*	*10%*	*13%*	*14%*	*9%*	*7%*	*12%*	*11%*
6	**176**	12	6	10	17	25	11	6	10	14	25	35	5
	15%	*11%*	*10%*	*10%*	*11%*	*21%*	*24%*	*11%*	*17%*	*14%*	*20%*	*16%*	*12%*
7	**280**	31	20	15	26	29	10	24	11	24	26	53	11
	24%	*29%*	*32%*	*15%*	*17%*	*25%*	*21%*	**42%dei**	*20%*	*23%*	*21%*	*25%*	*25%*
8	**269**	28	13	28	57	23	8	7	13	20	18	41	12
	23%	*26%*	*21%*	*28%*	**37%ahkl**	*20%*	*17%*	*11%*	*23%*	*20%*	*14%*	*19%*	**28%k**
9	**87**	5	3	8	15	9	2	1	5	10	16	11	2
	7%	*5%*	*5%*	*8%*	*10%*	*8%*	*3%*	*3%*	*9%*	*10%*	*13%*	*5%*	*5%*
10 - HIGHEST score	**61**	5	8	5	5	6	5	5	1	5	5	10	2
	5%	*5%*	*13%*	*5%*	*3%*	*5%*	*11%*	*8%*	*2%*	*5%*	*4%*	*5%*	*5%*
Don't know	**94**	7	5	11	11	6	3	7	5	13	8	17	2
	8%	*7%*	*7%*	*11%*	*7%*	*5%*	*7%*	*12%*	*9%*	*13%*	*6%*	*8%*	*6%*
SUMMARY:													
NET: 9-10	**148**	10	11	13	20	15	7	6	6	14	21	21	4
	13%	*9%*	*17%*	*13%*	*13%*	*13%*	*14%*	*11%*	*11%*	*14%*	*17%*	*10%*	*10%*
NET: 7-10	**697**	69	44	56	103	68	24	37	31	58	64	115	27
	59%	*64%*	*70%*	*56%*	*66%*	*57%*	*52%*	*64%*	*54%*	*58%*	*52%*	*54%*	*63%*
NET: 4-6	**340**	27	11	27	34	40	16	14	20	26	46	68	12
	29%	*25%*	*17%*	*27%*	*22%*	*34%*	*34%*	*24%*	*35%*	*25%*	*37%*	*32%*	*28%*
NET: 1-3	**54**	4	3	6	9	5	3	-	1	3	5	13	1
	5%	*4%*	*5%*	*6%*	*6%*	*4%*	*7%*	-	*2%*	*3%*	*4%*	*6%*	*3%*
Mean	**6.84**	6.87	7.21	6.74	7.04	6.83	6.78	7.04	6.82	6.96	6.69	6.63	6.88
Standard Deviation	**1.76**	1.69	1.87	2.04	1.79	1.68	1.90	1.36	1.54	1.75	1.82	1.77	1.71

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 434

Q15J Rating on statement - It shows new programmes, made in the UK
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1235**	1235	633	1137	67	1000	1200	1057	779	618	864	1235	633	394	21	256	820	298	152	69	399
Weighted Base	**1186**	1186	980	1104	22	970	1155	1016	743	585	809	1186	980	379	7	242	813	286	162	73	367
1 - LOWEST score	**13**	13	11	11	-	9	9	8	7	4	3	13	11	3	-	3	7	4	1	1	3
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**9**	9	8	9	-	4	9	7	2	3	3	9	8	2	-	1	8	*	-	-	3
	1%	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	-	*	*1%*	*	-	-	*1%*
3	**33**	33	29	30	1	26	33	26	18	13	17	33	29	10	-	11	21	7	5	3	12
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	-	*5%*	*3%*	*2%*	*3%*	*4%*	*3%*
4	**43**	43	36	37	1	31	40	36	28	24	28	43	36	18	*	12	25	16	8	2	13
	4%	*4%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*4%*	*4%*	*5%*	*5%*	*5%*	*3%*	*6%*	*5%*	*2%*	*4%*
5	**120**	120	96	114	3	93	119	101	78	61	83	120	96	43	1	26	80	26	15	12	39
	10%	*10%*	*10%*	*10%*	*12%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*11%*	*14%*	*11%*	*10%*	*9%*	*9%*	*16%*	*11%*
6	**176**	176	150	166	3	145	173	160	108	75	110	176	150	63	1	31	132	44	22	21	45
	15%	*15%*	*15%*	*15%*	*12%*	*15%*	*15%*	*16%*	*14%*	*13%*	*14%*	*15%*	*15%*	*17%*	*14%*	*13%*	*16%*	*15%*	*14%*	*29%*	*12%*
7	**280**	280	226	257	4	223	273	244	184	151	194	280	226	74	1	54	182	68	41	13	85
	24%	*24%*	*23%*	*23%*	*18%*	*23%*	*24%*	*24%*	*25%*	*26%*	*24%*	*24%*	*23%*	*20%*	*10%*	*22%*	*22%*	*24%*	*25%*	*18%*	*23%*
8	**269**	269	216	255	6	234	266	238	183	155	211	269	216	67	2	45	199	64	37	10	93
	23%	*23%*	*22%*	*23%*	*27%*	*24%*	*23%*	*23%*	*25%*	*27%*	*26%*	*23%*	*22%*	*18%*	*28%*	*19%*	*24%*	*22%*	*23%*	*14%*	*25%*
9	**87**	87	75	81	2	76	85	74	51	37	55	87	75	36	1	25	55	16	14	-	29
	7%	*7%*	*8%*	*7%*	*10%*	*8%*	*7%*	*7%*	*7%*	*6%*	*7%*	*7%*	*8%*	*10%*	*14%*	*10%*	*7%*	*6%*	*9%*	-	*8%*
10 - HIGHEST score	**61**	61	53	59	1	53	58	46	33	27	43	61	53	28	*	13	31	11	11	4	21
	5%	*5%*	*5%*	*5%*	*3%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*7%*	*5%*	*5%*	*4%*	*4%*	*7%*	*6%*	*6%*
Don't know	**94**	94	80	85	3	77	90	76	51	35	61	94	80	35	1	20	72	31	9	7	24
	8%	*8%*	*8%*	*8%*	*12%*	*8%*	*8%*	*8%*	*7%*	*6%*	*8%*	*8%*	*8%*	*9%*	*10%*	*8%*	*9%*	*11%*	*5%*	*10%*	*7%*
SUMMARY:																					
NET: 9-10	**148**	148	128	140	3	129	143	120	85	64	98	148	128	64	1	38	87	27	25	4	50
	13%	*13%*	*13%*	*13%*	*13%*	*13%*	*12%*	*12%*	*11%*	*11%*	*12%*	*13%*	*13%*	*17%*	*19%*	*16%*	*11%*	*9%*	*16%*	*6%*	*14%*
NET: 7-10	**697**	697	570	653	13	586	682	602	452	370	503	697	570	205	4	138	468	158	103	28	228
	59%	*59%*	*58%*	*59%*	*58%*	*60%*	*59%*	*59%*	*61%*	*63%*	*62%*	*59%*	*58%*	*54%*	*57%*	*57%*	*58%*	*55%*	*63%*	*38%*	*62%*
NET: 4-6	**340**	340	281	317	6	269	332	296	213	159	221	340	281	124	2	69	237	86	44	34	97
	29%	*29%*	*29%*	*29%*	*27%*	*28%*	*29%*	*29%*	*29%*	*27%*	*27%*	*29%*	*29%*	*33%*	*34%*	*29%*	*29%*	*30%*	*27%*	*47%*	*26%*
NET: 1-3	**54**	54	48	49	1	39	51	41	27	20	24	54	48	14	-	15	36	11	6	4	18
	5%	*5%*	*5%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*3%*	*5%*	*5%*	*4%*	-	*6%*	*4%*	*4%*	*4%*	*5%*	*5%*
Mean	**6.84**	6.84	6.84	6.86	6.99	6.94	6.86	6.86	6.88	6.91	6.98	6.84	6.84	6.87	7.14	6.76	6.82	6.74	6.97	6.37	6.92
Standard Deviation	**1.76**	1.76	1.79	1.76	1.66	1.72	1.73	1.69	1.67	1.65	1.64	1.76	1.79	1.83	1.78	1.92	1.71	1.71	1.76	1.65	1.78

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 435

Q15J Rating on statement - It shows new programmes, made in the UK
Channel 4

Base : All that watch this channel regularly

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**591**	257	334	78	97	132	105	84	95	148	290	153	139	452	30	558	316	101	72	102
Weighted Base	**586**	252	335	81*	95*	123*	109*	83*	95*	161	284	142	135	451	45**	537	489	54	24*	19
1 - LOWEST score	**7**	5	2	3	-	-	-	1	3	3	1	3	3	4	2	5	6	1	-	*
	1%	*2%*	*	*4%*	-	-	-	*1%*	*3%*	*2%*	*	*2%*	*2%*	*1%*	*3%*	*1%*	*1%*	*1%*	-	*1%*
2	**6**	1	5	2	1	-	-	3	1	2	4	1	1	5	2	4	5	1	-	*
	1%	*	*1%*	*2%*	*1%*	-	-	*4%*	*1%*	*1%*	*1%*	*	*	*1%*	*3%*	*1%*	*1%*	*2%*	-	*1%*
3	**12**	6	6	*	*	3	4	1	3	1	6	4	2	10	-	12	9	1	1	1
	2%	*2%*	*2%*	*1%*	*	*2%*	*4%*	*2%*	*3%*	*1%*	*2%*	*3%*	*1%*	*2%*	-	*2%*	*2%*	*1%*	*4%*	*4%*
4	**30**	13	17	1	2	5	8	4	8	9	10	10	8	21	2	28	22	5	1	1
	5%	*5%*	*5%*	*2%*	*2%*	*4%*	*7%*	*5%*	*9%*	*6%*	*4%*	*7%*	*6%*	*5%*	*3%*	*5%*	*4%*	*10%*	*5%*	*7%*
5	**73**	29	44	8	11	16	15	13	10	17	36	19	13	59	4	69	59	7	3	3
	12%	*12%*	*13%*	*10%*	*12%*	*13%*	*13%*	*15%*	*11%*	*11%*	*13%*	*14%*	*10%*	*13%*	*8%*	*13%*	*12%*	*13%*	*11%*	*18%*
6	**111**	41	70	16	17	27	15	16	20	34	45	32	33	78	14	97	98	8	4	2
	19%	*16%*	*21%*	*20%*	*18%*	*22%*	*14%*	*19%*	*21%*	*21%*	*16%*	*23%*	*24%*	*17%*	*32%*	*18%*	*20%*	*14%*	*16%*	*10%*
7	**117**	52	65	12	20	28	26	17	15	18	75	23	27	89	9	106	98	11	4	4
	20%	*21%*	*19%*	*14%*	*21%*	*23%*	*24%*	*21%*	*15%*	*11%*	***27%i***	*16%*	*20%*	*20%*	*21%*	*20%*	*20%*	*21%*	*15%*	*19%*
8	**115**	66	49	21	29	24	13	13	15	36	56	22	35	80	7	107	93	12	6	4
	20%	***26%b***	*15%*	*26%*	***31%f***	*19%*	*12%*	*16%*	*15%*	*23%*	*20%*	*16%*	*26%*	*18%*	*15%*	*20%*	*19%*	*22%*	*25%*	*20%*
9	**36**	18	18	5	6	9	10	2	3	12	22	2	5	31	2	34	30	4	2	1
	6%	*7%*	*5%*	*6%*	*6%*	*7%*	*9%*	*3%*	*4%*	*7%*	*8%*	*1%*	*4%*	*7%*	*4%*	*6%*	*6%*	*8%*	*7%*	*3%*
10 - HIGHEST score	**22**	4	18	7	*	4	6	2	4	6	6	10	3	19	5	18	19	2	1	1
	4%	*2%*	*5%*	*9%*	*	*3%*	*5%*	*2%*	*4%*	*4%*	*2%*	*7%*	*2%*	*4%*	*11%*	*3%*	*4%*	*4%*	*3%*	*5%*
Don't know	**59**	18	41	5	9	8	13	11	13	21	23	15	5	54	-	59	51	3	3	2
	10%	*7%*	*12%*	*6%*	*9%*	*7%*	*12%*	*13%*	*14%*	*13%*	*8%*	*11%*	*3%*	*12%*	-	*11%*	*10%*	*5%*	*13%*	*13%*
SUMMARY:																				
NET: 9-10	**58**	22	36	12	6	13	16	4	7	18	28	12	8	50	7	52	48	6	2	1
	10%	*9%*	*11%*	*15%*	*6%*	*10%*	*15%*	*5%*	*7%*	*11%*	*10%*	*8%*	*6%*	*11%*	*15%*	*10%*	*10%*	*12%*	*10%*	*8%*
NET: 7-10	**290**	140	150	45	55	64	55	35	36	73	160	57	71	219	23	264	240	29	12	9
	49%	*55%*	*45%*	*55%*	*58%*	*52%*	*50%*	*42%*	*38%*	*46%*	***56%k***	*40%*	*52%*	*49%*	*50%*	*49%*	*49%*	*54%*	*50%*	*47%*
NET: 4-6	**213**	83	131	26	30	48	38	33	39	60	92	62	55	159	20	193	179	20	8	7
	36%	*33%*	*39%*	*32%*	*32%*	*39%*	*34%*	*39%*	*41%*	*37%*	*32%*	*44%*	*40%*	*35%*	*43%*	*36%*	*37%*	*37%*	*33%*	*35%*
NET: 1-3	**24**	12	12	5	1	3	4	5	7	6	10	8	6	19	3	21	20	2	1	1
	4%	*5%*	*4%*	*6%*	*1%*	*2%*	*4%*	*6%*	*7%*	*4%*	*4%*	*6%*	*4%*	*4%*	*7%*	*4%*	*4%*	*4%*	*4%*	*6%*
Mean	**6.61**	6.65	6.58	6.84	6.91	6.72	6.67	6.24	6.18	6.66	6.72	6.33	6.56	6.63	6.60	6.60	6.61	6.58	6.71	6.41
Standard Deviation	**1.75**	1.76	1.75	2.07	1.34	1.52	1.77	1.78	1.98	1.86	1.60	1.92	1.69	1.78	2.05	1.73	1.74	1.87	1.72	1.94

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 436

Q15J Rating on statement - It shows new programmes, made in the UK
Channel 4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**591**	92	400	94	34	557	382	136	168	394	197	463	128	342	246	217	287	142	208	376	201
Weighted Base	**586**	92*	386	100*	42**	545	374	127*	163	379	180	470	116*	339	244	230	272	155	188	376	196
1 - LOWEST score	**7**	5	2	1	3	4	2	*	2	4	2	7	-	4	3	5	2	-	2	7	-
	1%	*5%b*	*	*1%*	*7%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	-	*1%*	*2%*	-
2	**6**	-	2	4	-	6	4	*	*	3	2	6	*	4	2	2	2	3	1	4	*
	1%	-	*	*4%b*	-	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*
3	**12**	1	7	4	2	10	3	5	6	10	4	8	3	6	5	2	5	1	2	8	3
	2%	*1%*	*2%*	*4%*	*4%*	*2%*	*1%*	*4%*	*4%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*
4	**30**	2	20	8	-	30	19	9	10	20	8	19	11	12	16	7	15	8	9	16	14
	5%	*2%*	*5%*	*8%*	-	*5%*	*5%*	*7%*	*6%*	*5%*	*4%*	*4%*	*9%*	*3%*	*7%*	*3%*	*6%*	*5%*	*5%*	*4%*	*7%*
5	**73**	11	44	15	7	66	42	19	22	50	23	52	21	42	31	21	36	15	24	41	29
	12%	*12%*	*11%*	*15%*	*16%*	*12%*	*11%*	*15%*	*14%*	*13%*	*13%*	*11%*	*18%*	*12%*	*13%*	*9%*	*13%*	*10%*	*13%*	*11%*	*15%*
6	**111**	16	73	22	6	105	74	21	30	70	38	93	19	64	47	50	52	31	36	76	34
	19%	*18%*	*19%*	*22%*	*14%*	*19%*	*20%*	*16%*	*18%*	*19%*	*21%*	*20%*	*16%*	*19%*	*19%*	*22%*	*19%*	*20%*	*19%*	*20%*	*17%*
7	**117**	19	74	24	5	112	86	23	26	76	32	101	16	79	38	52	52	33	46	81	36
	20%	*21%*	*19%*	*24%*	*11%*	*21%*	*23%*	*18%*	*16%*	*20%*	*18%*	*21%*	*14%*	*23%*	*16%*	*23%*	*19%*	*21%*	*24%*	*22%*	*18%*
8	**115**	18	84	9	7	108	84	17	22	63	41	94	21	68	45	47	54	36	43	70	44
	20%	*20%*	*22%*	*9%*	*16%*	*20%*	*22%*	*14%*	*14%*	*17%*	*23%*	*20%*	*18%*	*20%*	*18%*	*20%*	*20%*	*23%*	*23%*	*19%*	*23%*
9	**36**	6	28	2	3	33	19	9	14	21	8	30	6	18	18	16	14	8	9	26	7
	6%	*7%*	*7%*	*2%*	*8%*	*6%*	*5%*	*7%*	*8%*	*6%*	*4%*	*6%*	*5%*	*5%*	*8%*	*7%*	*5%*	*5%*	*5%*	*7%*	*4%*
10 - HIGHEST score	**22**	11	8	2	5	18	10	5	7	20	6	16	6	9	13	10	6	5	6	13	9
	4%	*12%b*	*2%*	*2%*	*11%*	*3%*	*3%*	*4%*	*5%*	*5%*	*4%*	*3%*	*5%*	*3%*	*6%*	*4%*	*2%*	*3%*	*3%*	*4%*	*5%*
Don't know	**59**	4	45	10	5	54	31	19	23	42	17	46	13	34	25	17	35	14	13	33	20
	10%	*4%*	*12%*	*10%*	*12%*	*10%*	*8%*	*15%*	*14%*	*11%*	*10%*	*10%*	*11%*	*10%*	*10%*	*7%*	*13%*	*9%*	*7%*	*9%*	*10%*
SUMMARY: NET: 9-10	**58**	17	36	4	8	50	29	14	21	41	14	46	12	27	32	25	20	13	15	39	16
	10%	*19%c*	*9%*	*4%*	*19%*	*9%*	*8%*	*11%*	*13%*	*11%*	*8%*	*10%*	*11%*	*8%*	*13%*	*11%*	*7%*	*8%*	*8%*	*10%*	*8%*
NET: 7-10	**290**	54	194	36	19	271	199	54	70	180	86	240	50	173	115	124	126	82	103	191	96
	49%	*59%c*	*50%*	*36%*	*46%*	*50%*	*53%*	*43%*	*43%*	*48%*	*48%*	*51%*	*43%*	*51%*	*47%*	*54%*	*46%*	*53%*	*55%*	*51%*	*49%*
NET: 4-6	**213**	29	137	45	13	201	136	49	62	140	68	163	50	118	94	79	102	54	69	133	76
	36%	*31%*	*35%*	*45%*	*30%*	*37%*	*36%*	*38%*	*38%*	*37%*	*38%*	*35%*	*43%*	*35%*	*39%*	*35%*	*38%*	*35%*	*36%*	*35%*	*39%*
NET: 1-3	**24**	5	10	9	5	19	9	5	8	16	8	21	4	14	10	9	9	4	4	19	4
	4%	*6%*	*3%*	*9%*	*11%*	*4%*	*2%*	*4%*	*5%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*	*3%*	*2%*	*5%*	*2%*
Mean	**6.61**	6.90c	6.70c	5.92	6.53	6.61	6.69	6.47	6.50	6.59	6.58	6.64	6.47	6.61	6.62	6.73	6.54	6.72	6.71	6.60	6.65
Standard Deviation	**1.75**	2.12	1.61	1.73	2.51	1.69	1.57	1.78	1.88	1.79	1.71	1.75	1.79	1.67	1.87	1.75	1.64	1.60	1.56	1.80	1.63

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 437

Q15J Rating on statement - It shows new programmes, made in the UK
Channel 4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**591**	101	12	26	41	38	14	17	72	27	65	76	102
Weighted Base	**586**	54	18**	40**	63*	59*	22**	27**	24*	41**	103*	114*	19
1 - LOWEST score	**7**	1	-	-	3	-	-	-	-	-	2	2	*
	1%	*1%*	-	-	*5%*	-	-	-	-	-	*2%*	*1%*	*1%*
2	**6**	1	-	1	-	-	2	-	-	-	2	-	*
	1%	*2%*	-	*4%*	-	-	*7%*	-	-	-	*2%*	-	*1%*
3	**12**	1	-	1	2	2	-	-	1	-	2	3	1
	2%	*1%*	-	*4%*	*2%*	*3%*	-	-	*4%*	-	*2%*	*3%*	*4%*
4	**30**	5	-	3	2	2	-	2	1	2	8	5	1
	5%	*10%*	-	*8%*	*2%*	*3%*	-	*6%*	*5%*	*4%*	*8%*	*4%*	*7%*
5	**73**	7	3	2	9	11	3	5	3	5	7	15	3
	12%	*13%*	*17%*	*4%*	*15%*	*18%*	*14%*	*18%*	*11%*	*11%*	*6%*	*13%*	*18%*
6	**111**	8	4	4	12	14	2	5	4	2	27	28	2
	19%	*14%*	*24%*	*11%*	*19%*	*23%*	*7%*	*17%*	*16%*	*4%*	*26%*	*25%*	*10%*
7	**117**	11	6	8	8	13	8	8	4	9	20	18	4
	20%	*21%*	*34%*	*19%*	*12%*	*21%*	*37%*	*29%*	*15%*	*23%*	*20%*	*16%*	*19%*
8	**115**	12	-	8	14	14	5	2	6	9	21	21	4
	20%	*22%*	-	*19%*	*22%*	*24%*	*21%*	*6%*	*25%*	*22%*	*20%*	*19%*	*20%*
9	**36**	4	-	3	6	1	-	2	2	2	7	9	1
	6%	*8%*	-	*8%*	*10%*	*3%*	-	*6%*	*7%*	*4%*	*6%*	*8%*	*3%*
10 - HIGHEST score	**22**	2	2	3	-	2	-	2	1	3	5	3	1
	4%	*4%*	*8%*	*8%*	-	*3%*	-	*6%*	*3%*	*7%*	*5%*	*3%*	*5%*
Don't know	**59**	3	3	6	8	2	3	3	3	11	5	10	2
	10%	*5%*	*17%*	*15%*	*12%*	*3%*	*14%*	*12%*	*13%*	*26%*	*5%*	*9%*	*13%*
SUMMARY:													
NET: 9-10	**58**	6	2	6	6	3	-	3	2	4	12	12	1
	10%	*12%*	*8%*	*16%*	*10%*	*5%*	-	*12%*	*10%*	*11%*	*11%*	*10%*	*8%*
NET: 7-10	**290**	29	8	22	28	30	13	13	12	23	53	51	9
	49%	*54%*	*42%*	*54%*	*44%*	*51%*	*58%*	*47%*	*50%*	*56%*	*51%*	*45%*	*47%*
NET: 4-6	**213**	20	8	9	23	26	5	11	8	8	41	48	7
	36%	*37%*	*41%*	*23%*	*37%*	*44%*	*21%*	*41%*	*33%*	*18%*	*40%*	*42%*	*35%*
NET: 1-3	**24**	2	-	3	5	2	2	-	1	-	5	4	1
	4%	*4%*	-	*7%*	*7%*	*3%*	*7%*	-	*4%*	-	*5%*	*4%*	*6%*
Mean	**6.61**	6.58	6.60	6.80	6.39	6.58	6.45	6.59	6.71	7.19	6.61	6.57	6.41
Standard Deviation	**1.75**	1.87	1.40	2.12	1.99	1.47	1.67	1.58	1.72	1.57	1.81	1.69	1.94

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 438

Q15J Rating on statement - It shows new programmes, made in the UK
Channel 4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**591**	548	300	591	37	492	577	520	394	318	400	394	205	591	18	197	442	236	96	70	211
Weighted Base	**586**	551	465	586	12	492	574	524	397	325	394	379	316	586	6	180	448	239	101	76	205
1 - LOWEST score	**7**	7	6	7	-	2	7	7	2	4	2	4	3	7	-	2	4	2	2	1	2
	1%	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*
2	**6**	6	5	6	-	4	6	6	2	2	4	3	1	6	-	2	4	3	-	2	3
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*	-	*2%*	*2%*
3	**12**	11	9	12	*	11	12	12	8	8	3	10	9	12	*	4	7	5	-	-	1
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*3%*	*2%*	*6%*	*2%*	*2%*	*2%*	-	-	*
4	**30**	26	20	30	1	26	29	26	18	18	23	20	15	30	-	8	23	14	4	2	9
	5%	*5%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	-	*4%*	*5%*	*6%*	*4%*	*2%*	*4%*
5	**73**	72	59	73	1	60	72	63	52	46	49	50	40	73	1	23	56	37	12	14	25
	12%	*13%*	*13%*	*12%*	*11%*	*12%*	*13%*	*12%*	*13%*	*14%*	*12%*	*13%*	*13%*	*12%*	*12%*	*13%*	*12%*	*16%*	*12%*	*18%*	*12%*
6	**111**	98	86	111	1	94	107	98	75	55	67	70	61	111	*	38	84	38	19	9	35
	19%	*18%*	*18%*	*19%*	*8%*	*19%*	*19%*	*19%*	*19%*	*17%*	*17%*	*19%*	*19%*	*19%*	*5%*	*21%*	*19%*	*16%*	*19%*	*12%*	*17%*
7	**117**	109	94	117	2	102	114	104	91	77	90	76	65	117	1	32	83	50	27	26	49
	20%	*20%*	*20%*	*20%*	*16%*	*21%*	*20%*	*20%*	*23%*	*24%*	*23%*	*20%*	*21%*	*20%*	*11%*	*18%*	*18%*	*21%*	*27%*	*35%*	*24%*
8	**115**	109	90	115	3	95	113	101	81	54	78	63	51	115	1	41	93	38	19	12	41
	20%	*20%*	*19%*	*20%*	*27%*	*19%*	*20%*	*19%*	*20%*	*17%*	*20%*	*17%*	*16%*	*20%*	*22%*	*23%*	*21%*	*16%*	*19%*	*15%*	*20%*
9	**36**	36	30	36	1	33	36	35	19	20	22	21	17	36	1	8	29	13	6	3	13
	6%	*6%*	*6%*	*6%*	*11%*	*7%*	*6%*	*7%*	*5%*	*6%*	*6%*	*6%*	*5%*	*6%*	*16%*	*4%*	*7%*	*5%*	*6%*	*4%*	*6%*
10 - HIGHEST score	**22**	22	19	22	*	21	21	20	14	10	17	20	17	22	*	6	17	8	4	2	10
	4%	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*5%*	*5%*	*4%*	*6%*	*4%*	*4%*	*3%*	*4%*	*3%*	*5%*
Don't know	**59**	55	47	59	2	44	57	52	34	32	38	42	35	59	1	17	49	30	7	6	16
	10%	*10%*	*10%*	*10%*	*17%*	*9%*	*10%*	*10%*	*9%*	*10%*	*10%*	*11%*	*11%*	*10%*	*23%*	*10%*	*11%*	*12%*	*7%*	*7%*	*8%*
SUMMARY:																					
NET: 9-10	**58**	57	48	58	2	54	57	55	33	30	39	41	34	58	1	14	46	21	11	6	23
	10%	*10%*	*10%*	*10%*	*13%*	*11%*	*10%*	*11%*	*8%*	*9%*	*10%*	*11%*	*11%*	*10%*	*22%*	*8%*	*10%*	*9%*	*11%*	*7%*	*11%*
NET: 7-10	**290**	275	232	290	7	251	284	260	206	161	207	180	150	290	3	86	222	110	57	44	113
	49%	*50%*	*50%*	*49%*	*56%*	*51%*	*50%*	*50%*	*52%*	*50%*	*53%*	*48%*	*48%*	*49%*	*55%*	*48%*	*49%*	*46%*	*56%*	*57%*	*55%*
NET: 4-6	**213**	196	165	213	3	180	208	187	145	118	139	140	117	213	1	68	163	90	35	25	69
	36%	*36%*	*36%*	*36%*	*24%*	*37%*	*36%*	*36%*	*37%*	*36%*	*35%*	*37%*	*37%*	*36%*	*17%*	*38%*	*36%*	*37%*	*35%*	*33%*	*34%*
NET: 1-3	**24**	24	20	24	*	17	24	24	11	14	9	16	14	24	*	8	14	10	2	2	6
	4%	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	*5%*	*3%*	*4%*	*2%*	*4%*	*4%*	*4%*	*6%*	*4%*	*3%*	*4%*	*2%*	*3%*	*3%*
Mean	**6.61**	6.62	6.63	6.61	6.99	6.68	6.60	6.60	6.66	6.53	6.70	6.59	6.59	6.61	7.24	6.58	6.67	6.45	6.78	6.61	6.75
Standard Deviation	**1.75**	1.78	1.77	1.75	1.78	1.70	1.76	1.79	1.61	1.72	1.67	1.79	1.77	1.75	2.15	1.71	1.71	1.77	1.61	1.57	1.72

* = Less than .5

J20427 PSB Tracker 2013

Table 439

Q15J Rating on statement - It shows new programmes, made in the UK
S4C

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**34**	12	22	3	2	10	4	3	12	5	21	8	7	27	1	33	-	-	34	-
Weighted Base	**11***	4**	7**	1**	1**	3**	1**	1**	4**	2**	7**	2**	2**	9**	***	11*	-**	-**	11*	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	-	*	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	*	-
	3%	-	*5%*	-	-	-	*26%*	-	-	*19%*	-	-	-	*4%*	-	*3%*	-	-	*3%*	-
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**2**	1	1	-	*	1	*	-	*	*	1	1	*	1	*	1	-	-	2	-
	15%	*16%*	*14%*	-	*50%*	*20%*	*24%*	-	*8%*	*21%*	*10%*	*26%*	*15%*	*15%*	*100%*	*12%*	-	-	*15%*	-
6	**1**	-	1	-	-	1	-	*	-	-	1	-	*	1	-	1	-	-	1	-
	9%	-	*14%*	-	-	*19%*	-	*33%*	-	-	*14%*	-	*14%*	*8%*	-	*9%*	-	-	*9%*	-
7	**1**	*	1	-	-	-	*	-	1	-	1	-	*	1	-	1	-	-	1	-
	11%	*8%*	*13%*	-	-	-	*25%*	-	*25%*	-	*18%*	-	*14%*	*10%*	-	*11%*	-	-	*11%*	-
8	**2**	1	1	-	-	*	*	-	1	-	1	1	-	2	-	2	-	-	2	-
	14%	*25%*	*8%*	-	-	*10%*	*26%*	-	*25%*	-	*10%*	*36%*	-	*18%*	-	*15%*	-	-	*14%*	-
9	**3**	1	2	1	-	*	-	1	1	*	2	1	1	2	-	3	-	-	3	-
	24%	*17%*	*27%*	*100%*	-	*10%*	-	*67%*	*17%*	*20%*	*24%*	*24%*	*29%*	*22%*	-	*24%*	-	-	*24%*	-
10 - HIGHEST score	*	*	-	-	*	-	-	-	-	-	-	*	-	*	-	*	-	-	*	-
	3%	*9%*	-	-	*50%*	-	-	-	-	-	-	*14%*	-	*4%*	-	*3%*	-	-	*3%*	-
Don't know	**2**	1	1	-	-	1	-	-	1	1	2	-	1	2	-	2	-	-	2	-
	21%	*25%*	*19%*	-	-	*40%*	-	-	*26%*	*40%*	*24%*	-	*28%*	*19%*	-	*22%*	-	-	*21%*	-
SUMMARY:																				
NET: 9-10	**3**	1	2	1	*	*	-	1	1	*	2	1	1	2	-	3	-	-	3	-
	27%	*26%*	*27%*	*100%*	*50%*	*10%*	-	*67%*	*17%*	*20%*	*24%*	*38%*	*29%*	*26%*	-	*28%*	-	-	*27%*	-
NET: 7-10	**6**	2	3	1	*	1	1	1	2	*	4	2	1	5	-	6	-	-	6	-
	52%	*59%*	*48%*	*100%*	*50%*	*20%*	*51%*	*67%*	*66%*	*20%*	*52%*	*74%*	*43%*	*55%*	-	*54%*	-	-	*52%*	-
NET: 4-6	**3**	1	2	-	*	1	*	*	*	*	2	1	1	2	*	2	-	-	3	-
	24%	*16%*	*28%*	-	*50%*	*40%*	*24%*	*33%*	*8%*	*21%*	*24%*	*26%*	*29%*	*23%*	*100%*	*21%*	-	-	*24%*	-
NET: 1-3	*	-	*	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	*	-
	3%	-	*5%*	-	-	-	*26%*	-	-	*19%*	-	-	-	*4%*	-	*3%*	-	-	*3%*	-
Mean	**7.25**	7.70	7.02	9.00	7.48	6.52	5.76	8.00	7.55	5.70	7.33	7.74	7.19	7.27	5.00	7.35	-	-	7.25	-
Standard Deviation	**1.89**	2.00	1.98	-	-	2.12	-	-	1.48	-	1.57	2.27	-	1.95	-	1.86	-	-	1.89	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 440

Q15J Rating on statement - It shows new programmes, made in the UK
S4C

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**34**	4	27	3	-	34	22	9	11	21	10	26	8	22	12	11	17	8	13	19	14
Weighted Base	**11***	1**	9**	1**	-**	11*	7**	3**	4**	7**	3**	8**	2**	7**	4**	4**	6**	3**	4**	6**	4**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	-	-	*	-	*	-	*	*	*	-	*	-	*	-	-	*	-	-	*	-
	3%	-	-	*32%*	-	*3%*	-	*11%*	*9%*	*5%*	-	*4%*	-	*5%*	-	-	*6%*	-	-	*5%*	-
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**2**	-	1	*	-	2	1	1	1	1	1	2	-	1	*	*	1	1	*	1	1
	15%	-	*15%*	*35%*	-	*15%*	*14%*	*22%*	*18%*	*20%*	*21%*	*19%*	-	*18%*	*9%*	*9%*	*24%*	*26%*	*7%*	*16%*	*14%*
6	**1**	*	*	*	-	1	1	*	*	1	1	1	*	1	*	*	*	-	*	1	-
	9%	*25%*	*4%*	*33%*	-	*9%*	*9%*	*11%*	*9%*	*10%*	*20%*	*8%*	*13%*	*9%*	*9%*	*9%*	*6%*	-	*8%*	*16%*	-
7	**1**	-	1	-	-	1	1	-	*	1	*	1	1	*	1	*	1	-	1	*	1
	11%	-	*14%*	-	-	*11%*	*13%*	-	*9%*	*13%*	*9%*	*7%*	*24%*	*4%*	*24%*	*8%*	*11%*	-	*22%*	*5%*	*14%*
8	**2**	*	1	-	-	2	1	-	-	*	-	2	-	2	-	1	1	1	1	1	1
	14%	*24%*	*15%*	-	-	*14%*	*18%*	-	-	*5%*	-	*19%*	-	*22%*	-	*18%*	*11%*	*24%*	*15%*	*15%*	*14%*
9	**3**	1	2	-	-	3	2	1	1	2	1	1	1	1	2	*	1	1	1	2	1
	24%	*51%*	*22%*	-	-	*24%*	*23%*	*22%*	*27%*	*28%*	*30%*	*16%*	*50%*	*14%*	*42%*	*10%*	*24%*	*25%*	*23%*	*27%*	*21%*
10 - HIGHEST score	*	-	*	-	-	*	*	-	-	*	-	*	-	*	-	*	-	*	-	-	*
	3%	-	*4%*	-	-	*3%*	*5%*	-	-	*5%*	-	*4%*	-	*5%*	-	*10%*	-	*13%*	-	-	*8%*
Don't know	**2**	-	2	-	-	2	1	1	1	1	1	2	*	2	1	1	1	*	1	1	1
	21%	-	*27%*	-	-	*21%*	*19%*	*33%*	*27%*	*14%*	*20%*	*23%*	*13%*	*23%*	*17%*	*36%*	*18%*	*12%*	*24%*	*16%*	*29%*
SUMMARY: NET: 9-10	**3**	1	2	-	-	3	2	1	1	2	1	2	1	1	2	1	1	1	1	2	1
	27%	*51%*	*26%*	-	-	*27%*	*28%*	*22%*	*27%*	*33%*	*30%*	*20%*	*50%*	*19%*	*42%*	*20%*	*24%*	*38%*	*23%*	*27%*	*28%*
NET: 7-10	**6**	1	5	-	-	6	4	1	1	4	1	4	2	3	2	2	3	2	2	3	3
	52%	*75%*	*55%*	-	-	*52%*	*58%*	*22%*	*36%*	*52%*	*39%*	*46%*	*73%*	*45%*	*66%*	*46%*	*46%*	*62%*	*60%*	*47%*	*56%*
NET: 4-6	**3**	*	2	1	-	3	2	1	1	2	1	2	*	2	1	1	2	1	1	2	1
	24%	*25%*	*19%*	*68%*	-	*24%*	*23%*	*33%*	*28%*	*29%*	*41%*	*27%*	*13%*	*27%*	*18%*	*18%*	*30%*	*26%*	*15%*	*32%*	*14%*
NET: 1-3	*	-	-	*	-	*	-	*	*	*	-	*	-	*	-	-	*	-	-	*	-
	3%	-	-	*32%*	-	*3%*	-	*11%*	*9%*	*5%*	-	*4%*	-	*5%*	-	-	*6%*	-	-	*5%*	-
Mean	**7.25**	8.01	7.51	4.68	-	7.25	7.50	6.16	6.61	7.10	6.98	7.00	7.99	7.00	7.68	7.62	6.77	7.69	7.51	6.99	7.70
Standard Deviation	**1.89**	-	1.72	-	-	1.89	1.71	-	2.73	2.15	2.13	2.02	1.65	2.09	1.75	2.15	2.16	2.44	1.56	2.06	1.98

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 441

Q15J Rating on statement - It shows new programmes, made in the UK
S4C

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**34**	-	-	-	-	-	-	-	34	-	-	-	-
Weighted Base	**11***	-**	-**	-**	-**	-**	-**	-**	11*	-**	-**	-**	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	15%	-	-	-	-	-	-	-	*15%*	-	-	-	-
6	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
7	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	11%	-	-	-	-	-	-	-	*11%*	-	-	-	-
8	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	14%	-	-	-	-	-	-	-	*14%*	-	-	-	-
9	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	24%	-	-	-	-	-	-	-	*24%*	-	-	-	-
10 - HIGHEST score	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
Don't know	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	21%	-	-	-	-	-	-	-	*21%*	-	-	-	-
SUMMARY:													
NET: 9-10	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	27%	-	-	-	-	-	-	-	*27%*	-	-	-	-
NET: 7-10	**6**	-	-	-	-	-	-	-	6	-	-	-	-
	52%	-	-	-	-	-	-	-	*52%*	-	-	-	-
NET: 4-6	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	24%	-	-	-	-	-	-	-	*24%*	-	-	-	-
NET: 1-3	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
Mean	**7.25**	-	-	-	-	-	-	-	7.25	-	-	-	-
Standard Deviation	**1.89**	-	-	-	-	-	-	-	1.89	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 442

Q15J Rating on statement - It shows new programmes, made in the UK
S4C

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**34**	31	-	30	34	25	34	32	25	21	27	21	-	18	34	10	29	16	5	6	16
Weighted Base	**11**	10	-	10	11	8	11	10	8	7	9	7	-	6	11	3	9	5	2	2	5
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*****	*	-	*	*	*	*	*	*	-	*	*	-	-	*	-	*	-	-	-	*
	3%	*3%*	-	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	-	*4%*	*5%*	-	-	*3%*	-	*4%*	-	-	-	*6%*
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**2**	2	-	1	2	1	2	1	1	1	1	1	-	1	2	1	2	1	*	*	1
	15%	*16%*	-	*14%*	*15%*	*12%*	*15%*	*13%*	*12%*	*15%*	*15%*	*20%*	-	*17%*	*15%*	*21%*	*18%*	*13%*	*21%*	*18%*	*13%*
6	**1**	1	-	1	1	1	1	1	1	*	1	1	-	1	1	1	1	*	-	*	1
	9%	*7%*	-	*10%*	*9%*	*12%*	*9%*	*10%*	*8%*	*5%*	*11%*	*10%*	-	*11%*	*9%*	*20%*	*7%*	*6%*	-	*17%*	*13%*
7	**1**	1	-	1	1	1	1	1	1	1	1	1	-	*	1	*	1	*	-	-	1
	11%	*12%*	-	*6%*	*11%*	*11%*	*11%*	*12%*	*11%*	*9%*	*14%*	*13%*	-	*5%*	*11%*	*9%*	*7%*	*6%*	-	-	*12%*
8	**2**	1	-	1	2	1	2	2	1	1	2	*	-	1	2	-	2	2	-	-	1
	14%	*13%*	-	*13%*	*14%*	*12%*	*14%*	*15%*	*16%*	*19%*	*18%*	*5%*	-	*11%*	*14%*	-	*17%*	*31%*	-	-	*12%*
9	**3**	3	-	3	3	2	3	3	2	2	2	2	-	2	3	1	2	1	1	*	1
	24%	*26%*	-	*27%*	*24%*	*28%*	*24%*	*25%*	*28%*	*24%*	*18%*	*28%*	-	*27%*	*24%*	*30%*	*24%*	*13%*	*39%*	*15%*	*18%*
10 - HIGHEST score	*****	*	-	*	*	*	*	*	*	*	*	*	-	*	*	-	*	*	*	-	*
	3%	*3%*	-	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*5%*	*4%*	*5%*	-	*6%*	*3%*	-	*4%*	*7%*	*20%*	-	*7%*
Don't know	**2**	2	-	2	2	1	2	2	1	2	1	1	-	1	2	1	2	1	*	1	1
	21%	*20%*	-	*24%*	*21%*	*17%*	*21%*	*19%*	*16%*	*24%*	*16%*	*14%*	-	*23%*	*21%*	*20%*	*21%*	*25%*	*20%*	*50%*	*20%*
SUMMARY:																					
NET: 9-10	**3**	3	-	3	3	3	3	3	3	2	2	2	-	2	3	1	3	1	1	*	1
	27%	*29%*	-	*30%*	*27%*	*32%*	*27%*	*28%*	*32%*	*29%*	*22%*	*33%*	-	*33%*	*27%*	*30%*	*28%*	*20%*	*59%*	*15%*	*25%*
NET: 7-10	**6**	5	-	5	6	5	6	6	5	4	5	4	-	3	6	1	5	3	1	*	2
	52%	*54%*	-	*49%*	*52%*	*55%*	*52%*	*55%*	*59%*	*57%*	*54%*	*52%*	-	*49%*	*52%*	*39%*	*51%*	*56%*	*59%*	*15%*	*49%*
NET: 4-6	**3**	2	-	2	3	2	3	2	2	1	2	2	-	2	3	1	2	1	*	1	1
	24%	*23%*	-	*24%*	*24%*	*24%*	*24%*	*22%*	*20%*	*20%*	*26%*	*29%*	-	*28%*	*24%*	*41%*	*25%*	*19%*	*21%*	*35%*	*26%*
NET: 1-3	*****	*	-	*	*	*	*	*	*	-	*	*	-	-	*	-	*	-	-	-	*
	3%	*3%*	-	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	-	*4%*	*5%*	-	-	*3%*	-	*4%*	-	-	-	*6%*
Mean	**7.25**	7.27	-	7.33	7.25	7.33	7.25	7.34	7.43	7.63	7.12	7.10	-	7.49	7.25	6.98	7.25	7.59	8.20	6.55	7.05
Standard Deviation	**1.89**	1.94	-	1.98	1.89	1.97	1.89	1.86	1.96	1.78	1.88	2.15	-	1.96	1.89	2.13	2.00	1.77	-	-	2.26

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 443

Q15J Rating on statement - It shows new programmes, made in the UK
Channel 5

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**360**	156	204	40	56	82	61	47	74	71	172	117	85	275	22	336	176	55	77	52
Weighted Base	**337**	141	196	45*	48*	73*	60*	40*	72*	66*	158	113*	81*	256	31**	302	273	30*	25*	10*
1 - LOWEST score	**6**	3	3	2	2	1	2	-	-	2	4	1	4	2	-	6	5	1	*	*
	2%	*2%*	*2%*	*3%*	*4%*	*1%*	*3%*	-	-	*3%*	*2%*	*	*5%*	*1%*	-	*2%*	*2%*	*4%*	*1%*	*2%*
2	**8**	4	4	-	-	1	2	2	3	*	4	3	2	6	2	4	6	1	1	*
	2%	*3%*	*2%*	-	-	*1%*	*3%*	*5%*	*5%*	*1%*	*3%*	*3%*	*2%*	*2%*	*6%*	*1%*	*2%*	*2%*	*3%*	*4%*
3	**18**	7	11	2	5	3	2	3	3	4	8	6	5	13	3	15	14	2	1	1
	5%	*5%*	*5%*	*3%*	*11%*	*5%*	*3%*	*8%*	*4%*	*6%*	*5%*	*5%*	*6%*	*5%*	*10%*	*5%*	*5%*	*7%*	*5%*	*6%*
4	**31**	12	19	6	6	5	4	3	8	6	15	10	5	26	5	26	25	4	1	1
	9%	*9%*	*10%*	*12%*	*12%*	*6%*	*7%*	*8%*	*11%*	*9%*	*10%*	*9%*	*6%*	*10%*	*16%*	*9%*	*9%*	*14%*	*4%*	*8%*
5	**50**	20	30	4	7	13	8	3	16	9	20	21	11	39	7	43	40	6	3	1
	15%	*14%*	*15%*	*9%*	*14%*	*17%*	*13%*	*7%*	*23%*	*13%*	*13%*	*18%*	*13%*	*15%*	*22%*	*14%*	*15%*	*20%*	*10%*	*11%*
6	**52**	20	32	5	7	19	12	6	2	12	28	12	20	31	3	49	42	4	5	1
	15%	*14%*	*16%*	*11%*	*15%*	***26%h***	***21%h***	*15%*	*3%*	*18%*	*18%*	*11%*	*25%*	*12%*	*11%*	*16%*	*15%*	*15%*	*18%*	*15%*
7	**75**	31	44	14	11	14	16	4	15	14	38	23	19	56	4	71	61	6	6	2
	22%	*22%*	*23%*	*31%*	*23%*	*20%*	*26%*	*11%*	*21%*	*21%*	*24%*	*20%*	*23%*	*22%*	*14%*	*23%*	*22%*	*20%*	*25%*	*25%*
8	**40**	18	22	4	5	12	4	10	5	10	18	13	5	35	3	37	33	3	3	2
	12%	*13%*	*11%*	*9%*	*11%*	*17%*	*6%*	*26%*	*7%*	*14%*	*12%*	*11%*	*6%*	*14%*	*10%*	*12%*	*12%*	*9%*	*13%*	*18%*
9	**3**	3	1	-	*	1	-	1	2	-	3	1	1	3	-	3	1	-	2	*
	1%	*2%*	*	-	*1%*	*1%*	-	*2%*	*2%*	-	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	***7%p***	*2%*
10 - HIGHEST score	**9**	2	7	3	-	1	*	*	4	2	-	7	*	9	2	7	8	1	-	1
	3%	*1%*	*4%*	*7%*	-	*2%*	*	*1%*	*5%*	*3%*	-	***6%j***	*	*3%*	*5%*	*2%*	*3%*	*2%*	-	***6%r***
Don't know	**44**	21	23	6	4	3	10	8	14	9	19	17	9	35	2	41	38	2	4	*
	13%	*15%*	*12%*	*14%*	*8%*	*4%*	*17%*	*19%*	*19%*	*13%*	*12%*	*15%*	*12%*	*14%*	*5%*	*14%*	*14%*	*7%*	*14%*	*4%*
SUMMARY:																				
NET: 9-10	**12**	4	8	3	*	2	*	1	5	2	3	8	1	11	2	11	9	1	2	1
	4%	*3%*	*4%*	*7%*	*1%*	*3%*	*	*2%*	*8%*	*3%*	*2%*	*7%*	*1%*	*4%*	*5%*	*4%*	*3%*	*2%*	*7%*	*8%*
NET: 7-10	**128**	53	75	22	17	29	20	16	26	25	59	43	25	103	9	118	103	9	11	5
	38%	*38%*	*38%*	*47%*	*35%*	*39%*	*33%*	*39%*	*36%*	*38%*	*38%*	*38%*	*30%*	*40%*	*30%*	*39%*	*38%*	*31%*	*44%*	*51%*
NET: 4-6	**133**	53	80	15	20	36	24	12	26	26	63	43	36	97	15	117	107	14	8	3
	39%	*37%*	*41%*	*32%*	*42%*	*50%*	*41%*	*29%*	*36%*	*40%*	*40%*	*38%*	*45%*	*38%*	*49%*	*39%*	*39%*	*49%*	*33%*	*34%*
NET: 1-3	**32**	14	18	3	7	5	6	5	6	6	17	9	11	21	5	25	25	4	2	1
	9%	*10%*	*9%*	*7%*	*16%*	*7%*	*10%*	*12%*	*8%*	*9%*	*11%*	*8%*	*13%*	*8%*	*16%*	*8%*	*9%*	*13%*	*9%*	*11%*
Mean	**5.91**	5.86	5.94	6.20	5.49	6.10	5.71	6.08	5.88	5.96	5.79	6.07	5.56	6.03	5.46	5.99	5.92	5.46	6.22	6.26
Standard Deviation	**1.87**	1.89	1.87	2.04	1.89	1.65	1.73	2.02	2.03	1.87	1.81	1.98	1.85	1.87	2.05	1.83	1.86	1.90	1.86	2.16

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 444

Q15J Rating on statement - It shows new programmes, made in the UK
Channel 5

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**360**	47	248	60	28	332	225	93	106	256	360	273	87	203	156	103	178	81	124	220	136
Weighted Base	**337**	52*	226	52*	28**	308	207	91*	102*	242	337	259	78*	187	150	93*	175	83*	104*	207	125*
1 - LOWEST score	**6**	2	2	2	2	5	2	3	3	4	6	5	2	3	4	3	4	1	1	5	2
	2%	*3%*	*1%*	*5%*	*5%*	*2%*	*1%*	*4%*	*3%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*1%*	*1%*	*2%*	*1%*
2	**8**	-	5	3	2	6	4	1	2	4	8	6	2	4	4	2	4	1	2	4	2
	2%	-	*2%*	*6%*	*6%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*
3	**18**	4	8	4	4	14	11	2	3	11	18	13	4	13	5	7	6	4	7	12	6
	5%	*8%*	*4%*	*8%*	*14%*	*4%*	*5%*	*3%*	*3%*	*4%*	*5%*	*5%*	*6%*	*7%*	*3%*	*8%*	*3%*	*4%*	*7%*	*6%*	*5%*
4	**31**	5	18	7	2	29	23	5	6	20	31	26	5	18	13	7	16	9	9	16	15
	9%	*10%*	*8%*	*14%*	*8%*	*9%*	*11%*	*6%*	*6%*	*8%*	*9%*	*10%*	*6%*	*9%*	*9%*	*7%*	*9%*	*11%*	*9%*	*8%*	*12%*
5	**50**	5	33	11	4	46	26	18	20	35	50	36	14	24	26	12	24	15	7	31	18
	15%	*10%*	*14%*	*20%*	*14%*	*15%*	*13%*	*19%*	*19%*	*15%*	*15%*	*14%*	*17%*	*13%*	*17%*	*13%*	*14%*	*18%*	*7%*	*15%*	*14%*
6	**52**	2	45	5	8	44	31	11	13	44	52	45	7	26	26	24	21	15	14	33	19
	15%	*4%*	*20%*	*9%*	*27%*	*14%*	*15%*	*12%*	*13%*	*18%*	*15%*	*17%*	*10%*	*14%*	*17%*	*26%*	*12%*	*18%*	*14%*	*16%*	*15%*
7	**75**	15	50	10	2	73	47	24	26	57	75	61	14	51	24	17	54	9	31	45	30
	22%	*29%*	*22%*	*19%*	*6%*	*24%*	*23%*	*26%*	*25%*	*24%*	*22%*	*23%*	*18%*	*27%*	*16%*	*18%*	*31%*	*11%*	**30%q**	*22%*	*24%*
8	**40**	6	30	4	2	38	27	11	11	24	40	28	13	21	20	10	20	14	12	31	10
	12%	*12%*	*13%*	*7%*	*7%*	*12%*	*13%*	*12%*	*11%*	*10%*	*12%*	*11%*	*16%*	*11%*	*13%*	*11%*	*11%*	*17%*	*12%*	*15%*	*8%*
9	**3**	*	3	*	-	3	3	*	*	3	3	3	*	2	1	*	3	2	*	3	*
	1%	*1%*	*1%*	*	-	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*3%*	*	*1%*	*
10 - HIGHEST score	**9**	3	4	-	2	7	7	-	-	9	9	4	5	2	7	2	*	2	6	6	2
	3%	*7%*	*2%*	-	*6%*	*2%*	*4%*	-	-	*4%*	*3%*	*2%*	*6%*	*1%*	*4%*	*2%*	*	*2%*	*5%*	*3%*	*2%*
Don't know	**44**	8	28	7	2	42	25	16	17	32	44	33	12	23	21	9	24	12	13	21	22
	13%	*16%*	*12%*	*13%*	*7%*	*14%*	*12%*	*17%*	*17%*	*13%*	*13%*	*13%*	*15%*	*12%*	*14%*	*9%*	*14%*	*14%*	*13%*	*10%*	*17%*
SUMMARY: NET: 9-10	**12**	4	7	*	2	11	10	*	*	12	12	7	5	5	7	2	3	4	6	8	2
	4%	*7%*	*3%*	*	*6%*	*3%*	*5%*	*	*	*5%*	*4%*	*3%*	*7%*	*3%*	*5%*	*2%*	*2%*	*5%*	*6%*	*4%*	*2%*
NET: 7-10	**128**	26	87	14	6	122	85	35	37	94	128	96	32	77	51	29	77	27	50	84	42
	38%	*49%*	*38%*	*26%*	*20%*	*40%*	*41%*	*38%*	*37%*	*39%*	*38%*	*37%*	*41%*	*41%*	*34%*	*31%*	*44%*	*33%*	*48%*	*41%*	*34%*
NET: 4-6	**133**	13	96	22	14	119	81	34	38	99	133	107	26	68	65	43	61	39	31	80	52
	39%	*25%*	*43%*	*42%*	*48%*	*39%*	*39%*	*37%*	*37%*	*41%*	*39%*	*41%*	*33%*	*36%*	*43%*	*47%*	*35%*	*47%*	*30%*	*39%*	*41%*
NET: 1-3	**32**	5	15	10	7	25	16	6	9	18	32	24	8	19	13	12	13	5	10	21	9
	9%	*10%*	*7%*	*18%*	*25%*	*8%*	*8%*	*7%*	*9%*	*7%*	*9%*	*9%*	*10%*	*10%*	*8%*	*13%*	*8%*	*6%*	*9%*	*10%*	*7%*
Mean	**5.91**	6.18	**6.05c**	5.04	5.20	5.98	6.06	5.89	5.81	6.05	5.91	5.85	6.11	5.90	5.93	5.72	5.97	6.04	6.22	5.98	5.79
Standard Deviation	**1.87**	2.15	1.70	1.95	2.28	1.82	1.84	1.73	1.77	1.82	1.87	1.80	2.10	1.80	1.97	1.84	1.73	1.78	1.93	1.91	1.71

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 445

Q15J Rating on statement - It shows new programmes, made in the UK
Channel 5

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**360**	55	8	10	25	24	9	10	77	14	30	46	52
Weighted Base	**337**	30*	13**	15**	38**	37**	15**	16**	25*	22**	48**	69*	10*
1 - LOWEST score	**6**	1	-	-	-	2	-	-	*	2	-	2	*
	2%	*4%*	-	-	-	*4%*	-	-	*1%*	*8%*	-	*2%*	*2%*
2	**8**	1	-	-	-	-	-	-	1	-	3	3	*
	2%	*2%*	-	-	-	-	-	-	*3%*	-	*7%*	*4%*	*4%*
3	**18**	2	-	1	3	-	-	-	1	-	5	5	1
	5%	*7%*	-	*10%*	*8%*	-	-	-	*5%*	-	*10%*	*7%*	*6%*
4	**31**	4	-	-	3	5	-	3	1	2	8	5	1
	9%	*14%*	-	-	*8%*	*13%*	-	*20%*	*4%*	*7%*	*16%*	*7%*	*8%*
5	**50**	6	3	2	3	3	5	5	3	3	5	12	1
	15%	*20%*	*25%*	*10%*	*8%*	*8%*	*34%*	*30%*	*10%*	*14%*	*10%*	*17%*	*11%*
6	**52**	4	2	6	8	4	5	2	5	3	5	7	1
	15%	*15%*	*12%*	*40%*	*20%*	*12%*	*33%*	*10%*	*18%*	*15%*	*10%*	*11%*	*15%*
7	**75**	6	3	6	5	9	2	3	6	6	8	18	2
	22%	*20%*	*24%*	*40%*	*12%*	*25%*	*11%*	*20%*	*25%*	*29%*	*17%*	*27%*	*25%*
8	**40**	3	2	-	6	8	-	2	3	3	8	4	2
	12%	*9%*	*13%*	-	*17%*	*21%*	-	*10%*	*13%*	*14%*	*16%*	*6%*	*18%*
9	**3**	-	-	-	-	-	-	-	2	-	-	1	*
	1%	-	-	-	-	-	-	-	**7%a**	-	-	*2%*	*2%*
10 - HIGHEST score	**9**	1	2	-	-	2	-	-	-	-	2	3	1
	3%	*2%*	*13%*	-	-	*4%*	-	-	-	-	*4%*	*4%*	**6%i**
Don't know	**44**	2	2	-	11	5	3	2	4	3	5	9	*
	13%	*7%*	*12%*	-	*28%*	*13%*	*22%*	*10%*	*14%*	*14%*	*10%*	*13%*	*4%*
SUMMARY:													
NET: 9-10	**12**	1	2	-	-	2	-	-	2	-	2	4	1
	4%	*2%*	*13%*	-	-	*4%*	-	-	*7%*	-	*4%*	*6%*	*8%*
NET: 7-10	**128**	9	6	6	11	18	2	5	11	9	18	27	5
	38%	*31%*	*50%*	*40%*	*29%*	*50%*	*11%*	*30%*	*44%*	*43%*	*37%*	*39%*	*51%*
NET: 4-6	**133**	14	5	8	14	12	10	10	8	8	18	24	3
	39%	*49%*	*37%*	*50%*	*36%*	*33%*	*67%*	*60%*	*33%*	*36%*	*37%*	*35%*	*34%*
NET: 1-3	**32**	4	-	1	3	2	-	-	2	2	8	9	1
	9%	*13%*	-	*10%*	*8%*	*4%*	-	-	*9%*	*8%*	*17%*	*13%*	*11%*
Mean	**5.91**	5.46	6.88	6.00	5.97	6.34	5.71	5.67	6.22	5.88	5.61	5.82	6.26
Standard Deviation	**1.87**	1.90	1.74	1.22	1.65	1.97	0.74	1.39	1.86	1.97	2.12	2.06	2.16

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 446

Q15J Rating on statement - It shows new programmes, made in the UK
Channel 5

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**360**	332	166	337	33	360	356	315	230	182	237	256	129	197	10	360	245	106	73	44	116
Weighted Base	**337**	313	256	316	11	337	334	295	209	167	215	242	198	180	3	337	237	95	73	45	108
1 - LOWEST score	**6**	6	5	6	-	6	6	6	1	3	5	4	3	2	-	6	6	2	1	1	2
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*	*2%*	*2%*	*2%*	*2%*	*1%*	-	*2%*	*3%*	*2%*	*1%*	*1%*	*2%*
2	**8**	5	5	6	*	8	8	6	1	*	4	4	3	2	-	8	6	2	-	-	4
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*	*2%*	*1%*	*2%*	*1%*	-	*2%*	*2%*	*2%*	-	-	*4%*
3	**18**	16	12	17	1	18	18	18	8	6	8	11	9	9	-	18	14	6	3	-	2
	5%	*5%*	*5%*	*5%*	*9%*	*5%*	*5%*	*6%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	-	*5%*	*6%*	*7%*	*4%*	-	*2%*
4	**31**	29	23	27	-	31	31	26	18	16	14	20	17	16	-	31	21	9	6	5	6
	9%	*9%*	*9%*	*9%*	-	*9%*	*9%*	*9%*	*8%*	*10%*	*7%*	*8%*	*9%*	*9%*	-	*9%*	*9%*	*9%*	*8%*	*11%*	*6%*
5	**50**	47	37	50	1	50	50	43	34	28	35	35	28	30	*	50	37	18	11	11	21
	15%	*15%*	*15%*	*16%*	*12%*	*15%*	*15%*	*15%*	*16%*	*17%*	*16%*	*15%*	*14%*	*17%*	*11%*	*15%*	*16%*	*19%*	*15%*	*24%*	*19%*
6	**52**	48	39	48	1	52	52	46	29	24	29	44	35	30	*	52	38	9	11	4	17
	15%	*15%*	*15%*	*15%*	*12%*	*15%*	*16%*	*15%*	*14%*	*14%*	*14%*	*18%*	*18%*	*17%*	*10%*	*15%*	*16%*	*10%*	*15%*	*8%*	*15%*
7	**75**	70	58	71	3	75	75	65	58	37	52	57	47	36	*	75	43	15	18	11	18
	22%	*22%*	*23%*	*23%*	*27%*	*22%*	*22%*	*22%*	*28%*	*22%*	*24%*	*24%*	*24%*	*20%*	*10%*	*22%*	*18%*	*15%*	*24%*	*24%*	*16%*
8	**40**	38	31	40	1	40	40	35	26	24	32	24	19	24	*	40	30	11	8	4	19
	12%	*12%*	*12%*	*13%*	*12%*	*12%*	*12%*	*12%*	*12%*	*14%*	*15%*	*10%*	*9%*	*13%*	*9%*	*12%*	*13%*	*11%*	*11%*	*8%*	*18%*
9	**3**	3	1	3	1	3	3	3	3	2	3	3	1	3	1	3	3	2	2	-	2
	1%	*1%*	*1%*	*1%*	*12%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*40%*	*1%*	*1%*	*3%*	*3%*	-	*2%*
10 - HIGHEST score	**9**	9	8	9	-	9	9	7	7	5	5	9	8	4	-	9	9	6	2	2	4
	3%	*3%*	*3%*	*3%*	-	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*4%*	*4%*	*2%*	-	*3%*	*4%*	*6%*	*3%*	*5%*	*4%*
Don't know	**44**	42	37	37	1	44	41	39	23	21	28	32	28	23	1	44	30	16	11	8	13
	13%	*13%*	*14%*	*12%*	*12%*	*13%*	*12%*	*13%*	*11%*	*13%*	*13%*	*13%*	*14%*	*13%*	*20%*	*13%*	*13%*	*17%*	*16%*	*18%*	*12%*
SUMMARY:																					
NET: 9-10	**12**	12	9	12	1	12	12	10	10	8	8	12	9	7	1	12	12	8	5	2	6
	4%	*4%*	*4%*	*4%*	*12%*	*4%*	*4%*	*4%*	*5%*	*5%*	*4%*	*5%*	*5%*	*4%*	*40%*	*4%*	*5%*	*9%*	*6%*	*5%*	*6%*
NET: 7-10	**128**	121	98	124	6	128	128	110	94	69	92	94	75	67	2	128	85	33	30	16	43
	38%	*39%*	*38%*	*39%*	*51%*	*38%*	*38%*	*37%*	*45%*	*41%*	*43%*	*39%*	*38%*	*37%*	*59%*	*38%*	*36%*	*35%*	*41%*	*37%*	*40%*
NET: 4-6	**133**	123	99	126	3	133	133	115	81	69	78	99	80	76	1	133	96	36	28	20	44
	39%	*39%*	*39%*	*40%*	*24%*	*39%*	*40%*	*39%*	*39%*	*41%*	*36%*	*41%*	*41%*	*43%*	*21%*	*39%*	*41%*	*38%*	*38%*	*44%*	*41%*
NET: 1-3	**32**	27	22	29	1	32	32	30	10	9	17	18	16	14	-	32	25	10	4	1	8
	9%	*9%*	*8%*	*9%*	*12%*	*9%*	*10%*	*10%*	*5%*	*5%*	*8%*	*7%*	*8%*	*8%*	-	*9%*	*11%*	*11%*	*5%*	*1%*	*7%*
Mean	**5.91**	5.96	5.97	5.95	6.40	5.91	5.91	5.87	6.24	6.15	6.11	6.05	6.01	5.99	7.73	5.91	5.88	5.94	6.22	6.08	6.15
Standard Deviation	**1.87**	1.86	1.86	1.87	2.00	1.87	1.88	1.89	1.66	1.77	1.85	1.82	1.83	1.79	1.91	1.87	1.99	2.13	1.74	1.71	1.94

* = Less than .5

J20427 PSB Tracker 2013

Table 447

Q15J Rating on statement - It shows new programmes, made in the UK
BBC1

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1552**	735	817	162	204	291	279	246	370	385	722	445	290	1262	84	1460	875	238	235	204
Weighted Base	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123*	1467	1359	127	76	38
1 - LOWEST score	**18**	11	7	5	3	2	2	2	5	5	8	5	2	17	3	13	18	1	-	*
	1%	*2%*	*1%*	*3%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*	-	*
2	**12**	5	7	2	-	2	*	2	6	*	4	8	*	12	2	11	11	1	1	*
	1%	*1%*	*1%*	*1%*	-	*1%*	*	*1%*	*2%*	*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*
3	**21**	8	13	-	4	5	5	3	5	7	10	4	4	17	5	17	19	1	1	1
	1%	*1%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*4%*	*1%*	*1%*	*1%*	*1%*	*2%*
4	**42**	19	23	5	5	5	6	7	14	8	16	17	2	40	5	37	38	2	2	1
	3%	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*4%*	*2%*	*2%*	*4%*	*1%*	*3%*	*4%*	*3%*	*3%*	*1%*	*2%*	*3%*
5	**145**	58	87	19	24	27	20	18	36	47	61	37	28	117	19	126	129	9	4	3
	9%	*8%*	*10%*	*11%*	*12%*	*9%*	*7%*	*8%*	*10%*	*11%*	*8%*	*9%*	*10%*	*9%*	*15%*	*9%*	*9%*	*7%*	*6%*	*7%*
6	**186**	81	104	11	14	38	38	21	64	50	68	67	34	152	8	178	160	14	6	5
	12%	*11%*	*12%*	*7%*	*7%*	*12%*	*13%*	*9%*	17%cd	*12%*	*9%*	15%j	*12%*	*12%*	*6%*	*12%*	*12%*	*11%*	*8%*	*14%*
7	**362**	168	194	54	42	80	65	48	73	71	194	96	80	281	23	334	303	34	15	9
	23%	*22%*	*23%*	31%h	*20%*	*26%*	*22%*	*20%*	*19%*	*17%*	26%i	*22%*	*28%*	*21%*	*18%*	*23%*	*22%*	*27%*	*20%*	*24%*
8	**457**	245	212	28	68	91	88	88	94	132	229	96	89	368	30	426	385	34	27	11
	29%	32%b	*25%*	*16%*	33%c	30%c	30%c	37%ch	*25%*	*31%*	31%k	*22%*	*31%*	*28%*	*24%*	*29%*	*28%*	*27%*	*35%*	*29%*
9	**148**	76	72	28	23	20	30	14	33	43	65	40	21	127	13	135	120	16	9	3
	9%	*10%*	*9%*	16%eg	*11%*	*7%*	*10%*	*6%*	*9%*	*10%*	*9%*	*9%*	*7%*	*10%*	*11%*	*9%*	*9%*	*13%*	*11%*	*8%*
10 - HIGHEST score	**85**	38	47	13	9	15	21	9	18	26	29	29	12	73	14	71	69	9	4	2
	5%	*5%*	*6%*	*8%*	*4%*	*5%*	*7%*	*4%*	*5%*	*6%*	*4%*	*7%*	*4%*	*6%*	*11%*	*5%*	*5%*	*7%*	*6%*	*6%*
Don't know	**124**	45	79	7	16	22	20	27	32	36	53	35	15	109	2	121	107	7	7	3
	8%	*6%*	*9%*	*4%*	*8%*	*7%*	*7%*	*11%*	*8%*	*8%*	*7%*	*8%*	*5%*	*8%*	*1%*	*8%*	*8%*	*5%*	*10%*	*7%*
SUMMARY:																				
NET: 9-10	**233**	114	119	41	32	35	51	23	52	69	95	69	33	200	27	206	189	26	13	5
	15%	*15%*	*14%*	24%eg	*15%*	*12%*	*17%*	*10%*	*14%*	*16%*	*13%*	*16%*	*11%*	*15%*	*22%*	*14%*	*14%*	*20%*	*17%*	*14%*
NET: 7-10	**1052**	527	525	123	142	206	203	159	219	272	518	262	203	849	80	965	878	93	55	26
	66%	70%b	*62%*	72%h	*68%*	*67%*	69%h	*66%*	*57%*	*64%*	70%k	*60%*	*70%*	*65%*	*65%*	*66%*	*65%*	*74%*	*72%*	*67%*
NET: 4-6	**373**	159	214	35	43	70	64	47	114	105	146	122	64	309	32	341	327	25	12	9
	23%	*21%*	*25%*	*20%*	*21%*	*23%*	*22%*	*20%*	*30%*	*25%*	*20%*	28%j	*22%*	*24%*	*26%*	*23%*	*24%*	*19%*	*16%*	*23%*
NET: 1-3	**52**	24	27	6	7	9	7	7	16	12	22	17	6	46	10	41	47	2	2	1
	3%	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*4%*	*3%*	*3%*	*4%*	*2%*	*3%*	*8%*	*3%*	*3%*	*2%*	*2%*	*3%*
Mean	**7.10**	7.18	7.03	7.14	7.14	7.10	7.30	7.15	6.87	7.18	7.14	6.96	7.16	7.09	6.92	7.12	7.05	7.39p	7.43p	7.16
Standard Deviation	**1.70**	1.69	1.70	1.92	1.72	1.55	1.59	1.59	1.81	1.71	1.60	1.83	1.45	1.75	2.19	1.64	1.72	1.53	1.53	1.61

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 448

Q15J Rating on statement - It shows new programmes, made in the UK
BBC1

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1552**	182	1109	237	105	1447	968	388	457	820	245	1161	391	871	675	467	788	315	567	942	590
Weighted Base	**1601**	205	1101	268	120*	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
1 - LOWEST score	**18**	2	4	13	5	13	8	5	5	6	3	10	8	7	11	5	10	-	8	11	7
	1%	*1%*	*	***5%b***	***4%ef***	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
2	**12**	-	7	3	3	9	7	2	2	6	3	8	4	6	6	3	6	3	4	5	4
	1%	-	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*
3	**21**	2	11	9	2	20	10	8	9	13	3	14	7	13	8	3	10	6	2	17	4
	1%	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*2%*	*1%*
4	**42**	2	24	17	3	39	23	12	14	12	7	32	10	20	22	13	26	7	12	27	15
	3%	*1%*	*2%*	***6%b***	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*
5	**145**	21	101	23	12	133	82	39	48	61	18	98	48	72	70	43	61	25	47	96	48
	9%	*10%*	*9%*	*9%*	*10%*	*9%*	*8%*	*10%*	*10%*	*8%*	*8%*	*8%*	*12%*	*8%*	*10%*	*9%*	*8%*	*7%*	*8%*	*10%*	*8%*
6	**186**	26	120	38	13	173	119	44	51	115	36	143	43	112	74	60	85	42	63	113	71
	12%	*13%*	*11%*	*14%*	*11%*	*12%*	*12%*	*11%*	*11%*	*14%*	*15%*	*12%*	*11%*	*12%*	*11%*	*12%*	*11%*	*13%*	*11%*	*11%*	*12%*
7	**362**	39	254	66	29	333	216	91	109	174	51	278	83	197	165	122	184	76	119	211	148
	23%	*19%*	*23%*	*25%*	*24%*	*22%*	*22%*	*23%*	*23%*	*21%*	*22%*	*23%*	*22%*	*22%*	*24%*	*25%*	*23%*	*22%*	*21%*	*21%*	*25%*
8	**457**	50	335	66	21	436	299	113	132	232	52	384	74	293	164	154	233	117	160	287	163
	29%	*25%*	*30%*	*25%*	*18%*	*29%*	*31%*	*28%*	*28%*	*29%*	*22%*	***32%l***	*19%*	***32%n***	*24%*	*31%*	*29%*	*35%*	*29%*	*29%*	*28%*
9	**148**	24	110	10	8	140	95	40	45	80	26	104	44	71	76	40	80	21	70	90	56
	9%	***12%c***	***10%c***	*4%*	*6%*	*9%*	*10%*	*10%*	*9%*	*10%*	*11%*	*9%*	*11%*	*8%*	*11%*	*8%*	*10%*	*6%*	*12%*	*9%*	*9%*
10 - HIGHEST score	**85**	26	47	6	12	73	52	18	21	44	16	55	30	44	41	28	33	12	37	55	29
	5%	***13%bc***	*4%*	*2%*	*10%*	*5%*	*5%*	*4%*	*4%*	*5%*	*7%*	*5%*	*8%*	*5%*	*6%*	*6%*	*4%*	*4%*	*7%*	*6%*	*5%*
Don't know	**124**	14	87	17	12	112	70	32	41	68	21	91	33	68	55	24	81	27	39	75	47
	8%	*7%*	*8%*	*6%*	*10%*	*8%*	*7%*	*8%*	*9%*	*8%*	*9%*	*7%*	*9%*	*8%*	*8%*	*5%*	***10%o***	*8%*	*7%*	*8%*	*8%*
SUMMARY: NET: 9-10	**233**	50	158	17	20	213	147	58	66	124	42	159	74	115	117	68	113	34	107	145	85
	15%	***24%bc***	***14%c***	*6%*	*17%*	*14%*	*15%*	*14%*	*14%*	*15%*	*18%*	*13%*	*19%*	*13%*	*17%*	*14%*	*14%*	*10%*	***19%q***	*15%*	*14%*
NET: 7-10	**1052**	140	747	148	70	982	661	263	306	531	145	821	231	604	446	343	530	227	386	643	396
	66%	*68%*	***68%c***	*55%*	*58%*	*66%*	*67%*	*65%*	*64%*	*65%*	*61%*	*67%*	*60%*	*67%*	*64%*	*69%*	*65%*	*67%*	*69%*	*65%*	*67%*
NET: 4-6	**373**	48	245	78	28	345	223	94	113	189	61	273	100	204	165	117	172	74	122	236	134
	23%	*23%*	*22%*	*29%*	*23%*	*23%*	*23%*	*23%*	*24%*	*23%*	*26%*	*22%*	*26%*	*23%*	*24%*	*24%*	*21%*	*22%*	*22%*	*24%*	*23%*
NET: 1-3	**52**	3	22	25	10	42	25	15	16	26	10	32	20	25	26	11	26	9	14	33	16
	3%	*2%*	*2%*	***9%ab***	***8%ef***	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*5%*	*3%*	*4%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*
Mean	**7.10**	7.46c	7.20c	6.37	6.76	7.13	7.18	7.05	7.04	7.17	7.04	7.15	6.95	7.16	7.04	7.16	7.11	7.14	7.27	7.09	7.13
Standard Deviation	**1.70**	1.69	1.54	2.03	2.24	1.64	1.63	1.72	1.70	1.64	1.83	1.60	1.97	1.60	1.81	1.60	1.69	1.49	1.71	1.71	1.64

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 449

Q15J Rating on statement - It shows new programmes, made in the UK
BBC1

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1552**	238	45	84	111	103	43	54	235	98	135	202	204
Weighted Base	**1601**	127	69*	129*	172	160	69*	87*	76	152*	215	305	38
1 - LOWEST score	**18**	1	2	5	3	-	2	-	-	2	3	2	*
	1%	*	*2%*	*4%*	*2%*	-	*2%*	-	-	*1%*	*2%*	*	*
2	**12**	1	-	2	-	2	3	-	1	-	2	3	*
	1%	*	-	*1%*	-	*1%*	**5%a**	-	*1%*	-	*1%*	*1%*	*
3	**21**	1	-	1	2	2	-	-	1	5	3	6	1
	1%	*1%*	-	*1%*	*1%*	*1%*	-	-	*1%*	*3%*	*1%*	*2%*	*2%*
4	**42**	2	3	5	3	5	5	3	2	2	6	6	1
	3%	*1%*	*5%*	*4%*	*2%*	*3%*	*7%*	*4%*	*2%*	*1%*	*3%*	*2%*	*3%*
5	**145**	9	8	9	16	17	5	11	4	14	30	19	3
	9%	*7%*	*11%*	*7%*	*9%*	*11%*	*7%*	*13%*	*6%*	*9%*	*14%*	*6%*	*7%*
6	**186**	14	8	18	18	17	6	18	6	18	17	39	5
	12%	*11%*	*11%*	*14%*	*11%*	*11%*	*9%*	*20%*	*8%*	*12%*	*8%*	*13%*	*14%*
7	**362**	34	14	18	48	44	18	19	15	23	50	70	9
	23%	*27%*	*20%*	*14%*	*28%*	*27%*	*26%*	*22%*	*20%*	*15%*	*23%*	*23%*	*24%*
8	**457**	34	18	39	43	48	14	21	27	55	65	82	11
	29%	*27%*	*26%*	*30%*	*25%*	*30%*	*21%*	*25%*	*35%*	*36%*	*30%*	*27%*	*29%*
9	**148**	16	5	17	18	11	3	2	9	14	14	35	3
	9%	**13%h**	*7%*	*13%*	*11%*	*7%*	*5%*	*2%*	**11%h**	*9%*	*7%*	*11%*	*8%*
10 - HIGHEST score	**85**	9	8	5	3	8	6	8	4	3	16	12	2
	5%	*7%*	**11%e**	*4%*	*2%*	*5%*	*9%*	*9%*	*6%*	*2%*	*8%*	*4%*	*6%*
Don't know	**124**	7	5	11	17	8	6	5	7	16	8	31	3
	8%	*5%*	*7%*	*8%*	*10%*	*5%*	*9%*	*6%*	*10%*	*11%*	*4%*	*10%*	*7%*
SUMMARY:													
NET: 9-10	**233**	26	13	22	21	19	10	10	13	17	31	47	5
	15%	*20%*	*18%*	*17%*	*12%*	*12%*	*14%*	*11%*	*17%*	*11%*	*14%*	*15%*	*14%*
NET: 7-10	**1052**	93	44	79	113	110	42	50	55	95	145	199	26
	66%	*74%*	*64%*	*61%*	*66%*	*69%*	*61%*	*57%*	*72%*	*63%*	*68%*	*65%*	*67%*
NET: 4-6	**373**	25	18	32	37	39	16	32	12	34	54	65	9
	23%	*19%*	*27%*	*25%*	*22%*	*24%*	*23%*	**37%bi**	*16%*	*22%*	*25%*	*21%*	*23%*
NET: 1-3	**52**	2	2	8	5	3	5	-	2	7	8	10	1
	3%	*2%*	*2%*	*6%*	*3%*	*2%*	*7%*	-	*2%*	*4%*	*4%*	*3%*	*3%*
Mean	**7.10**	7.39	7.14	6.96	7.04	7.09	6.74	6.99	7.43	7.08	7.02	7.16	7.16
Standard Deviation	**1.70**	1.53	1.91	2.01	1.59	1.53	2.16	1.54	1.53	1.64	1.81	1.62	1.61

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 450

Q15J Rating on statement - It shows new programmes, made in the UK
BBC1

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1552**	1412	814	1402	97	1163	1552	1405	968	825	1102	820	446	442	29	245	1552	573	193	121	586
Weighted Base	**1601**	1467	1260	1449	31	1200	1601	1445	1005	838	1125	813	687	448	9	237	1601	594	217	130	576
1 - LOWEST score	**18**	18	18	17	-	10	18	14	7	3	7	6	6	2	-	3	18	3	3	-	5
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	-	*1%*	*1%*	*1%*	*2%*	-	*1%*
2	**12**	12	11	8	-	5	12	9	5	4	7	6	6	1	-	3	12	*	2	1	4
	1%	*1%*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	-	*1%*	*1%*	*	*1%*	*1%*	*1%*
3	**21**	18	15	20	*	16	21	19	13	10	5	13	11	6	-	3	21	7	2	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*
4	**42**	37	33	33	*	24	42	36	25	18	29	12	11	14	-	7	42	18	5	4	18
	3%	*3%*	*3%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	-	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*
5	**145**	129	115	120	2	99	145	128	88	65	96	61	54	31	1	18	145	52	22	18	66
	9%	*9%*	*9%*	*8%*	*6%*	*8%*	*9%*	*9%*	*9%*	*8%*	*9%*	*8%*	*8%*	*7%*	*11%*	*8%*	*9%*	*9%*	*10%*	*14%*	*12%*
6	**186**	171	150	170	2	138	186	163	112	88	128	115	101	55	1	36	186	68	21	11	57
	12%	*12%*	*12%*	*12%*	*6%*	*11%*	*12%*	*11%*	*11%*	*11%*	*11%*	*14%*	*15%*	*12%*	*14%*	*15%*	*12%*	*11%*	*10%*	*9%*	*10%*
7	**362**	332	280	329	6	273	362	331	243	204	251	174	146	116	*	51	362	134	51	28	124
	23%	*23%*	*22%*	*23%*	*19%*	*23%*	*23%*	*23%*	*24%*	*24%*	*22%*	*21%*	*21%*	*26%*	*3%*	*22%*	*23%*	*22%*	*23%*	*22%*	*22%*
8	**457**	418	356	417	11	341	457	429	299	267	341	232	191	124	3	52	457	185	67	49	167
	29%	*28%*	*28%*	*29%*	*34%*	*28%*	*29%*	*30%*	*30%*	*32%*	*30%*	*29%*	*28%*	*28%*	*28%*	*22%*	*29%*	*31%*	*31%*	*38%*	*29%*
9	**148**	137	110	143	5	126	148	139	106	88	118	80	65	40	2	26	148	54	26	5	63
	9%	*9%*	*9%*	*10%*	*15%*	*10%*	*9%*	*10%*	*11%*	*10%*	*11%*	*10%*	*9%*	*9%*	*20%*	*11%*	*9%*	*9%*	*12%*	*4%*	*11%*
10 - HIGHEST score	**85**	80	69	82	2	69	85	70	49	42	60	44	38	23	1	16	85	30	7	5	27
	5%	*5%*	*5%*	*6%*	*5%*	*6%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	*7%*	*7%*	*5%*	*5%*	*3%*	*4%*	*5%*
Don't know	**124**	116	103	111	4	98	124	107	60	49	82	68	59	36	2	21	124	43	11	6	41
	8%	*8%*	*8%*	*8%*	*12%*	*8%*	*8%*	*7%*	*6%*	*6%*	*7%*	*8%*	*9%*	*8%*	*17%*	*9%*	*8%*	*7%*	*5%*	*4%*	*7%*
SUMMARY:																					
NET: 9-10	**233**	217	179	225	6	195	233	210	154	130	178	124	103	63	3	42	233	84	34	10	91
	15%	*15%*	*14%*	*15%*	*20%*	*16%*	*15%*	*15%*	*15%*	*15%*	*16%*	*15%*	*15%*	*14%*	*27%*	*18%*	*15%*	*14%*	*16%*	*8%*	*16%*
NET: 7-10	**1052**	967	815	970	23	809	1052	969	696	601	771	531	440	303	5	145	1052	403	152	88	382
	66%	*66%*	*65%*	*67%*	*73%*	*67%*	*66%*	*67%*	*69%*	*72%*	*69%*	*65%*	*64%*	*68%*	*58%*	*61%*	*66%*	*68%*	*70%*	*68%*	*66%*
NET: 4-6	**373**	337	298	323	4	261	373	327	225	171	253	189	166	100	2	61	373	137	47	33	142
	23%	*23%*	*24%*	*22%*	*13%*	*22%*	*23%*	*23%*	*22%*	*20%*	*23%*	*23%*	*24%*	*22%*	*25%*	*26%*	*23%*	*23%*	*22%*	*26%*	*25%*
NET: 1-3	**52**	48	44	45	*	32	52	42	25	17	18	26	23	10	-	10	52	10	7	3	11
	3%	*3%*	*3%*	*3%*	*1%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	-	*4%*	*3%*	*2%*	*3%*	*2%*	*2%*
Mean	**7.10**	7.11	7.07	7.16	7.62	7.22	7.10	7.14	7.19	7.27	7.25	7.17	7.13	7.17	7.65	7.04	7.10	7.20	7.12	7.02	7.14
Standard Deviation	**1.70**	1.71	1.73	1.68	1.40	1.63	1.70	1.64	1.59	1.52	1.57	1.64	1.67	1.55	1.63	1.83	1.70	1.55	1.70	1.55	1.65

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 451

Q15J Rating on statement - It shows new programmes, made in the UK
BBC2

Base : All that watch this channel regularly

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**618**	335	283	41	74	95	109	120	179	171	274	173	87	531	31	586	352	94	102	70
Weighted Base	**642**	339	303	41**	80*	99*	123*	110*	189	192	282	169	91*	551	44**	597	546	50*	33	13*
1 - LOWEST score	**7**	2	5	2	-	-	-	2	4	2	2	3	2	5	-	7	6	1	-	*
	1%	*1%*	*2%*	*4%*	-	-	-	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	-	*1%*	*1%*	*1%*	-	*1%*
2	**5**	2	4	-	-	-	2	-	3	-	4	2	-	5	-	5	5	-	*	*
	1%	*	*1%*	-	-	-	*1%*	-	*2%*	-	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	-	*1%*	*1%*
3	**7**	4	3	-	*	-	2	4	-	4	3	*	1	5	-	7	6	1	-	*
	1%	*1%*	*1%*	-	*	-	*2%*	*4%*	-	*2%*	*1%*	*	*2%*	*1%*	-	*1%*	*1%*	*1%*	-	*1%*
4	**22**	11	10	2	3	5	2	4	7	7	12	3	4	17	3	18	19	2	1	*
	3%	*3%*	*3%*	*4%*	*4%*	*5%*	*1%*	*3%*	*4%*	*3%*	*4%*	*2%*	*5%*	*3%*	*7%*	*3%*	*3%*	*3%*	*2%*	*3%*
5	**49**	20	29	7	3	11	7	5	16	8	29	13	4	46	7	43	42	5	2	1
	8%	*6%*	*10%*	*16%*	*4%*	*11%*	*6%*	*5%*	*9%*	*4%*	*10%*	*8%*	*4%*	*8%*	*16%*	*7%*	*8%*	*10%*	*5%*	*9%*
6	**75**	38	37	4	6	11	11	14	30	21	29	25	5	70	6	70	62	6	5	2
	12%	*11%*	*12%*	*10%*	*7%*	*11%*	*9%*	*12%*	*16%*	*11%*	*10%*	*15%*	*5%*	*13%*	*13%*	*12%*	*11%*	*12%*	*15%*	*16%*
7	**144**	75	69	9	15	20	34	20	45	44	67	33	28	116	5	139	123	12	6	2
	22%	*22%*	*23%*	*22%*	*19%*	*21%*	*28%*	*18%*	*24%*	*23%*	*24%*	*19%*	*31%*	*21%*	*11%*	*23%*	*23%*	*25%*	*19%*	*18%*
8	**191**	114	76	8	37	23	46	34	42	56	86	49	28	162	12	177	161	14	12	3
	30%	*34%*	*25%*	*21%*	**46%eh**	*23%*	*37%*	*31%*	*22%*	*29%*	*31%*	*29%*	*31%*	*29%*	*27%*	*30%*	*30%*	*27%*	*37%*	*26%*
9	**64**	33	32	3	10	13	9	12	18	23	22	18	7	57	5	59	54	5	4	1
	10%	*10%*	*10%*	*8%*	*12%*	*13%*	*7%*	*11%*	*9%*	*12%*	*8%*	*11%*	*8%*	*10%*	*11%*	*10%*	*10%*	*9%*	*11%*	*10%*
10 - HIGHEST score	**26**	15	11	4	2	4	3	3	10	7	9	9	3	23	4	22	21	3	1	1
	4%	*4%*	*4%*	*9%*	*2%*	*4%*	*3%*	*3%*	*5%*	*4%*	*3%*	*5%*	*4%*	*4%*	*9%*	*4%*	*4%*	*6%*	*3%*	*9%*
Don't know	**53**	25	28	3	4	13	7	12	14	20	19	14	8	44	3	50	47	3	2	1
	8%	*7%*	*9%*	*7%*	*5%*	*13%*	*6%*	*11%*	*7%*	*10%*	*7%*	*8%*	*9%*	*8%*	*7%*	*8%*	*9%*	*5%*	*7%*	*5%*
SUMMARY:																				
NET: 9-10	**90**	47	43	7	12	17	12	15	28	31	32	27	11	79	9	81	75	8	5	3
	14%	*14%*	*14%*	*17%*	*15%*	*17%*	*10%*	*14%*	*15%*	*16%*	*11%*	*16%*	*12%*	*14%*	*20%*	*14%*	*14%*	*16%*	*14%*	*19%*
NET: 7-10	**424**	236	188	24	64	60	92	69	115	131	184	109	67	358	25	398	359	34	23	8
	66%	*70%*	*62%*	*59%*	*80%*	*60%*	*75%*	*63%*	*61%*	*69%*	*65%*	*64%*	*74%*	*65%*	*58%*	*67%*	*66%*	*68%*	*70%*	*63%*
NET: 4-6	**146**	70	76	12	12	26	20	23	53	35	69	41	13	133	15	131	123	12	7	4
	23%	*21%*	*25%*	*30%*	*15%*	*26%*	*16%*	*21%*	*28%*	*18%*	*25%*	*25%*	*14%*	*24%*	*35%*	*22%*	*23%*	*25%*	*22%*	*28%*
NET: 1-3	**19**	7	11	2	*	-	4	6	7	5	9	5	3	16	-	19	17	1	*	1
	3%	*2%*	*4%*	*4%*	*	-	*3%*	*6%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	-	*3%*	*3%*	*2%*	*1%*	*4%*
Mean	**7.11**	7.24	6.96	6.86	7.53	7.16	7.21	7.04	6.92	7.26	6.98	7.15	7.16	7.10	7.12	7.11	7.09	7.15	7.35	7.11
Standard Deviation	**1.66**	1.56	1.77	2.03	1.28	1.55	1.44	1.80	1.81	1.58	1.66	1.74	1.64	1.67	1.79	1.66	1.67	1.66	1.39	1.93

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 452

Q15J Rating on statement - It shows new programmes, made in the UK
BBC2

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	618	74	425	105	52	566	352	166	198	298	106	470	148	337	280	215	280	126	187	363	243
Weighted Base	642	81*	429	115*	58*	584	362	168	205	286	95*	494	148	357	283	224	291	139*	187	383	245
1 - LOWEST score	7	3	2	2	2	5	3	2	2	5	2	5	2	5	2	2	2	-	3	5	2
	1%	4%	1%	1%	3%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%
2	5	-	3	2	-	5	2	2	3	4	3	2	4	2	4	2	*	2	*	2	3
	1%	-	1%	1%	-	1%	1%	1%	2%	1%	3%	*	2%	*	1%	1%	*	1%	*	*	1%
3	7	-	2	5	*	7	1	4	5	7	*	3	3	3	3	-	4	-	-	5	2
	1%	-	*	4%b	*	1%	*	2%	2%	2%	*	1%	2%	1%	1%	-	1%	-	-	1%	1%
4	22	3	9	9	-	22	15	3	5	7	2	14	8	10	12	5	15	5	7	15	7
	3%	4%	2%	8%	-	4%	4%	2%	2%	3%	2%	3%	5%	3%	4%	2%	5%	4%	4%	4%	3%
5	49	3	37	9	6	43	26	15	17	25	10	34	15	26	24	12	25	12	11	28	21
	8%	4%	9%	8%	10%	7%	7%	9%	8%	9%	11%	7%	10%	7%	8%	5%	9%	9%	6%	7%	9%
6	75	9	48	18	10	65	36	22	28	42	14	54	21	41	33	15	41	14	15	50	25
	12%	11%	11%	16%	17%	11%	10%	13%	14%	15%	15%	11%	14%	11%	12%	7%	14%	10%	8%	13%	10%
7	144	13	98	30	4	139	93	37	42	63	25	124	20	87	57	68	57	31	53	92	49
	22%	17%	23%	26%	7%	24%	26%	22%	20%	22%	26%	25%l	13%	24%	20%	30%	19%	22%	29%	24%	20%
8	191	31	129	26	21	170	105	49	59	72	16	154	36	119	72	73	81	50	46	119	66
	30%	39%	30%	23%	36%	29%	29%	29%	29%	25%	17%	31%	24%	33%	25%	33%	28%	36%	25%	31%	27%
9	64	9	47	5	6	58	34	19	23	27	5	49	15	28	36	24	32	10	22	33	28
	10%	11%	11%	4%	11%	10%	9%	12%	11%	9%	5%	10%	10%	8%	13%	11%	11%	7%	12%	9%	11%
10 - HIGHEST score	26	7	12	2	2	24	14	5	9	10	5	14	12	10	16	7	7	3	11	8	17
	4%	8%	3%	2%	3%	4%	4%	3%	4%	3%	5%	3%	8%	3%	6%	3%	2%	2%	6%	2%	7%s
Don't know	53	2	41	7	8	45	33	10	11	25	13	40	13	27	26	16	28	11	19	26	25
	8%	2%	9%	6%	13%	8%	9%	6%	5%	9%	14%	8%	9%	8%	9%	7%	10%	8%	10%	7%	10%
SUMMARY: NET: 9-10	90	15	59	7	8	82	48	24	32	37	10	63	27	39	51	31	39	13	33	41	44
	14%	19%	14%	6%	14%	14%	13%	15%	16%	13%	11%	13%	18%	11%	18%	14%	13%	10%	17%	11%	18%
NET: 7-10	424	60	287	63	33	391	246	110	133	172	51	342	83	244	180	172	177	94	132	252	160
	66%	75%	67%	55%	57%	67%	68%	66%	65%	60%	54%	69%	56%	68%	64%	77%p	61%	68%	71%	66%	65%
NET: 4-6	146	15	94	36	16	130	77	40	50	74	26	102	44	76	68	32	81	32	33	94	52
	23%	19%	22%	32%	27%	22%	21%	24%	24%	26%	28%	21%	30%	21%	24%	14%	28%o	23%	17%	24%	21%
NET: 1-3	19	3	7	8	2	17	6	8	11	15	5	10	9	10	9	4	6	2	3	11	8
	3%	4%	2%	7%b	3%	3%	2%	5%	5%	5%	5%	2%	6%	3%	3%	2%	2%	1%	2%	3%	3%
Mean	7.11	7.33c	7.19c	6.45	7.13	7.11	7.15	7.02	7.02	6.87	6.70	7.17	6.90	7.10	7.12	7.34	7.01	7.14	7.26	7.00	7.21
Standard Deviation	1.66	1.89	1.51	1.81	1.74	1.66	1.57	1.73	1.79	1.79	1.87	1.53	2.03	1.58	1.77	1.44	1.61	1.45	1.66	1.60	1.77

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 453

Q15J Rating on statement - It shows new programmes, made in the UK
BBC2

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**618**	94	18	28	44	34	13	27	102	41	60	87	70
Weighted Base	**642**	50*	27**	44**	68*	53*	21**	44**	33	63*	96*	131*	13*
1 - LOWEST score	**7**	1	3	-	-	-	-	-	-	2	-	2	*
	1%	*1%*	*11%*	-	-	-	-	-	-	*2%*	-	*1%*	*1%*
2	**5**	-	-	-	-	2	-	-	*	-	2	2	*
	1%	-	-	-	-	*3%*	-	-	*1%*	-	*2%*	*1%*	*1%*
3	**7**	1	-	-	-	-	-	-	-	2	2	3	*
	1%	*1%*	-	-	-	-	-	-	-	*3%*	*2%*	*2%*	*1%*
4	**22**	2	-	2	2	2	3	3	1	2	5	1	*
	3%	*3%*	-	*3%*	*2%*	*3%*	*15%*	*8%*	*2%*	*2%*	*5%*	*1%*	*3%*
5	**49**	5	1	2	8	3	2	-	2	6	13	7	1
	8%	*10%*	*5%*	*4%*	*11%*	*6%*	*8%*	-	*5%*	*10%*	*13%*	*6%*	*9%*
6	**75**	6	6	5	5	3	3	10	5	6	13	12	2
	12%	*12%*	*22%*	*11%*	*7%*	*6%*	*15%*	*22%*	*15%*	*10%*	*14%*	*9%*	*16%*
7	**144**	12	6	5	19	22	3	13	6	11	16	29	2
	22%	*25%*	*22%*	*10%*	*28%*	*41%*	*16%*	*30%*	*19%*	*17%*	*16%*	*22%*	*18%*
8	**191**	14	9	19	19	11	-	11	12	19	32	42	3
	30%	*27%*	*33%*	*43%*	*28%*	*21%*	-	*26%*	*37%*	*30%*	*33%*	*32%*	*26%*
9	**64**	5	-	8	11	6	2	2	4	5	6	15	1
	10%	*9%*	-	*19%*	*16%*	*12%*	*8%*	*4%*	*11%*	*7%*	*7%*	*11%*	*10%*
10 - HIGHEST score	**26**	3	2	-	2	2	2	3	1	3	3	5	1
	4%	*6%*	*6%*	-	*2%*	*3%*	*8%*	*8%*	*3%*	*5%*	*4%*	*4%*	*9%*
Don't know	**53**	3	-	5	5	3	6	2	2	9	5	14	1
	8%	*5%*	-	*10%*	*7%*	*6%*	*30%*	*4%*	*7%*	*14%*	*5%*	*10%*	*5%*
SUMMARY:													
NET: 9-10	**90**	8	2	8	12	8	3	5	5	8	10	20	3
	14%	*16%*	*6%*	*19%*	*18%*	*15%*	*15%*	*11%*	*14%*	*12%*	*10%*	*15%*	*19%*
NET: 7-10	**424**	34	17	31	50	41	6	29	23	37	57	91	8
	66%	*68%*	*61%*	*72%*	*73%*	*77%*	*31%*	*67%*	*70%*	*59%*	*60%*	*69%*	*63%*
NET: 4-6	**146**	12	7	8	14	8	8	13	7	14	31	21	4
	23%	*25%*	*27%*	*18%*	*20%*	*15%*	*39%*	*29%*	*22%*	*22%*	*32%*	*16%*	*28%*
NET: 1-3	**19**	1	3	-	-	2	-	-	*	3	3	6	1
	3%	*2%*	*11%*	-	-	*3%*	-	-	*1%*	*5%*	*3%*	*5%*	*4%*
Mean	**7.11**	7.15	6.50	7.58	7.32	7.13	6.45	7.12	7.35	6.96	6.87	7.22	7.11
Standard Deviation	**1.66**	1.66	2.31	1.29	1.37	1.55	2.01	1.46	1.39	1.90	1.70	1.68	1.93

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 454

Q15J Rating on statement - It shows new programmes, made in the UK
BBC2

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**618**	555	327	569	49	457	614	618	407	406	459	298	155	236	16	106	573	618	100	103	276
Weighted Base	**642**	587	506	593	16	472	637	642	422	425	474	286	239	239	5	95	594	642	106	113	269
1 - LOWEST score	**7**	6	6	5	-	5	7	7	5	2	4	5	5	2	-	2	5	7	2	-	4
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*2%*	*1%*	-	*2%*	*1%*	*1%*	*1%*	-	*1%*
2	**5**	5	5	5	-	4	5	5	4	4	3	4	3	3	-	3	3	5	2	3	*
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*3%*	*1%*	*1%*	*2%*	*3%*	*
3	**7**	7	6	7	-	3	7	7	5	5	1	7	6	3	-	*	7	7	-	2	-
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*	*3%*	*1%*	-	*	*1%*	*1%*	-	*1%*	-
4	**22**	22	19	18	1	15	22	22	18	15	20	7	6	9	-	2	18	22	4	7	12
	3%	*4%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	-	*2%*	*3%*	*3%*	*4%*	*6%*	*5%*
5	**49**	47	42	45	1	35	46	49	31	26	32	25	21	25	1	10	44	49	9	8	20
	8%	*8%*	*8%*	*8%*	*6%*	*7%*	*7%*	*8%*	*7%*	*6%*	*7%*	*9%*	*9%*	*10%*	*13%*	*11%*	*7%*	*8%*	*8%*	*7%*	*7%*
6	**75**	68	58	66	2	60	75	75	40	38	51	42	36	28	1	14	70	75	10	8	22
	12%	*12%*	*11%*	*11%*	*14%*	*13%*	*12%*	*12%*	*9%*	*9%*	*11%*	*15%*	*15%*	*12%*	*19%*	*15%*	*12%*	*12%*	*9%*	*7%*	*8%*
7	**144**	134	115	139	3	111	143	144	107	110	119	63	54	60	*	25	137	144	23	22	66
	22%	*23%*	*23%*	*23%*	*16%*	*24%*	*23%*	*22%*	*25%*	*26%*	*25%*	*22%*	*23%*	*25%*	*6%*	*26%*	*23%*	*22%*	*22%*	*20%*	*24%*
8	**191**	170	144	176	5	125	191	191	117	127	134	72	56	57	2	16	178	191	30	43	74
	30%	*29%*	*28%*	*30%*	*31%*	*26%*	*30%*	*30%*	*28%*	*30%*	*28%*	*25%*	*23%*	*24%*	*31%*	*17%*	*30%*	*30%*	*28%*	*38%*	*28%*
9	**64**	56	47	59	2	54	64	64	49	49	51	27	23	19	1	5	57	64	10	6	34
	10%	*10%*	*9%*	*10%*	*14%*	*11%*	*10%*	*10%*	*11%*	*12%*	*11%*	*9%*	*10%*	*8%*	*12%*	*5%*	*10%*	*10%*	*9%*	*5%*	*13%*
10 - HIGHEST score	**26**	25	21	24	1	20	26	26	17	19	23	10	6	7	-	5	24	26	5	6	14
	4%	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*3%*	*3%*	*3%*	-	*5%*	*4%*	*4%*	*5%*	*5%*	*5%*
Don't know	**53**	48	44	50	2	39	51	53	32	32	36	25	23	25	1	13	50	53	11	7	23
	8%	*8%*	*9%*	*8%*	*10%*	*8%*	*8%*	*8%*	*7%*	*7%*	*8%*	*9%*	*10%*	*10%*	*18%*	*14%*	*8%*	*8%*	*11%*	*6%*	*9%*
SUMMARY:																					
NET: 9-10	**90**	81	67	83	3	74	90	90	66	68	74	37	29	26	1	10	82	90	15	12	48
	14%	*14%*	*13%*	*14%*	*18%*	*16%*	*14%*	*14%*	*16%*	*16%*	*16%*	*13%*	*12%*	*11%*	*12%*	*11%*	*14%*	*14%*	*14%*	*11%*	*18%*
NET: 7-10	**424**	385	327	397	10	310	424	424	289	305	327	172	139	144	3	51	397	424	68	77	188
	66%	*66%*	*64%*	*67%*	*65%*	*66%*	*67%*	*66%*	*69%*	*72%*	*69%*	*60%*	*58%*	*60%*	*50%*	*54%*	*67%*	*66%*	*65%*	*68%*	*70%*
NET: 4-6	**146**	136	119	128	4	111	143	146	88	78	103	74	63	62	2	26	132	146	23	24	54
	23%	*23%*	*23%*	*22%*	*25%*	*23%*	*22%*	*23%*	*21%*	*18%*	*22%*	*26%*	*26%*	*26%*	*32%*	*28%*	*22%*	*23%*	*21%*	*21%*	*20%*
NET: 1-3	**19**	18	17	17	-	12	19	19	13	10	9	15	14	8	-	5	15	19	3	5	4
	3%	*3%*	*3%*	*3%*	-	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*5%*	*6%*	*3%*	-	*5%*	*3%*	*3%*	*3%*	*4%*	*1%*
Mean	**7.11**	7.07	7.04	7.13	7.34	7.13	7.12	7.11	7.11	7.26	7.19	6.87	6.80	6.87	7.13	6.70	7.15	7.11	7.08	7.03	7.25
Standard Deviation	**1.66**	1.69	1.71	1.64	1.50	1.66	1.66	1.66	1.70	1.57	1.60	1.79	1.82	1.67	1.54	1.87	1.60	1.66	1.79	1.78	1.66

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 455

Q15J Rating on statement - It shows new programmes, made in the UK
BBC3

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**278**	127	151	75	34	71	34	24	40	63	127	88	62	216	35	243	168	43	41	26
Weighted Base	**306**	135*	170	88*	33**	75*	34**	28**	47*	76*	134*	96*	59*	247	55*	251	265	23*	14*	5**
1 - LOWEST score	**10**	2	8	3	-	2	-	3	2	2	5	3	2	8	3	7	9	-	*	-
	3%	*1%*	*5%*	*4%*	*-*	*2%*	*-*	*11%*	*3%*	*2%*	*4%*	*4%*	*3%*	*3%*	*6%*	*3%*	*4%*	*-*	*2%*	*-*
2	**5**	3	2	2	-	-	*	-	3	2	2	2	-	5	-	5	5	-	*	-
	2%	*3%*	*1%*	*2%*	*-*	*-*	*1%*	*-*	*7%*	*2%*	*1%*	*2%*	*-*	*2%*	*-*	*2%*	*2%*	*-*	*2%*	*-*
3	**7**	2	5	3	2	1	1	-	-	2	4	1	2	5	3	4	6	-	1	*
	2%	*1%*	*3%*	*4%*	*5%*	*2%*	*2%*	*-*	*-*	*2%*	*3%*	*2%*	*3%*	*2%*	*6%*	*2%*	*2%*	*-*	*5%*	*4%*
4	**9**	4	5	2	2	1	2	2	2	3	2	5	1	9	3	6	8	1	*	*
	3%	*3%*	*3%*	*2%*	*5%*	*1%*	*5%*	*6%*	*4%*	*4%*	*1%*	*5%*	*2%*	*3%*	*6%*	*2%*	*3%*	*5%*	*3%*	*3%*
5	**31**	13	18	9	3	9	3	5	3	11	15	6	11	20	4	27	25	4	2	1
	10%	*10%*	*10%*	*10%*	*10%*	*12%*	*8%*	*17%*	*6%*	*14%*	*11%*	*6%*	*18%*	*8%*	*7%*	*11%*	*9%*	*16%*	*12%*	*11%*
6	**44**	20	24	17	7	10	2	*	8	12	13	18	6	38	6	37	38	3	1	1
	14%	*15%*	*14%*	*19%*	*21%*	*13%*	*5%*	*1%*	*18%*	*15%*	*10%*	*19%*	*10%*	*15%*	*12%*	*15%*	*14%*	*14%*	*10%*	*22%*
7	**74**	31	44	20	8	27	8	7	5	17	40	18	15	59	11	63	64	6	3	1
	24%	*23%*	*26%*	*23%*	*24%*	*36%*	*23%*	*25%*	*11%*	*22%*	*30%*	*19%*	*26%*	*24%*	*20%*	*25%*	*24%*	*25%*	*22%*	*31%*
8	**64**	35	29	20	9	9	11	3	12	14	28	22	8	56	15	50	57	4	2	1
	21%	*26%*	*17%*	*23%*	*27%*	*12%*	*31%*	*11%*	*26%*	*19%*	*21%*	*23%*	*14%*	*23%*	*26%*	*20%*	*22%*	*16%*	*17%*	*19%*
9	**16**	7	9	3	2	5	2	1	4	1	8	7	3	13	2	15	14	1	1	*
	5%	*5%*	*5%*	*4%*	*5%*	*6%*	*5%*	*2%*	*9%*	*1%*	*6%*	*7%*	*5%*	*5%*	*3%*	*6%*	*5%*	*5%*	*7%*	*4%*
10 - HIGHEST score	**14**	7	7	7	*	3	3	-	1	7	3	4	2	13	7	8	11	2	1	-
	5%	*5%*	*4%*	*8%*	*1%*	*4%*	*9%*	*-*	*2%*	*9%*	*2%*	*4%*	*3%*	*5%*	*12%*	*3%*	*4%*	*7%*	*10%*	*-*
Don't know	**31**	10	20	3	1	8	4	8	7	7	14	10	9	21	2	29	26	3	1	*
	10%	*8%*	*12%*	*3%*	*2%*	*11%*	*12%*	*28%*	*14%*	*9%*	*10%*	*10%*	*16%*	*9%*	*3%*	*12%*	*10%*	*12%*	*10%*	*7%*
SUMMARY:																				
NET: 9-10	**31**	15	16	10	2	8	5	1	5	8	12	11	5	26	8	22	25	3	2	*
	10%	*11%*	*9%*	*11%*	*6%*	*11%*	*14%*	*2%*	*11%*	*10%*	*9%*	*12%*	*8%*	*11%*	*15%*	*9%*	*10%*	*11%*	*17%*	*4%*
NET: 7-10	**169**	81	89	50	19	44	23	11	22	39	80	50	28	141	34	135	147	12	8	3
	55%	*60%*	*52%*	*57%*	*57%*	*59%*	*68%*	*38%*	*48%*	*51%*	*60%*	*53%*	*48%*	*57%*	*62%*	*54%*	*56%*	*53%*	*56%*	*53%*
NET: 4-6	**84**	37	47	27	12	20	6	6	13	26	30	29	17	67	13	71	71	8	3	2
	28%	*28%*	*27%*	*31%*	*36%*	*26%*	*17%*	*23%*	*28%*	*34%*	*22%*	*30%*	*29%*	*27%*	*24%*	*28%*	*27%*	*35%*	*25%*	*36%*
NET: 1-3	**22**	7	15	8	2	3	1	3	5	5	11	6	4	18	6	15	20	-	1	*
	7%	*5%*	*9%*	*9%*	*5%*	*4%*	*3%*	*11%*	*10%*	*6%*	*8%*	*7%*	*7%*	*7%*	*11%*	*6%*	*8%*	*-*	*9%*	*4%*
Mean	**6.61**	6.83	6.43	6.63	6.64	6.71	7.24	5.56	6.47	6.58	6.61	6.65	6.40	6.66	6.68	6.60	6.59	6.83	6.70	6.55
Standard Deviation	**1.96**	1.81	2.07	2.04	1.55	1.73	1.74	2.41	2.24	1.99	1.93	2.02	1.89	1.98	2.35	1.86	1.99	1.61	2.27	1.53

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 456

Q15J Rating on statement - It shows new programmes, made in the UK
BBC3

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**278**	53	197	26	-	278	185	76	89	152	73	219	59	152	125	103	111	61	109	153	121
Weighted Base	**306**	67*	208	28**	-**	306	199	85*	102*	162	73*	241	65*	158	148	109*	122*	73*	113*	174	126*
1 - LOWEST score	**10**	5	5	-	-	10	7	3	3	6	-	6	3	3	7	2	3	-	6	5	5
	3%	*7%*	*2%*	-	-	*3%*	*3%*	*4%*	*3%*	*4%*	-	*3%*	*5%*	*2%*	*4%*	*1%*	*3%*	-	*5%*	*3%*	*4%*
2	**5**	-	5	-	-	5	2	3	3	3	2	3	2	3	2	3	*	-	2	3	2
	2%	-	*2%*	-	-	*2%*	*1%*	*4%*	*3%*	*2%*	*2%*	*1%*	*3%*	*2%*	*1%*	*3%*	*	-	*1%*	*2%*	*1%*
3	**7**	*	7	-	-	7	5	2	2	3	1	5	2	4	3	4	2	2	4	5	2
	2%	*	*3%*	-	-	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*1%*
4	**9**	2	6	2	-	9	5	1	4	6	2	8	2	4	6	4	6	2	4	5	5
	3%	*2%*	*3%*	*6%*	-	*3%*	*3%*	*1%*	*4%*	*4%*	*3%*	*3%*	*2%*	*2%*	*4%*	*3%*	*5%*	*2%*	*3%*	*3%*	*4%*
5	**31**	7	20	4	-	31	18	12	13	20	12	19	12	8	23	10	11	3	12	18	10
	10%	*10%*	*10%*	*14%*	-	*10%*	*9%*	*14%*	*13%*	*12%*	*17%*	*8%*	*19%*	*5%*	*16%*	*9%*	*9%*	*4%*	*11%*	*11%*	*8%*
6	**44**	6	29	9	-	44	27	15	17	27	9	30	13	23	21	15	16	8	19	27	17
	14%	*9%*	*14%*	*31%*	-	*14%*	*14%*	*18%*	*16%*	*17%*	*12%*	*13%*	*21%*	*14%*	*14%*	*14%*	*13%*	*11%*	*17%*	*15%*	*13%*
7	**74**	12	60	3	-	74	58	15	16	37	15	70	5	48	26	30	36	26	29	49	25
	24%	*18%*	*29%*	*9%*	-	*24%*	*29%*	*18%*	*16%*	*23%*	*21%*	***29%l***	*7%*	*31%*	*18%*	*27%*	*30%*	*36%*	*25%*	*28%*	*20%*
8	**64**	15	43	5	-	64	39	15	22	30	13	49	15	36	28	20	23	17	18	28	35
	21%	*22%*	*21%*	*18%*	-	*21%*	*20%*	*18%*	*21%*	*19%*	*18%*	*20%*	*23%*	*23%*	*19%*	*18%*	*19%*	*23%*	*16%*	*16%*	*27%*
9	**16**	5	11	1	-	16	12	2	4	7	4	14	2	7	10	9	5	3	9	9	7
	5%	*8%*	*5%*	*2%*	-	*5%*	*6%*	*3%*	*4%*	*4%*	*6%*	*6%*	*3%*	*4%*	*6%*	*8%*	*4%*	*4%*	*8%*	*5%*	*6%*
10 - HIGHEST score	**14**	4	5	4	-	14	9	5	5	7	4	12	2	6	9	5	3	3	6	7	7
	5%	*6%*	*2%*	*13%*	-	*5%*	*4%*	*6%*	*5%*	*4%*	*6%*	*5%*	*3%*	*4%*	*6%*	*5%*	*3%*	*4%*	*5%*	*4%*	*6%*
Don't know	**31**	11	18	2	-	31	18	11	12	16	10	24	7	16	14	8	16	10	6	16	13
	10%	*16%*	*9%*	*7%*	-	*10%*	*9%*	*13%*	*12%*	*10%*	*14%*	*10%*	*11%*	*10%*	*9%*	*7%*	*13%*	*14%*	*5%*	*9%*	*10%*
SUMMARY: NET: 9-10	**31**	9	15	4	-	31	21	8	10	13	8	27	4	13	18	14	9	6	14	17	14
	10%	*14%*	*7%*	*15%*	-	*10%*	*11%*	*9%*	*9%*	*8%*	*11%*	*11%*	*6%*	*8%*	*12%*	*13%*	*7%*	*9%*	*13%*	*10%*	*11%*
NET: 7-10	**169**	36	118	12	-	169	118	39	47	81	36	146	24	97	72	64	68	49	62	94	74
	55%	*55%*	*57%*	*42%*	-	*55%*	*59%*	*45%*	*47%*	*50%*	*50%*	***60%l***	*36%*	*62%*	*49%*	*59%*	*55%*	*67%*	*54%*	*54%*	*58%*
NET: 4-6	**84**	15	55	14	-	84	50	28	34	53	24	57	27	34	50	29	33	12	35	50	32
	28%	*22%*	*27%*	*51%*	-	*28%*	*25%*	*33%*	*34%*	*33%*	*33%*	*24%*	*42%*	*22%*	*34%*	*26%*	*27%*	*17%*	*30%*	*29%*	*25%*
NET: 1-3	**22**	5	17	-	-	22	14	8	8	13	3	14	7	10	12	8	6	2	11	14	8
	7%	*7%*	*8%*	-	-	*7%*	*7%*	*9%*	*8%*	*8%*	*4%*	*6%*	*11%*	*6%*	*8%*	*8%*	*5%*	*3%*	*10%*	*8%*	*7%*
Mean	**6.61**	6.72	6.51	6.82	-	6.61	6.69	6.37	6.43	6.40	6.66	6.77	6.04	6.78	6.44	6.70	6.60	7.11	6.44	6.51	6.77
Standard Deviation	**1.96**	2.28	1.88	1.76	-	1.96	1.91	2.12	2.08	2.00	1.80	1.88	2.16	1.78	2.13	1.93	1.78	1.38	2.15	1.92	2.03

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 457

Q15J Rating on statement - It shows new programmes, made in the UK
BBC3

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**278**	43	10	18	17	21	4	8	41	13	42	35	26
Weighted Base	**306**	23*	16**	28**	26**	33**	7**	13**	14*	20**	68*	54*	5**
1 - LOWEST score	**10**	-	5	-	2	-	-	-	*	-	3	-	-
	3%	-	*30%*	-	*6%*	-	-	-	*2%*	-	*5%*	-	-
2	**5**	-	-	-	-	2	-	-	*	-	-	3	-
	2%	-	-	-	-	*5%*	-	-	*2%*	-	-	*6%*	-
3	**7**	-	-	1	-	2	-	-	1	-	2	2	*
	2%	-	-	*5%*	-	*5%*	-	-	*5%*	-	*3%*	*3%*	*4%*
4	**9**	1	-	-	3	3	-	-	*	-	2	-	*
	3%	*5%*	-	-	*11%*	*10%*	-	-	*3%*	-	*2%*	-	*3%*
5	**31**	4	2	3	2	5	2	-	2	6	5	2	1
	10%	*16%*	*10%*	*11%*	*6%*	*15%*	*27%*	-	*12%*	*30%*	*7%*	*3%*	*11%*
6	**44**	3	-	3	2	5	-	5	1	3	11	9	1
	14%	*14%*	-	*11%*	*6%*	*15%*	-	*37%*	*10%*	*17%*	*16%*	*17%*	*22%*
7	**74**	6	3	8	10	8	-	5	3	3	19	9	1
	24%	*25%*	*20%*	*27%*	*36%*	*23%*	-	*38%*	*22%*	*16%*	*29%*	*17%*	*31%*
8	**64**	4	5	6	2	5	2	2	2	3	18	16	1
	21%	*16%*	*30%*	*22%*	*6%*	*14%*	*26%*	*13%*	*17%*	*16%*	*26%*	*29%*	*19%*
9	**16**	1	-	5	-	-	-	-	1	3	2	4	*
	5%	*5%*	-	*18%*	-	-	-	-	*7%*	*15%*	*3%*	*8%*	*4%*
10 - HIGHEST score	**14**	2	-	-	1	2	-	-	1	-	5	3	-
	5%	*7%*	-	-	*6%*	*5%*	-	-	*10%*	-	*7%*	*6%*	-
Don't know	**31**	3	2	2	6	3	3	2	1	1	2	6	*
	10%	*12%*	*10%*	*6%*	*23%*	*9%*	*47%*	*12%*	*10%*	*7%*	*2%*	*11%*	*7%*
SUMMARY:													
NET: 9-10	**31**	3	-	5	1	2	-	-	2	3	7	8	*
	10%	*11%*	-	*18%*	*6%*	*5%*	-	-	*17%*	*15%*	*10%*	*14%*	*4%*
NET: 7-10	**169**	12	8	19	13	14	2	7	8	9	44	32	3
	55%	*53%*	*50%*	*67%*	*48%*	*42%*	*26%*	*51%*	*56%*	*46%*	*65%*	*60%*	*53%*
NET: 4-6	**84**	8	2	6	6	13	2	5	3	9	17	11	2
	28%	*35%*	*10%*	*22%*	*23%*	*39%*	*27%*	*37%*	*25%*	*47%*	*26%*	*20%*	*36%*
NET: 1-3	**22**	-	5	1	2	3	-	-	1	-	5	5	*
	7%	-	*30%*	*5%*	*6%*	*9%*	-	-	*9%*	-	*7%*	*9%*	*4%*
Mean	**6.61**	6.83	5.11	7.04	6.17	6.03	6.49	6.72	6.70	6.66	6.78	7.00	6.55
Standard Deviation	**1.96**	1.61	3.16	1.60	2.17	1.93	1.77	0.74	2.27	1.51	1.96	1.97	1.53

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 458

Q15J Rating on statement - It shows new programmes, made in the UK
BBC3

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**278**	264	165	255	17	227	272	248	278	192	207	152	91	96	5	73	193	100	278	64	96
Weighted Base	**306**	294	257	283	6	248	298	273	306	204	234	162	140	101	2	73	217	106	306	72	112
1 - LOWEST score	**10**	10	9	8	-	7	10	10	10	5	6	6	6	2	-	-	8	2	10	-	5
	3%	*3%*	*4%*	*3%*	-	*3%*	*3%*	*4%*	*3%*	*2%*	*3%*	*4%*	*4%*	*2%*	-	-	*4%*	*1%*	*3%*	-	*4%*
2	**5**	5	5	5	*	3	5	3	5	5	3	3	3	2	-	2	3	3	5	3	2
	2%	*2%*	*2%*	*2%*	*6%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*3%*	*2%*	*4%*	*1%*
3	**7**	7	6	7	*	5	7	7	7	4	5	3	3	-	-	1	7	1	7	-	2
	2%	*2%*	*2%*	*2%*	*6%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	-	-	*2%*	*3%*	*1%*	*2%*	-	*2%*
4	**9**	9	8	7	*	6	9	9	9	7	7	6	5	2	-	2	7	5	9	3	5
	3%	*3%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*2%*	-	*3%*	*3%*	*5%*	*3%*	*4%*	*5%*
5	**31**	29	23	27	1	20	31	25	31	17	19	20	15	9	*	12	23	12	31	9	17
	10%	*10%*	*9%*	*9%*	*12%*	*8%*	*10%*	*9%*	*10%*	*8%*	*8%*	*12%*	*11%*	*9%*	*21%*	*17%*	*10%*	*11%*	*10%*	*12%*	*15%*
6	**44**	42	37	43	*	43	44	43	44	37	35	27	25	9	-	9	32	11	44	9	10
	14%	*14%*	*14%*	*15%*	*6%*	*17%*	*15%*	*16%*	*14%*	*18%*	*15%*	*17%*	*18%*	*9%*	-	*12%*	*15%*	*10%*	*14%*	*13%*	*9%*
7	**74**	72	63	67	1	64	71	63	74	48	56	37	31	31	-	15	41	19	74	15	24
	24%	*24%*	*25%*	*24%*	*11%*	*26%*	*24%*	*23%*	*24%*	*23%*	*24%*	*23%*	*22%*	*31%*	-	*21%*	*19%*	*18%*	*24%*	*21%*	*21%*
8	**64**	61	56	58	1	50	64	60	64	42	53	30	27	21	-	13	49	25	64	17	24
	21%	*21%*	*22%*	*20%*	*17%*	*20%*	*22%*	*22%*	*21%*	*21%*	*22%*	*19%*	*19%*	*21%*	-	*18%*	*23%*	*24%*	*21%*	*24%*	*22%*
9	**16**	15	13	16	1	15	16	13	16	11	14	7	6	6	1	4	13	8	16	2	4
	5%	*5%*	*5%*	*6%*	*12%*	*6%*	*5%*	*5%*	*5%*	*6%*	*6%*	*4%*	*4%*	*6%*	*39%*	*6%*	*6%*	*8%*	*5%*	*3%*	*3%*
10 - HIGHEST score	**14**	14	12	14	1	9	13	11	14	5	12	7	5	6	*	4	12	5	14	3	4
	5%	*5%*	*5%*	*5%*	*11%*	*4%*	*4%*	*4%*	*5%*	*2%*	*5%*	*4%*	*4%*	*6%*	*20%*	*6%*	*5%*	*4%*	*5%*	*4%*	*4%*
Don't know	**31**	30	26	30	1	25	27	28	31	23	23	16	12	14	*	10	21	15	31	11	16
	10%	*10%*	*10%*	*11%*	*12%*	*10%*	*9%*	*10%*	*10%*	*11%*	*10%*	*10%*	*9%*	*14%*	*20%*	*14%*	*10%*	*14%*	*10%*	*15%*	*14%*
SUMMARY:																					
NET: 9-10	**31**	29	24	31	1	24	29	24	31	16	26	13	11	11	1	8	25	13	31	5	8
	10%	*10%*	*9%*	*11%*	*23%*	*10%*	*10%*	*9%*	*10%*	*8%*	*11%*	*8%*	*8%*	*11%*	*59%*	*11%*	*12%*	*12%*	*10%*	*6%*	*7%*
NET: 7-10	**169**	162	143	156	3	139	164	147	169	106	134	81	70	64	1	36	116	57	169	37	56
	55%	*55%*	*56%*	*55%*	*52%*	*56%*	*55%*	*54%*	*55%*	*52%*	*57%*	*50%*	*50%*	*63%*	*59%*	*50%*	*53%*	*54%*	*55%*	*51%*	*50%*
NET: 4-6	**84**	81	68	78	1	70	84	77	84	62	61	53	45	20	*	24	62	27	84	21	32
	28%	*27%*	*26%*	*27%*	*25%*	*28%*	*28%*	*28%*	*28%*	*30%*	*26%*	*33%*	*32%*	*20%*	*21%*	*33%*	*28%*	*26%*	*28%*	*29%*	*28%*
NET: 1-3	**22**	22	20	20	1	15	22	20	22	14	15	13	12	3	-	3	19	6	22	3	8
	7%	*7%*	*8%*	*7%*	*11%*	*6%*	*7%*	*7%*	*7%*	*7%*	*6%*	*8%*	*9%*	*3%*	-	*4%*	*9%*	*5%*	*7%*	*4%*	*7%*
Mean	**6.61**	6.59	6.59	6.65	6.72	6.68	6.59	6.57	6.61	6.54	6.74	6.40	6.37	7.01	8.20	6.66	6.59	6.75	6.61	6.64	6.41
Standard Deviation	**1.96**	1.98	2.01	1.96	2.69	1.84	1.96	1.96	1.96	1.88	1.91	2.00	2.04	1.70	-	1.80	2.09	1.97	1.96	1.77	2.05

* = Less than .5

J20427 PSB Tracker 2013

Table 459

Q15J Rating on statement - It shows new programmes, made in the UK
BBC4

Base : All that watch this channel regularly

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**150**	76	74	8	14	29	26	30	43	41	58	51	20	130	8	141	93	22	20	15
Weighted Base	**166**	79*	86*	9**	18**	32**	29**	36**	41*	51*	58*	56*	21**	144	10**	154	144*	12**	6**	3**
1 - LOWEST score	**2**	2	-	-	-	2	-	-	-	-	2	-	-	2	-	2	2	-	-	-
	1%	*2%*	-	-	-	*5%*	-	-	-	-	*3%*	-	-	*1%*	-	*1%*	*1%*	-	-	-
2	**3**	3	-	-	-	-	-	-	3	-	2	2	-	3	-	3	3	-	-	-
	2%	*4%*	-	-	-	-	-	-	*8%*	-	*3%*	*3%*	-	*2%*	-	*2%*	*2%*	-	-	-
3	**5**	-	5	-	-	1	2	-	2	2	2	1	-	5	-	5	5	-	-	-
	3%	-	*5%*	-	-	*5%*	*6%*	-	*4%*	*3%*	*3%*	*3%*	-	*3%*	-	*3%*	*3%*	-	-	-
4	**8**	3	5	2	-	1	*	3	3	2	3	3	2	6	2	6	6	1	1	*
	5%	*3%*	*6%*	*17%*	-	*2%*	*1%*	*8%*	*6%*	*3%*	*5%*	*6%*	*10%*	*4%*	*15%*	*4%*	*4%*	*9%*	*9%*	*5%*
5	**19**	7	12	2	1	6	3	2	7	3	8	9	3	16	2	17	15	3	1	*
	12%	*9%*	*14%*	*19%*	*3%*	*18%*	*10%*	*5%*	*16%*	*5%*	*13%*	*15%*	*16%*	*11%*	*18%*	*11%*	*11%*	*23%*	*16%*	*7%*
6	**11**	9	3	2	-	2	3	1	4	1	5	6	*	11	-	11	9	1	-	1
	7%	*11%*	*3%*	*21%*	-	*5%*	*11%*	*1%*	*10%*	*1%*	*9%*	*10%*	*2%*	*8%*	-	*7%*	*7%*	*9%*	-	*39%*
7	**30**	13	17	-	3	9	4	11	4	10	10	11	3	27	1	29	26	3	1	*
	18%	*17%*	*20%*	-	*17%*	*27%*	*14%*	*29%*	*10%*	*19%*	*17%*	*19%*	*16%*	*19%*	*14%*	*19%*	*18%*	*23%*	*19%*	*13%*
8	**49**	25	24	2	13	6	11	4	14	21	17	12	5	45	3	45	47	1	1	*
	30%	*32%*	*28%*	*19%*	*71%*	*20%*	*37%*	*12%*	*33%*	*42%*	*29%*	*21%*	*22%*	*31%*	*30%*	*29%*	*33%*	*9%*	*15%*	*15%*
9	**16**	9	7	2	-	4	3	5	2	8	6	2	5	11	2	14	14	1	1	*
	10%	*11%*	*8%*	*23%*	-	*12%*	*11%*	*13%*	*5%*	*16%*	*10%*	*3%*	*24%*	*7%*	*16%*	*9%*	*10%*	*4%*	*15%*	*7%*
10 - HIGHEST score	**8**	3	5	-	2	*	1	3	2	*	2	5	-	8	1	7	5	2	1	*
	5%	*4%*	*6%*	-	*10%*	*1%*	*2%*	*8%*	*5%*	*1%*	*4%*	*9%*	-	*5%*	*5%*	*5%*	*3%*	*18%*	*10%*	*7%*
Don't know	**14**	5	9	-	-	2	2	8	2	5	3	6	2	12	-	14	12	1	1	*
	9%	*7%*	*10%*	-	-	*7%*	*7%*	*22%*	*5%*	*10%*	*5%*	*11%*	*11%*	*8%*	-	*9%*	*9%*	*5%*	*15%*	*7%*
SUMMARY:																				
NET: 9-10	**23**	12	11	2	2	4	4	8	4	9	8	7	5	18	2	21	19	3	2	*
	14%	*15%*	*13%*	*23%*	*10%*	*13%*	*13%*	*21%*	*9%*	*17%*	*14%*	*12%*	*24%*	*13%*	*22%*	*14%*	*13%*	*23%*	*25%*	*14%*
NET: 7-10	**103**	51	53	4	18	19	19	23	21	40	34	29	13	90	7	95	92	6	4	1
	62%	*64%*	*61%*	*42%*	*97%*	*60%*	*65%*	*63%*	*52%*	*78%*	*59%*	*52%*	*62%*	*62%*	*66%*	*62%*	*64%*	*55%*	*60%*	*42%*
NET: 4-6	**39**	19	20	5	1	8	6	5	13	5	16	18	6	33	3	35	31	5	2	1
	23%	*24%*	*23%*	*58%*	*3%*	*25%*	*22%*	*15%*	*32%*	*9%*	*28%*	*31%*	*27%*	*23%*	*34%*	*23%*	*21%*	*41%*	*25%*	*51%*
NET: 1-3	**9**	5	5	-	-	3	2	-	5	2	5	3	-	9	-	9	9	-	-	-
	6%	*6%*	*5%*	-	-	*9%*	*6%*	-	*11%*	*3%*	*8%*	*5%*	-	*6%*	-	*6%*	*6%*	-	-	-
Mean	**6.91**	6.96	6.87	6.53	7.94	6.52	7.10	7.34	6.39	7.47	6.66	6.67	7.09	6.89	6.97	6.89	6.90	6.91	7.20	6.80
Standard Deviation	**1.91**	1.96	1.87	1.97	0.93	2.08	1.67	1.74	2.17	1.48	2.09	1.98	1.79	1.93	1.98	1.92	1.91	2.07	2.12	1.97

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 460

Q15J Rating on statement - It shows new programmes, made in the UK
BBC4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**150**	21	97	26	-	150	80	54	65	69	44	120	30	82	68	56	62	35	38	84	62
Weighted Base	**166**	26**	103*	28**	-**	166	87*	60*	74*	73*	45*	136*	30**	93*	73*	70*	62*	47*	34**	91*	70*
1 - LOWEST score	**2**	-	2	-	-	2	2	-	-	2	-	2	-	2	-	-	2	2	-	2	-
	1%	-	*1%*	-	-	*1%*	*2%*	-	-	*2%*	-	*1%*	-	*2%*	-	-	*2%*	*3%*	-	*2%*	-
2	**3**	-	3	-	-	3	-	3	3	2	2	2	2	2	2	2	-	-	-	2	2
	2%	-	*3%*	-	-	*2%*	-	*5%*	*4%*	*2%*	*4%*	*1%*	*5%*	*2%*	*2%*	*2%*	-	-	-	*2%*	*2%*
3	**5**	-	2	2	-	5	1	2	3	3	1	1	3	1	3	-	3	1	-	3	2
	3%	-	*2%*	*6%*	-	*3%*	*2%*	*3%*	*4%*	*4%*	*3%*	*1%*	*11%*	*2%*	*4%*	-	*5%*	*3%*	-	*3%*	*2%*
4	**8**	2	3	3	-	8	4	1	2	4	2	8	*	5	3	3	5	2	3	5	3
	5%	*6%*	*3%*	*12%*	-	*5%*	*5%*	*1%*	*3%*	*6%*	*5%*	*6%*	*1%*	*6%*	*4%*	*4%*	*8%*	*3%*	*8%*	*6%*	*4%*
5	**19**	1	11	7	-	19	12	6	7	13	7	13	7	9	10	6	4	5	6	9	9
	12%	*3%*	*11%*	*25%*	-	*12%*	*14%*	*10%*	*10%*	*18%*	*17%*	*9%*	*22%*	*10%*	*14%*	*8%*	*6%*	*11%*	*17%*	*10%*	*13%*
6	**11**	2	6	4	-	11	3	7	7	4	4	11	1	6	6	4	8	-	2	10	2
	7%	*7%*	*6%*	*13%*	-	*7%*	*3%*	*12%*	*9%*	*6%*	*8%*	*8%*	*2%*	*6%*	*8%*	*5%*	*12%*	-	*6%*	*11%*	*3%*
7	**30**	6	20	3	-	30	14	14	17	17	9	25	5	21	10	13	11	8	5	20	10
	18%	*24%*	*19%*	*10%*	-	*18%*	*16%*	*23%*	*23%*	*24%*	*19%*	*18%*	*18%*	*22%*	*13%*	*19%*	*18%*	*17%*	*16%*	*21%*	*15%*
8	**49**	9	33	5	-	49	27	18	23	10	9	42	7	28	22	24	17	18	7	22	26
	30%	*35%*	*32%*	*19%*	-	*30%*	*31%*	*30%*	*31%*	*13%*	*20%*	*31%*	*24%*	*30%*	*30%*	*34%*	*28%*	*37%*	*21%*	*24%*	*37%*
9	**16**	5	6	2	-	16	14	1	2	7	3	15	*	8	8	11	3	7	5	8	7
	10%	*18%*	*6%*	*8%*	-	*10%*	*16%*	*1%*	*3%*	*10%*	*8%*	*11%*	*1%*	*9%*	*11%*	*16%*	*4%*	*14%*	*15%*	*9%*	*11%*
10 - HIGHEST score	**8**	*	7	1	-	8	2	4	4	2	1	6	1	3	5	5	1	-	2	7	1
	5%	*1%*	*7%*	*2%*	-	*5%*	*3%*	*7%*	*5%*	*2%*	*2%*	*5%*	*5%*	*3%*	*7%*	*7%*	*1%*	-	*6%*	*7%*	*2%*
Don't know	**14**	1	11	2	-	14	9	5	5	9	7	11	3	9	5	2	9	5	4	4	8
	9%	*6%*	*11%*	*6%*	-	*9%*	*11%*	*8%*	*7%*	*13%*	*15%*	*8%*	*11%*	*10%*	*7%*	*3%*	*14%*	*11%*	*11%*	*5%*	*12%*
SUMMARY: NET: 9-10	**23**	5	13	3	-	23	16	5	6	9	4	22	2	11	13	16	3	7	7	15	9
	14%	*19%*	*12%*	*10%*	-	*14%*	*18%*	*8%*	*8%*	*12%*	*10%*	*16%*	*6%*	*12%*	*17%*	*23%*	*6%*	*14%*	*22%*	*16%*	*12%*
NET: 7-10	**103**	21	65	11	-	103	56	37	46	35	22	89	14	59	44	54	32	32	20	57	45
	62%	*78%*	*63%*	*39%*	-	*62%*	*64%*	*61%*	*62%*	*49%*	*48%*	*66%*	*48%*	*64%*	*61%*	*77%*	*52%*	*68%*	*58%*	*62%*	*64%*
NET: 4-6	**39**	4	20	14	-	39	19	13	17	22	13	31	8	20	19	13	16	7	10	24	14
	23%	*16%*	*20%*	*49%*	-	*23%*	*21%*	*23%*	*22%*	*30%*	*30%*	*23%*	*25%*	*21%*	*26%*	*18%*	*27%*	*14%*	*30%*	*26%*	*20%*
NET: 1-3	**9**	-	6	2	-	9	3	5	6	6	3	5	5	5	5	2	5	3	-	6	3
	6%	-	*6%*	*6%*	-	*6%*	*3%*	*8%*	*9%*	*9%*	*7%*	*3%*	*16%*	*5%*	*7%*	*2%*	*7%*	*6%*	-	*7%*	*5%*
Mean	**6.91**	7.45	6.96	6.15	-	6.91	7.09	6.78	6.73	6.30	6.46	7.08	6.12	6.88	6.95	7.43	6.50	7.02	7.09	6.83	7.01
Standard Deviation	**1.91**	1.37	1.98	1.85	-	1.91	1.86	1.90	1.92	2.04	1.92	1.81	2.17	1.88	1.97	1.70	1.93	1.95	1.81	2.01	1.79

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 461

Q15J Rating on statement - It shows new programmes, made in the UK
BBC4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**150**	22	7	6	9	11	3	6	20	12	22	17	15
Weighted Base	**166**	12**	11**	9**	14**	17**	5**	10**	6**	18**	35**	26**	3**
1 - LOWEST score	**2**	-	-	-	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	-	-	-	-	-	*6%*	-
2	**3**	-	-	-	-	2	-	-	-	-	-	2	-
	2%	-	-	-	-	*9%*	-	-	-	-	-	*6%*	-
3	**5**	-	-	-	-	-	-	-	-	2	2	1	-
	3%	-	-	-	-	-	-	-	-	*9%*	*5%*	*6%*	-
4	**8**	1	-	-	-	2	2	-	1	3	-	-	*
	5%	*9%*	-	-	-	*9%*	*31%*	-	*9%*	*17%*	-	-	*5%*
5	**19**	3	1	2	3	2	-	-	1	3	3	2	*
	12%	*23%*	*13%*	*17%*	*22%*	*9%*	-	-	*16%*	*16%*	*9%*	*6%*	*7%*
6	**11**	1	2	3	-	-	-	2	-	-	-	3	1
	7%	*9%*	*14%*	*35%*	-	-	-	*16%*	-	-	-	*12%*	*39%*
7	**30**	3	-	1	3	3	2	-	1	5	6	6	*
	18%	*23%*	-	*16%*	*22%*	*18%*	*36%*	-	*19%*	*25%*	*18%*	*23%*	*13%*
8	**49**	1	3	1	5	6	-	8	1	3	14	6	*
	30%	*9%*	*28%*	*16%*	*35%*	*37%*	-	*84%*	*15%*	*17%*	*40%*	*24%*	*15%*
9	**16**	1	2	-	2	1	-	-	1	-	5	5	*
	10%	*4%*	*15%*	-	*11%*	*9%*	-	-	*15%*	-	*14%*	*18%*	*7%*
10 - HIGHEST score	**8**	2	-	2	-	-	-	-	1	2	2	-	*
	5%	*18%*	-	*16%*	-	-	-	-	*10%*	*9%*	*4%*	-	*7%*
Don't know	**14**	1	3	-	2	2	2	-	1	1	3	-	*
	9%	*5%*	*30%*	-	*11%*	*9%*	*33%*	-	*15%*	*8%*	*9%*	-	*7%*
SUMMARY:													
NET: 9-10	**23**	3	2	2	2	1	-	-	2	2	6	5	*
	14%	*23%*	*15%*	*16%*	*11%*	*9%*	-	-	*25%*	*9%*	*18%*	*18%*	*14%*
NET: 7-10	**103**	6	5	4	9	11	2	8	4	9	27	17	1
	62%	*55%*	*43%*	*48%*	*67%*	*63%*	*36%*	*84%*	*60%*	*50%*	*77%*	*65%*	*42%*
NET: 4-6	**39**	5	3	5	3	3	2	2	2	6	3	5	1
	23%	*41%*	*28%*	*52%*	*22%*	*18%*	*31%*	*16%*	*25%*	*33%*	*9%*	*18%*	*51%*
NET: 1-3	**9**	-	-	-	-	2	-	-	-	2	2	5	-
	6%	-	-	-	-	*9%*	-	-	-	*9%*	*5%*	*18%*	-
Mean	**6.91**	6.91	7.23	6.96	7.14	6.58	5.59	7.67	7.20	6.17	7.49	6.48	6.80
Standard Deviation	**1.91**	2.07	1.57	1.72	1.41	2.19	1.81	0.78	2.12	2.12	1.60	2.41	1.97

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 462

Q15J Rating on statement - It shows new programmes, made in the UK
BBC4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**150**	130	82	142	10	118	150	145	116	150	122	69	40	70	6	44	121	103	64	150	72
Weighted Base	**166**	145	127	155	3	129	166	161	127	166	140	73	62	76	2	45	130	113	72	166	77
1 - LOWEST score	**2**	2	2	2	-	2	2	2	-	2	2	2	2	2	-	-	2	-	-	2	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	*1%*	*1%*	*2%*	*2%*	*2%*	-	-	*1%*	-	-	*1%*	*2%*
2	**3**	3	3	3	-	3	3	3	3	3	3	2	2	2	-	2	3	3	3	3	2
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	-	*4%*	*2%*	*3%*	*4%*	*2%*	*2%*
3	**5**	5	5	5	-	3	5	3	3	5	3	3	3	1	-	1	3	3	-	5	-
	3%	*3%*	*4%*	*3%*	-	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*4%*	*5%*	*2%*	-	*3%*	*2%*	*3%*	-	*3%*	-
4	**8**	8	6	8	-	6	8	7	8	8	7	4	3	3	-	2	6	5	4	8	5
	5%	*5%*	*5%*	*5%*	-	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*6%*	*5%*	*4%*	-	*5%*	*5%*	*4%*	*6%*	*5%*	*7%*
5	**19**	19	15	19	1	17	19	19	19	19	17	13	11	10	1	7	18	13	12	19	11
	12%	*13%*	*12%*	*12%*	*21%*	*13%*	*12%*	*12%*	*15%*	*12%*	*12%*	*18%*	*17%*	*13%*	*35%*	*17%*	*14%*	*11%*	*16%*	*12%*	*14%*
6	**11**	10	8	10	-	10	11	11	10	11	9	4	3	6	-	4	9	8	4	11	5
	7%	*7%*	*6%*	*6%*	-	*7%*	*7%*	*7%*	*8%*	*7%*	*6%*	*6%*	*5%*	*8%*	-	*8%*	*7%*	*7%*	*5%*	*7%*	*7%*
7	**30**	25	21	30	*	24	30	30	23	30	24	17	15	17	*	9	24	17	15	30	10
	18%	*17%*	*17%*	*19%*	*10%*	*19%*	*18%*	*19%*	*18%*	*18%*	*17%*	*24%*	*25%*	*22%*	*17%*	*19%*	*19%*	*15%*	*21%*	*18%*	*13%*
8	**49**	41	39	45	*	33	49	48	31	49	46	10	9	16	-	9	34	37	17	49	26
	30%	*28%*	*31%*	*29%*	*9%*	*25%*	*30%*	*30%*	*24%*	*30%*	*33%*	*13%*	*15%*	*21%*	-	*20%*	*26%*	*32%*	*23%*	*30%*	*34%*
9	**16**	13	11	13	1	9	16	16	12	16	11	7	6	9	*	3	14	14	7	16	5
	10%	*9%*	*9%*	*8%*	*20%*	*7%*	*10%*	*10%*	*10%*	*10%*	*8%*	*10%*	*10%*	*12%*	*15%*	*8%*	*11%*	*12%*	*10%*	*10%*	*7%*
10 - HIGHEST score	**8**	7	5	8	*	7	8	8	3	8	6	2	-	2	-	1	6	5	1	8	3
	5%	*5%*	*4%*	*5%*	*9%*	*6%*	*5%*	*5%*	*2%*	*5%*	*4%*	*2%*	-	*3%*	-	*2%*	*4%*	*5%*	*1%*	*5%*	*4%*
Don't know	**14**	14	12	14	1	14	14	14	14	14	12	9	8	9	1	7	11	9	9	14	7
	9%	*10%*	*10%*	*9%*	*31%*	*11%*	*9%*	*9%*	*11%*	*9%*	*9%*	*13%*	*13%*	*12%*	*33%*	*15%*	*9%*	*8%*	*13%*	*9%*	*9%*
SUMMARY:																					
NET: 9-10	**23**	19	16	20	1	17	23	23	15	23	16	9	6	11	*	4	20	19	8	23	9
	14%	*13%*	*12%*	*13%*	*29%*	*13%*	*14%*	*15%*	*12%*	*14%*	*12%*	*12%*	*10%*	*14%*	*15%*	*10%*	*15%*	*17%*	*11%*	*14%*	*11%*
NET: 7-10	**103**	85	76	95	2	74	103	102	69	103	87	35	31	43	1	22	78	72	40	103	45
	62%	*59%*	*60%*	*61%*	*49%*	*57%*	*62%*	*63%*	*55%*	*62%*	*62%*	*49%*	*51%*	*57%*	*32%*	*48%*	*60%*	*64%*	*56%*	*62%*	*59%*
NET: 4-6	**39**	36	29	37	1	33	39	38	37	39	34	22	17	19	1	13	33	26	20	39	22
	23%	*25%*	*23%*	*24%*	*21%*	*26%*	*23%*	*23%*	*29%*	*23%*	*24%*	*30%*	*27%*	*25%*	*35%*	*30%*	*26%*	*23%*	*27%*	*23%*	*28%*
NET: 1-3	**9**	9	9	9	-	8	9	8	6	9	8	6	6	5	-	3	8	6	3	9	3
	6%	*6%*	*7%*	*6%*	-	*6%*	*6%*	*5%*	*5%*	*6%*	*6%*	*9%*	*10%*	*6%*	-	*7%*	*6%*	*6%*	*4%*	*6%*	*4%*
Mean	**6.91**	6.78	6.78	6.84	7.51	6.77	6.91	6.95	6.69	6.91	6.86	6.30	6.25	6.72	6.41	6.46	6.82	7.02	6.65	6.91	6.81
Standard Deviation	**1.91**	1.98	1.99	1.94	2.49	1.98	1.91	1.88	1.85	1.91	1.91	2.04	2.04	1.97	-	1.92	1.97	1.90	1.86	1.91	1.96

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 463

Q15K Rating on statement - It shows programmes that make me stop and think
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1235**	533	702	144	178	239	236	195	243	267	602	366	245	990	48	1181	633	200	173	229
Weighted Base	**1186**	523	662	128*	156	235	241	183	243	264	571	351	226	960	68*	1111	980	107	56	43
1 - LOWEST score	**26**	13	14	5	2	7	6	6	2	7	9	10	8	18	3	23	23	2	1	1
	2%	*2%*	*2%*	*4%*	*1%*	*3%*	*2%*	*3%*	*1%*	*3%*	*2%*	*3%*	*4%*	*2%*	*5%*	*2%*	*2%*	*1%*	*2%*	*1%*
2	**35**	16	18	3	2	6	7	4	12	13	11	11	9	25	-	35	31	2	1	1
	3%	*3%*	*3%*	*3%*	*1%*	*3%*	*3%*	*2%*	*5%*	*5%*	*2%*	*3%*	*4%*	*3%*	-	*3%*	*3%*	*2%*	*2%*	*3%*
3	**52**	22	30	2	7	13	17	9	4	10	35	7	8	43	-	52	46	3	2	1
	4%	*4%*	*5%*	*1%*	*4%*	*5%*	*7%*	*5%*	*2%*	*4%*	*6%*	*2%*	*4%*	*5%*	-	*5%*	*5%*	*3%*	*3%*	*3%*
4	**72**	44	27	7	10	10	18	7	19	22	28	21	15	56	7	65	58	7	3	3
	6%	**8%b**	*4%*	*6%*	*6%*	*4%*	*7%*	*4%*	*8%*	*8%*	*5%*	*6%*	*7%*	*6%*	*10%*	*6%*	*6%*	*7%*	*5%*	*7%*
5	**176**	69	107	17	15	35	44	29	36	33	89	54	33	143	12	163	150	13	8	6
	15%	*13%*	*16%*	*13%*	*10%*	*15%*	*18%*	*16%*	*15%*	*13%*	*16%*	*15%*	*15%*	*15%*	*17%*	*15%*	*15%*	*12%*	*14%*	*14%*
6	**239**	115	124	33	40	44	33	35	54	64	120	56	42	197	8	229	198	22	11	7
	20%	*22%*	*19%*	*26%*	*26%*	*19%*	*14%*	*19%*	*22%*	*24%*	*21%*	*16%*	*19%*	*21%*	*11%*	*21%*	*20%*	*20%*	*20%*	*17%*
7	**267**	120	147	25	34	57	54	41	55	58	124	85	56	210	14	251	211	28	16	11
	22%	*23%*	*22%*	*20%*	*22%*	*24%*	*23%*	*22%*	*23%*	*22%*	*22%*	*24%*	*25%*	*22%*	*20%*	*23%*	*22%*	*26%*	*29%*	*26%*
8	**174**	76	99	19	30	41	35	22	28	31	95	48	28	147	11	163	140	20	7	8
	15%	*14%*	*15%*	*15%*	*19%*	*17%*	*14%*	*12%*	*12%*	*12%*	*17%*	*14%*	*12%*	*15%*	*17%*	*15%*	*14%*	*18%*	*12%*	*19%*
9	**43**	16	27	7	*	9	13	6	8	9	21	12	5	37	2	41	36	2	3	1
	4%	*3%*	*4%*	*5%*	*	*4%*	*5%*	*4%*	*3%*	*3%*	*4%*	*4%*	*2%*	*4%*	*2%*	*4%*	*4%*	*2%*	*6%*	*3%*
10 - HIGHEST score	**39**	13	27	9	6	3	3	9	10	5	14	19	10	29	10	28	35	3	*	1
	3%	*2%*	*4%*	*7%*	*4%*	*1%*	*1%*	*5%*	*4%*	*2%*	*3%*	*6%*	*4%*	*3%*	**14%o**	*3%*	*4%*	*3%*	*1%*	*3%*
Don't know	**63**	20	43	2	10	10	11	14	15	12	24	27	10	53	2	61	52	6	4	1
	5%	*4%*	*6%*	*2%*	*7%*	*4%*	*5%*	*8%*	*6%*	*5%*	*4%*	*8%*	*4%*	*6%*	*3%*	*5%*	*5%*	*6%*	*7%*	*3%*
SUMMARY:																				
NET: 9-10	**82**	28	54	15	6	12	16	16	17	14	36	32	15	67	11	69	71	5	3	3
	7%	*5%*	*8%*	*12%*	*4%*	*5%*	*7%*	*9%*	*7%*	*5%*	*6%*	*9%*	*7%*	*7%*	**16%o**	*6%*	*7%*	*5%*	*6%*	*6%*
NET: 7-10	**523**	224	299	60	70	110	105	78	101	103	256	164	99	423	36	483	422	52	27	22
	44%	*43%*	*45%*	*47%*	*45%*	*47%*	*44%*	*43%*	*41%*	*39%*	*45%*	*47%*	*44%*	*44%*	*53%*	*44%*	*43%*	*49%*	*47%*	*51%*
NET: 4-6	**487**	228	258	57	66	89	95	71	109	119	237	131	91	396	26	457	406	42	22	16
	41%	*44%*	*39%*	*44%*	*42%*	*38%*	*40%*	*39%*	*45%*	*45%*	*42%*	*37%*	*40%*	*41%*	*39%*	*41%*	*41%*	*39%*	*39%*	*38%*
NET: 1-3	**113**	51	62	10	10	26	30	19	18	30	54	29	26	87	3	110	99	6	4	3
	10%	*10%*	*9%*	*7%*	*7%*	*11%*	*12%*	*11%*	*7%*	*11%*	*10%*	*8%*	*11%*	*9%*	*5%*	*10%*	*10%*	*6%*	*6%*	*8%*
Mean	**6.14**	6.04	6.22	6.36	6.31	6.11	5.94	6.14	6.13	5.90	6.18	6.25	6.00	6.17	6.58	6.11	6.10	6.33	6.26	6.30
Standard Deviation	**1.91**	1.89	1.93	2.02	1.71	1.90	1.96	2.02	1.85	1.93	1.83	2.02	2.05	1.88	2.23	1.89	1.95	1.72	1.70	1.86

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 464

Q15K Rating on statement - It shows programmes that make me stop and think
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1235**	145	918	160	72	1163	827	274	325	1235	256	912	323	719	511	323	661	253	503	747	470
Weighted Base	**1186**	157	849	166	80*	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
1 - LOWEST score	**26**	3	15	8	3	23	15	6	8	26	9	23	3	15	11	10	14	8	6	18	9
	2%	*2%*	*2%*	*5%*	*4%*	*2%*	*2%*	*2%*	*3%*	*2%*	*4%*	*3%*	*1%*	*2%*	*2%*	*3%*	*2%*	*3%*	*1%*	*2%*	*2%*
2	**35**	2	24	9	5	30	18	10	12	35	11	19	16	12	21	3	22	2	13	16	16
	3%	*1%*	*3%*	*5%*	*6%*	*3%*	*2%*	*4%*	*4%*	*3%*	*5%*	*2%*	*5%*	*2%*	*4%*	*1%*	*3%*	*1%*	*3%*	*2%*	*4%*
3	**52**	3	35	13	3	49	38	7	10	52	7	44	8	37	15	12	32	16	18	34	17
	4%	*2%*	*4%*	*8%*	*4%*	*4%*	*5%*	*3%*	*3%*	*4%*	*3%*	*5%*	*3%*	*5%*	*3%*	*4%*	*5%*	*6%*	*4%*	*5%*	*4%*
4	**72**	11	47	11	7	65	45	17	20	72	11	54	17	42	29	25	32	14	24	54	18
	6%	*7%*	*6%*	*7%*	*8%*	*6%*	*6%*	*6%*	*6%*	*6%*	*4%*	*6%*	*6%*	*6%*	*6%*	*8%*	*5%*	*5%*	*5%*	*7%*	*4%*
5	**176**	27	116	30	13	163	113	44	51	176	26	133	43	93	81	49	85	41	60	106	64
	15%	*18%*	*14%*	*18%*	*16%*	*15%*	*15%*	*16%*	*16%*	*15%*	*11%*	*15%*	*14%*	*14%*	*17%*	*16%*	*13%*	*16%*	*13%*	*14%*	*15%*
6	**239**	23	177	36	11	229	165	46	61	239	31	192	47	155	83	71	122	63	96	155	82
	20%	*15%*	*21%*	*21%*	*13%*	*21%*	*21%*	*17%*	*19%*	*20%*	*13%*	*22%*	*16%*	*22%*	*17%*	*23%*	*19%*	*24%*	*22%*	*21%*	*20%*
7	**267**	34	197	32	16	251	180	57	68	267	67	192	75	153	113	66	153	57	107	170	94
	22%	*22%*	*23%*	*19%*	*20%*	*23%*	*23%*	*21%*	*21%*	*22%*	*28%*	*22%*	*25%*	*22%*	*23%*	*21%*	*24%*	*22%*	*24%*	*23%*	*23%*
8	**174**	28	135	10	10	164	116	41	44	174	40	129	45	103	70	42	99	34	71	106	67
	15%	**18%c**	**16%c**	*6%*	*12%*	*15%*	*15%*	*15%*	*14%*	*15%*	*16%*	*15%*	*15%*	*15%*	*14%*	*14%*	*16%*	*13%*	*16%*	*14%*	*16%*
9	**43**	4	35	3	3	39	27	10	12	43	13	34	9	25	18	12	23	10	14	28	13
	4%	*3%*	*4%*	*2%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*5%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*3%*
10 - HIGHEST score	**39**	18	16	3	6	33	19	12	14	39	16	22	18	13	27	8	13	4	13	26	11
	3%	**12%bc**	*2%*	*2%*	*8%*	*3%*	*2%*	*5%*	*4%*	*3%*	*7%*	*2%*	*6%*	*2%*	**5%m**	*2%*	*2%*	*2%*	*3%*	*4%*	*3%*
Don't know	**63**	1	51	10	4	59	39	17	20	63	12	49	14	43	20	15	35	14	21	37	26
	5%	*1%*	*6%*	*6%*	*6%*	*5%*	*5%*	*6%*	*6%*	*5%*	*5%*	*6%*	*5%*	*6%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*
SUMMARY: NET: 9-10	**82**	23	51	7	10	72	46	23	26	82	29	55	27	38	44	20	36	14	27	54	25
	7%	**15%bc**	*6%*	*4%*	*12%*	*7%*	*6%*	*8%*	*8%*	*7%*	*12%*	*6%*	*9%*	*5%*	*9%*	*6%*	*6%*	*5%*	*6%*	*7%*	*6%*
NET: 7-10	**523**	85	383	49	35	487	342	120	138	523	136	377	146	294	228	128	289	105	205	330	186
	44%	**54%c**	**45%c**	*30%*	*44%*	*44%*	*44%*	*45%*	*43%*	*44%*	**56%i**	*42%*	*50%*	*43%*	*47%*	*41%*	*46%*	*40%*	*46%*	*44%*	*45%*
NET: 4-6	**487**	62	340	77	30	457	322	108	132	487	68	380	107	290	193	146	239	118	180	315	163
	41%	*40%*	*40%*	*46%*	*37%*	*41%*	*42%*	*40%*	*41%*	**41%j**	*28%*	*43%*	*36%*	*42%*	*40%*	*47%*	*38%*	*45%*	*41%*	*42%*	*39%*
NET: 1-3	**113**	8	74	30	10	102	71	24	31	113	27	86	27	64	47	25	69	26	37	68	42
	10%	*5%*	*9%*	**18%ab**	*13%*	*9%*	*9%*	*9%*	*10%*	*10%*	*11%*	*10%*	*9%*	*9%*	*10%*	*8%*	*11%*	*10%*	*8%*	*9%*	*10%*
Mean	**6.14**	**6.60c**	**6.19c**	5.41	6.04	6.15	6.15	6.18	6.13	6.14	6.41	6.09	6.29	6.11	6.19	6.07	6.12	6.02	6.23	6.14	6.14
Standard Deviation	**1.91**	2.03	1.83	2.03	2.31	1.88	1.84	2.00	1.99	1.91	2.18	1.88	1.99	1.82	2.02	1.85	1.91	1.82	1.81	1.90	1.90

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 465

Q15K Rating on statement - It shows programmes that make me stop and think
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1235**	200	41	65	102	77	29	36	173	65	77	141	229
Weighted Base	**1186**	107	63*	100*	157	119*	47**	58*	56	101*	122*	213	43
1 - LOWEST score	**26**	2	2	5	2	-	-	2	1	2	2	11	1
	2%	*1%*	*2%*	*5%*	*1%*	-	-	*3%*	*2%*	*2%*	*1%*	*5%*	*1%*
2	**35**	2	3	2	8	3	2	2	1	3	5	4	1
	3%	*2%*	*5%*	*2%*	*5%*	*3%*	*3%*	*3%*	*2%*	*3%*	*4%*	*2%*	*3%*
3	**52**	3	5	2	8	1	-	2	2	4	5	20	1
	4%	*3%*	*7%*	*2%*	*5%*	*1%*	-	*3%*	*3%*	*4%*	*4%*	*9%*	*3%*
4	**72**	7	6	6	8	12	3	3	3	4	6	9	3
	6%	*7%*	*10%*	*6%*	*5%*	*10%*	*7%*	*5%*	*5%*	*4%*	*5%*	*4%*	*7%*
5	**176**	13	8	21	19	20	6	10	8	20	16	31	6
	15%	*12%*	*12%*	*21%*	*12%*	*17%*	*13%*	*17%*	*14%*	*19%*	*13%*	*14%*	*14%*
6	**239**	22	11	15	35	16	11	13	11	27	17	53	7
	20%	*20%*	*17%*	*15%*	*22%*	*13%*	*24%*	*22%*	*20%*	*27%*	*14%*	*25%*	*17%*
7	**267**	28	7	23	26	26	16	13	16	16	37	47	11
	22%	*26%*	*12%*	*23%*	*17%*	*22%*	*35%*	*22%*	*29%*	*16%*	*30%*	*22%*	*26%*
8	**174**	20	15	10	32	20	5	6	7	12	20	18	8
	15%	**18%I**	**24%I**	*11%*	**21%I**	*17%*	*10%*	*11%*	*12%*	*12%*	*16%*	*9%*	**19%I**
9	**43**	2	2	7	5	6	-	3	3	3	6	4	1
	4%	*2%*	*2%*	*7%*	*3%*	*5%*	-	*6%*	*6%*	*3%*	*5%*	*2%*	*3%*
10 - HIGHEST score	**39**	3	3	3	6	6	3	2	*	3	6	2	1
	3%	*3%*	*5%*	*3%*	*4%*	*5%*	*7%*	*3%*	*1%*	*3%*	*5%*	*1%*	*3%*
Don't know	**63**	6	2	6	9	8	-	3	4	6	3	15	1
	5%	*6%*	*3%*	*6%*	*6%*	*7%*	-	*6%*	*7%*	*6%*	*3%*	*7%*	*3%*
SUMMARY:													
NET: 9-10	**82**	5	5	10	11	12	3	5	3	6	13	6	3
	7%	*5%*	*8%*	*10%*	*7%*	*10%*	*7%*	*8%*	*6%*	*6%*	*10%*	*3%*	*6%*
NET: 7-10	**523**	52	28	43	69	58	24	24	27	34	69	71	22
	44%	**49%I**	*44%*	*44%*	*44%*	*49%*	*52%*	*42%*	*47%*	*34%*	**56%jl**	*33%*	**51%I**
NET: 4-6	**487**	42	25	42	62	48	21	25	22	51	39	93	16
	41%	*39%*	*39%*	*42%*	*39%*	*41%*	*44%*	*44%*	*39%*	*51%*	*32%*	*43%*	*38%*
NET: 1-3	**113**	6	9	8	17	5	2	5	4	9	11	34	3
	10%	*6%*	*15%*	*8%*	*11%*	*4%*	*3%*	*9%*	*6%*	*9%*	*9%*	**16%bf**	*8%*
Mean	**6.14I**	**6.33I**	6.03	6.10	6.23	**6.44I**	6.43	6.11	**6.26I**	5.99	**6.44I**	5.62	**6.30I**
Standard Deviation	**1.91**	1.72	2.21	2.02	1.97	1.84	1.66	1.91	1.70	1.82	1.95	1.93	1.86

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 466

Q15K Rating on statement - It shows programmes that make me stop and think
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1235**	1235	633	1137	67	1000	1200	1057	779	618	864	1235	633	394	21	256	820	298	152	69	399
Weighted Base	**1186**	1186	980	1104	22	970	1155	1016	743	585	809	1186	980	379	7	242	813	286	162	73	367
1 - LOWEST score	**26**	26	23	23	*	22	23	18	12	11	15	26	23	6	-	9	16	4	-	2	8
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*-*	*4%*	*2%*	*1%*	*-*	*3%*	*2%*
2	**35**	35	31	33	1	24	35	30	19	17	17	35	31	14	-	11	25	12	2	5	9
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	*-*	*5%*	*3%*	*4%*	*1%*	*7%*	*3%*
3	**52**	52	46	46	*	39	52	42	31	21	35	52	46	19	*	7	32	23	2	5	23
	4%	*4%*	*5%*	*4%*	*2%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*5%*	*3%*	*4%*	*8%*	*1%*	*7%*	*6%*
4	**72**	72	58	61	1	47	68	65	31	29	37	72	58	26	*	11	46	19	5	1	21
	6%	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*4%*	*5%*	*5%*	*6%*	*6%*	*7%*	*4%*	*4%*	*6%*	*7%*	*3%*	*1%*	*6%*
5	**176**	176	150	172	3	138	174	146	111	86	113	176	150	54	1	26	122	35	26	13	49
	15%	*15%*	*15%*	*16%*	*13%*	*14%*	*15%*	*14%*	*15%*	*15%*	*14%*	*15%*	*15%*	*14%*	*14%*	*11%*	*15%*	*12%*	*16%*	*18%*	*13%*
6	**239**	239	198	224	3	199	235	217	159	126	175	239	198	65	*	31	182	59	30	13	69
	20%	*20%*	*20%*	*20%*	*12%*	*20%*	*20%*	*21%*	*21%*	*22%*	*22%*	*20%*	*20%*	*17%*	*5%*	*13%*	*22%*	*21%*	*19%*	*18%*	*19%*
7	**267**	267	211	257	7	236	260	229	175	140	188	267	211	89	2	67	168	53	42	14	79
	22%	*22%*	*22%*	*23%*	*30%*	*24%*	*23%*	*23%*	*24%*	*24%*	*23%*	*22%*	*22%*	*24%*	*29%*	*28%*	*21%*	*19%*	*26%*	*19%*	*22%*
8	**174**	174	140	158	3	144	171	155	119	92	130	174	140	48	1	40	116	41	30	9	61
	15%	*15%*	*14%*	*14%*	*15%*	*15%*	*15%*	*15%*	*16%*	*16%*	*16%*	*15%*	*14%*	*13%*	*10%*	*16%*	*14%*	*14%*	*18%*	*13%*	*17%*
9	**43**	43	36	40	2	36	42	36	28	22	33	43	36	21	2	13	36	16	10	3	16
	4%	*4%*	*4%*	*4%*	*9%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*6%*	*23%*	*5%*	*4%*	*6%*	*6%*	*5%*	*4%*
10 - HIGHEST score	**39**	39	35	37	-	35	35	28	23	18	24	39	35	21	-	16	22	10	12	5	17
	3%	*3%*	*4%*	*3%*	*-*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*6%*	*-*	*7%*	*3%*	*4%*	*7%*	*8%*	*5%*
Don't know	**63**	63	52	54	2	50	61	50	34	24	41	63	52	13	1	12	48	14	4	2	14
	5%	*5%*	*5%*	*5%*	*9%*	*5%*	*5%*	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	*4%*	*10%*	*5%*	*6%*	*5%*	*3%*	*2%*	*4%*
SUMMARY:																					
NET: 9-10	**82**	82	71	77	2	71	77	64	51	40	57	82	71	43	2	29	58	26	22	9	33
	7%	*7%*	*7%*	*7%*	*9%*	*7%*	*7%*	*6%*	*7%*	*7%*	*7%*	*7%*	*7%*	*11%*	*23%*	*12%*	*7%*	*9%*	*13%*	*12%*	*9%*
NET: 7-10	**523**	523	422	492	12	451	507	448	344	271	375	523	422	180	4	136	342	120	94	32	174
	44%	*44%*	*43%*	*45%*	*54%*	*47%*	*44%*	*44%*	*46%*	*46%*	*46%*	*44%*	*43%*	*48%*	*61%*	*56%*	*42%*	*42%*	*58%*	*44%*	*47%*
NET: 4-6	**487**	487	406	457	7	383	477	428	302	241	325	487	406	145	2	68	350	113	61	27	139
	41%	*41%*	*41%*	*41%*	*31%*	*39%*	*41%*	*42%*	*41%*	*41%*	*40%*	*41%*	*41%*	*38%*	*24%*	*28%*	*43%*	*39%*	*38%*	*37%*	*38%*
NET: 1-3	**113**	113	99	102	1	86	109	90	62	49	67	113	99	40	*	27	73	39	3	12	41
	10%	*10%*	*10%*	*9%*	*6%*	*9%*	*9%*	*9%*	*8%*	*8%*	*8%*	*10%*	*10%*	*10%*	*5%*	*11%*	*9%*	*14%*	*2%*	*17%*	*11%*
Mean	**6.14**	6.14	6.10	6.16	6.40	6.23	6.13	6.15	6.26	6.23	6.27	6.14	6.10	6.23	6.87	6.41	6.14	6.05	6.83	6.05	6.23
Standard Deviation	**1.91**	1.91	1.95	1.89	1.83	1.89	1.89	1.86	1.82	1.84	1.83	1.91	1.95	2.04	1.92	2.18	1.87	2.04	1.63	2.29	2.01

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 467

Q15K Rating on statement - It shows programmes that make me stop and think
Channel 4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**591**	257	334	78	97	132	105	84	95	148	290	153	139	452	30	558	316	101	72	102
Weighted Base	**586**	252	335	81*	95*	123*	109*	83*	95*	161	284	142	135	451	45**	537	489	54	24*	19
1 - LOWEST score	**11**	6	5	3	*	2	2	2	2	8	1	2	4	8	2	10	9	1	*	1
	2%	*3%*	*1%*	*4%*	*	*1%*	*2%*	*3%*	*2%*	*5%*	*1%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*4%*
2	**13**	3	10	-	1	5	-	3	5	3	8	2	3	10	-	13	12	-	*	*
	2%	*1%*	*3%*	-	*1%*	*4%*	-	*4%*	*5%*	*2%*	*3%*	*1%*	*2%*	*2%*	-	*2%*	*3%*	-	*1%*	*2%*
3	**11**	4	7	*	3	1	2	2	3	2	4	5	2	9	-	11	9	1	1	*
	2%	*2%*	*2%*	*	*3%*	*1%*	*2%*	*3%*	*3%*	*1%*	*1%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*3%*	*2%*
4	**24**	8	16	-	5	4	4	3	8	4	11	9	4	20	-	24	20	3	*	1
	4%	*3%*	*5%*	-	*5%*	*3%*	*4%*	*4%*	*9%*	*3%*	*4%*	*6%*	*3%*	*4%*	-	*5%*	*4%*	*5%*	*1%*	*6%*
5	**67**	24	43	6	12	10	20	11	8	16	32	19	12	54	3	63	52	10	3	2
	11%	*10%*	*13%*	*7%*	*13%*	*8%*	*18%*	*14%*	*8%*	*10%*	*11%*	*13%*	*9%*	*12%*	*7%*	*12%*	*11%*	*18%*	*11%*	*10%*
6	**74**	36	38	13	7	17	15	9	14	21	32	21	13	61	7	67	60	7	2	5
	13%	*14%*	*11%*	*16%*	*7%*	*14%*	*13%*	*10%*	*15%*	*13%*	*11%*	*15%*	*10%*	*13%*	*15%*	*12%*	*12%*	*14%*	*9%*	24%pr
7	**129**	59	70	11	23	28	29	15	23	33	74	22	31	98	11	116	108	13	6	3
	22%	*24%*	*21%*	*14%*	*24%*	*23%*	*26%*	*18%*	*24%*	*20%*	*26%*	*15%*	*23%*	*22%*	*25%*	*22%*	*22%*	*24%*	*24%*	*14%*
8	**143**	61	82	17	31	38	20	19	18	44	70	29	42	101	3	138	122	11	6	4
	24%	*24%*	*24%*	*21%*	*33%*	*31%*	*19%*	*22%*	*19%*	*27%*	*25%*	*20%*	*31%*	*22%*	*7%*	*26%*	*25%*	*20%*	*27%*	*22%*
9	**52**	24	28	13	8	10	9	7	4	12	27	13	13	38	3	48	42	5	3	1
	9%	*10%*	*8%*	*16%*	*9%*	*8%*	*8%*	*8%*	*4%*	*7%*	*10%*	*9%*	*10%*	*9%*	*8%*	*9%*	*9%*	*10%*	*12%*	*8%*
10 - HIGHEST score	**35**	12	23	15	3	7	5	4	2	10	13	12	7	29	14	21	31	2	1	1
	6%	*5%*	*7%*	18%dh	*3%*	*5%*	*5%*	*4%*	*3%*	*6%*	*5%*	*9%*	*5%*	*6%*	*31%*	*4%*	*6%*	*4%*	*3%*	*7%*
Don't know	**28**	13	14	3	2	3	3	8	8	8	11	9	4	24	2	26	24	1	2	*
	5%	*5%*	*4%*	*4%*	*2%*	*2%*	*3%*	*10%*	*9%*	*5%*	*4%*	*6%*	*3%*	*5%*	*3%*	*5%*	*5%*	*2%*	*7%*	*2%*
SUMMARY:																				
NET: 9-10	**87**	36	51	28	11	17	14	11	6	21	40	25	20	67	18	69	73	7	4	3
	15%	*14%*	*15%*	34%defgh	*12%*	*14%*	*13%*	*13%*	*7%*	*13%*	*14%*	*18%*	*15%*	*15%*	*39%*	*13%*	*15%*	*14%*	*15%*	*14%*
NET: 7-10	**359**	157	202	56	65	83	63	45	47	98	185	75	93	266	32	323	302	31	16	10
	61%	*62%*	*60%*	*69%*	*69%*	*67%*	*58%*	*54%*	*49%*	*61%*	*65%*	*53%*	*68%*	*59%*	*70%*	*60%*	*62%*	*57%*	*65%*	*50%*
NET: 4-6	**165**	68	97	19	24	30	39	23	30	41	75	49	30	135	10	154	132	20	5	8
	28%	*27%*	*29%*	*23%*	*25%*	*25%*	*36%*	*28%*	*31%*	*26%*	*26%*	*34%*	*22%*	*30%*	*23%*	*29%*	*27%*	*37%*	*22%*	*40%*
NET: 1-3	**36**	14	22	3	4	7	4	8	10	13	14	9	9	26	2	34	31	2	1	2
	6%	*5%*	*7%*	*4%*	*4%*	*6%*	*3%*	*9%*	*11%*	*8%*	*5%*	*6%*	*7%*	*6%*	*3%*	*6%*	*6%*	*4%*	*5%*	*8%*
Mean	**6.81**	6.86	6.77	7.55h	6.94	6.95	6.69	6.53	6.20	6.74	6.89	6.73	6.93	6.77	7.68	6.73	6.83	6.67	6.98	6.52
Standard Deviation	**1.95**	1.88	2.00	2.07	1.67	1.87	1.75	2.14	2.07	2.12	1.79	2.06	1.96	1.94	2.17	1.92	1.96	1.81	1.82	2.17

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 468

Q15K Rating on statement - It shows programmes that make me stop and think
Channel 4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**591**	92	400	94	34	557	382	136	168	394	197	463	128	342	246	217	287	142	208	376	201
Weighted Base	**586**	92*	386	100*	42**	545	374	127*	163	379	180	470	116*	339	244	230	272	155	188	376	196
1 - LOWEST score	**11**	2	7	3	2	10	4	3	3	6	5	9	2	9	2	5	3	3	*	9	2
	2%	*2%*	*2%*	*3%*	*4%*	*2%*	*1%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*1%*	*2%*	*1%*	*2%*	*	*3%*	*1%*
2	**13**	2	7	4	*	13	5	3	8	8	5	8	5	5	7	3	5	3	*	6	5
	2%	*2%*	*2%*	*4%*	*	*2%*	*1%*	*3%*	*5%*	*2%*	*3%*	*2%*	*4%*	*1%*	*3%*	*1%*	*2%*	*2%*	*	*2%*	*2%*
3	**11**	*	8	3	-	11	7	4	4	10	4	8	3	8	3	2	6	2	3	5	6
	2%	*1%*	*2%*	*3%*	-	*2%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*
4	**24**	5	13	7	2	22	10	9	11	22	9	14	11	8	16	8	9	5	4	11	13
	4%	*5%*	*3%*	*7%*	*5%*	*4%*	*3%*	*7%*	*7%*	*6%*	*5%*	*3%*	***9%k***	*2%*	*7%*	*3%*	*3%*	*3%*	*2%*	*3%*	*7%*
5	**67**	12	41	14	4	63	45	16	18	47	23	54	13	38	28	21	39	13	26	44	20
	11%	*13%*	*11%*	*14%*	*9%*	*12%*	*12%*	*12%*	*11%*	*12%*	*13%*	*11%*	*11%*	*11%*	*12%*	*9%*	*14%*	*8%*	*14%*	*12%*	*10%*
6	**74**	13	51	8	3	71	47	18	22	49	20	63	11	45	29	29	39	28	16	47	25
	13%	*14%*	*13%*	*8%*	*8%*	*13%*	*13%*	*14%*	*13%*	*13%*	*11%*	*13%*	*9%*	*13%*	*12%*	*13%*	*14%*	*18%*	*9%*	*12%*	*13%*
7	**129**	13	89	26	10	119	90	19	27	84	36	109	20	75	53	47	62	34	48	80	45
	22%	*15%*	*23%*	*26%*	*24%*	*22%*	*24%*	*15%*	*16%*	*22%*	*20%*	*23%*	*17%*	*22%*	*22%*	*21%*	*23%*	*22%*	*25%*	*21%*	*23%*
8	**143**	23	95	20	8	135	94	28	41	81	39	122	21	98	45	73	56	36	54	97	43
	24%	*25%*	*25%*	*20%*	*19%*	*25%*	*25%*	*22%*	*25%*	*21%*	*22%*	*26%*	*18%*	*29%*	*18%*	*32%*	*21%*	*23%*	*29%*	*26%*	*22%*
9	**52**	12	33	6	5	47	34	9	12	36	23	42	10	26	26	22	24	15	17	38	11
	9%	*13%*	*9%*	*6%*	*12%*	*9%*	*9%*	*7%*	*8%*	*9%*	*13%*	*9%*	*8%*	*8%*	*11%*	*9%*	*9%*	*9%*	*9%*	*10%*	*6%*
10 - HIGHEST score	**35**	10	21	2	3	32	25	7	7	18	9	25	10	15	19	13	15	14	10	23	12
	6%	*11%*	*5%*	*2%*	*8%*	*6%*	*7%*	*6%*	*4%*	*5%*	*5%*	*5%*	*9%*	*4%*	*8%*	*6%*	*6%*	*9%*	*5%*	*6%*	*6%*
Don't know	**28**	-	22	6	5	23	13	10	10	18	8	17	11	12	16	8	14	2	10	15	13
	5%	-	*6%*	*6%*	*11%*	*4%*	*3%*	*8%*	*6%*	*5%*	*4%*	*4%*	*9%*	*4%*	*6%*	*3%*	*5%*	*1%*	*5%*	*4%*	*6%*
SUMMARY: NET: 9-10	**87**	22	55	8	8	79	59	16	19	54	32	67	20	40	45	34	39	29	27	62	24
	15%	*24%*	*14%*	*8%*	*20%*	*14%*	*16%*	*13%*	*12%*	*14%*	*18%*	*14%*	*17%*	*12%*	*19%*	*15%*	*14%*	*19%*	*14%*	*16%*	*12%*
NET: 7-10	**359**	59	239	55	26	332	243	63	87	219	107	298	61	213	143	154	157	99	129	238	112
	61%	*64%*	*62%*	*54%*	*63%*	*61%*	***65%g***	*50%*	*53%*	*58%*	*59%*	*63%*	*52%*	*63%*	*59%*	*67%*	*58%*	*64%*	*68%*	*63%*	*57%*
NET: 4-6	**165**	29	105	29	9	156	102	42	51	117	51	131	34	92	73	57	87	46	46	102	59
	28%	*32%*	*27%*	*29%*	*22%*	*29%*	*27%*	*34%*	*31%*	*31%*	*28%*	*28%*	*29%*	*27%*	*30%*	*25%*	*32%*	*30%*	*25%*	*27%*	*30%*
NET: 1-3	**36**	4	21	11	2	34	16	11	16	25	14	25	10	22	12	10	14	8	4	21	13
	6%	*4%*	*5%*	*11%*	*4%*	*6%*	*4%*	*9%*	*10%*	*6%*	*8%*	*5%*	*9%*	*7%*	*5%*	*4%*	*5%*	*5%*	*2%*	*6%*	*6%*
Mean	**6.81**	7.08	6.86	6.24	7.03	6.80	6.98	6.45	6.46	6.67	6.70	6.87	6.55	6.80	6.84	7.03	6.75	6.97	7.13	6.90	6.66
Standard Deviation	**1.95**	2.02	1.87	2.09	2.06	1.94	1.79	2.14	2.14	1.95	2.11	1.86	2.27	1.90	1.98	1.84	1.86	1.94	1.56	1.94	1.94

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 469

Q15K Rating on statement - It shows programmes that make me stop and think
Channel 4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**591**	101	12	26	41	38	14	17	72	27	65	76	102
Weighted Base	**586**	54	18**	40**	63*	59*	22**	27**	24*	41**	103*	114*	19
1 - LOWEST score	**11**	1	-	1	2	2	2	-	*	-	2	2	1
	2%	*2%*	-	*4%*	*2%*	*3%*	*7%*	-	*1%*	-	*2%*	*1%*	*4%*
2	**13**	-	-	3	3	1	-	-	*	-	3	1	*
	2%	-	-	*8%*	*5%*	*3%*	-	-	*1%*	-	*3%*	*1%*	*2%*
3	**11**	1	-	2	3	2	-	-	1	-	2	2	*
	2%	*2%*	-	*4%*	*5%*	*3%*	-	-	*3%*	-	*1%*	*1%*	*2%*
4	**24**	3	2	2	2	3	-	3	*	2	2	6	1
	4%	*5%*	*8%*	*4%*	*2%*	*5%*	-	*12%*	*1%*	*4%*	*1%*	*5%*	*6%*
5	**67**	10	3	3	5	9	-	3	3	4	11	13	2
	11%	*18%*	*17%*	*7%*	*7%*	*16%*	-	*12%*	*11%*	*11%*	*11%*	*12%*	*10%*
6	**74**	7	1	3	5	6	-	5	2	2	24	14	5
	13%	*14%*	*8%*	*8%*	*7%*	*11%*	-	*17%*	*9%*	*4%*	*23%*	*12%*	**24%aei**
7	**129**	13	2	6	11	14	13	8	6	14	19	21	3
	22%	*24%*	*9%*	*15%*	*17%*	*24%*	*58%*	*29%*	*24%*	*34%*	*18%*	*19%*	*14%*
8	**143**	11	6	11	19	11	6	5	6	11	21	33	4
	24%	*20%*	*33%*	*27%*	*30%*	*18%*	*28%*	*17%*	*27%*	*26%*	*20%*	*29%*	*22%*
9	**52**	5	-	6	8	6	2	2	3	2	7	10	1
	9%	*10%*	-	*16%*	*12%*	*10%*	*7%*	*6%*	*12%*	*4%*	*6%*	*9%*	*8%*
10 - HIGHEST score	**35**	2	2	2	5	2	-	-	1	2	14	6	1
	6%	*4%*	*8%*	*4%*	*7%*	*3%*	-	-	*3%*	*4%*	*14%*	*5%*	*7%*
Don't know	**28**	1	3	2	3	3	-	1	2	6	-	6	*
	5%	*2%*	*17%*	*4%*	*5%*	*5%*	-	*5%*	**7%k**	*15%*	-	*5%*	*2%*
SUMMARY:													
NET: 9-10	**87**	7	2	8	12	8	2	2	4	3	21	17	3
	15%	*14%*	*8%*	*20%*	*20%*	*13%*	*7%*	*6%*	*15%*	*7%*	*20%*	*14%*	*14%*
NET: 7-10	**359**	31	9	25	42	33	21	14	16	28	61	71	10
	61%	*57%*	*50%*	*62%*	*66%*	*55%*	*93%*	*52%*	*65%*	*67%*	*59%*	*62%*	*50%*
NET: 4-6	**165**	20	6	8	11	19	-	12	5	8	37	33	8
	28%	*37%*	*33%*	*19%*	*17%*	*32%*	-	*42%*	*22%*	*19%*	*35%*	*29%*	**40%e**
NET: 1-3	**36**	2	-	6	8	5	2	-	1	-	6	4	2
	6%	*4%*	-	*15%*	*12%*	*8%*	*7%*	-	*5%*	-	*6%*	*4%*	*8%*
Mean	**6.81**	6.67	6.89	6.57	6.88	6.48	7.02	6.47	6.98	7.08	6.95	6.92	6.52
Standard Deviation	**1.95**	1.81	1.82	2.48	2.28	2.01	1.76	1.45	1.82	1.36	2.02	1.84	2.17

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 470

Q15K Rating on statement - It shows programmes that make me stop and think
Channel 4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**591**	548	300	591	37	492	577	520	394	318	400	394	205	591	18	197	442	236	96	70	211
Weighted Base	**586**	551	465	586	12	492	574	524	397	325	394	379	316	586	6	180	448	239	101	76	205
1 - LOWEST score	**11**	11	9	11	-	11	11	9	7	6	5	6	5	11	-	5	7	7	-	2	4
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	-	*3%*	*2%*	*3%*	-	*3%*	*2%*
2	**13**	13	12	13	*	10	13	11	6	5	4	8	7	13	-	5	8	5	2	2	3
	2%	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	-	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*
3	**11**	11	9	11	1	9	11	8	3	4	5	10	9	11	-	4	10	4	-	-	3
	2%	*2%*	*2%*	*2%*	*5%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*3%*	*3%*	*2%*	-	*2%*	*2%*	*2%*	-	-	*1%*
4	**24**	24	20	24	*	24	24	23	17	15	16	22	19	24	-	9	19	12	4	2	4
	4%	*4%*	*4%*	*4%*	*3%*	*5%*	*4%*	*4%*	*4%*	*5%*	*4%*	*6%*	*6%*	*4%*	-	*5%*	*4%*	*5%*	*4%*	*3%*	*2%*
5	**67**	61	49	67	1	56	66	59	43	42	49	47	37	67	*	23	46	24	7	9	25
	11%	*11%*	*11%*	*11%*	*5%*	*11%*	*11%*	*11%*	*11%*	*13%*	*12%*	*12%*	*12%*	*11%*	*6%*	*13%*	*10%*	*10%*	*7%*	*11%*	*12%*
6	**74**	70	56	74	1	61	71	65	58	49	52	49	40	74	1	20	56	28	14	9	24
	13%	*13%*	*12%*	*13%*	*5%*	*12%*	*12%*	*12%*	*15%*	*15%*	*13%*	*13%*	*13%*	*13%*	*11%*	*11%*	*13%*	*12%*	*14%*	*12%*	*12%*
7	**129**	120	100	129	4	108	125	119	96	79	92	84	70	129	2	36	99	54	25	18	47
	22%	*22%*	*22%*	*22%*	*30%*	*22%*	*22%*	*23%*	*24%*	*24%*	*23%*	*22%*	*22%*	*22%*	*28%*	*20%*	*22%*	*22%*	*25%*	*24%*	*23%*
8	**143**	131	114	143	2	117	142	128	101	79	100	81	68	143	*	39	118	68	22	20	54
	24%	*24%*	*24%*	*24%*	*19%*	*24%*	*25%*	*24%*	*25%*	*24%*	*25%*	*21%*	*21%*	*24%*	*6%*	*22%*	*26%*	*28%*	*22%*	*26%*	*27%*
9	**52**	49	40	52	2	43	50	49	32	20	29	36	31	52	2	23	41	11	8	2	13
	9%	*9%*	*9%*	*9%*	*18%*	*9%*	*9%*	*9%*	*8%*	*6%*	*7%*	*9%*	*10%*	*9%*	*27%*	*13%*	*9%*	*5%*	*8%*	*3%*	*6%*
10 - HIGHEST score	**35**	35	31	35	1	29	34	27	20	12	27	18	16	35	1	9	23	11	14	7	18
	6%	*6%*	*7%*	*6%*	*5%*	*6%*	*6%*	*5%*	*5%*	*4%*	*7%*	*5%*	*5%*	*6%*	*11%*	*5%*	*5%*	*5%*	*14%*	*9%*	*9%*
Don't know	**28**	26	23	28	1	23	26	25	15	16	16	18	15	28	1	8	21	16	5	6	10
	5%	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	*4%*	*5%*	*4%*	*5%*	*5%*	*5%*	*12%*	*4%*	*5%*	*7%*	*5%*	*8%*	*5%*
SUMMARY:																					
NET: 9-10	**87**	84	72	87	3	73	84	76	52	32	56	54	46	87	2	32	64	22	22	9	31
	15%	*15%*	*15%*	*15%*	*24%*	*15%*	*15%*	*14%*	*13%*	*10%*	*14%*	*14%*	*15%*	*15%*	*38%*	*18%*	*14%*	*9%*	*22%*	*12%*	*15%*
NET: 7-10	**359**	335	285	359	9	298	351	323	249	190	248	219	184	359	4	107	281	143	69	47	132
	61%	*61%*	*61%*	*61%*	*73%*	*60%*	*61%*	*62%*	*63%*	*58%*	*63%*	*58%*	*58%*	*61%*	*72%*	*59%*	*63%*	*60%*	*69%*	*61%*	*65%*
NET: 4-6	**165**	155	126	165	2	142	161	147	117	105	116	117	96	165	1	51	122	64	25	19	53
	28%	*28%*	*27%*	*28%*	*13%*	*29%*	*28%*	*28%*	*29%*	*32%*	*30%*	*31%*	*30%*	*28%*	*17%*	*28%*	*27%*	*27%*	*25%*	*25%*	*26%*
NET: 1-3	**36**	35	31	36	1	30	36	29	16	14	13	25	21	36	-	14	25	16	2	4	10
	6%	*6%*	*7%*	*6%*	*8%*	*6%*	*6%*	*6%*	*4%*	*4%*	*3%*	*6%*	*7%*	*6%*	-	*8%*	*6%*	*7%*	*2%*	*5%*	*5%*
Mean	**6.81**	6.80	6.82	6.81	7.14	6.77	6.80	6.82	6.86	6.69	6.94	6.67	6.69	6.81	7.79	6.70	6.86	6.67	7.35	6.87	6.98
Standard Deviation	**1.95**	1.98	2.00	1.95	2.00	1.97	1.95	1.91	1.80	1.77	1.77	1.95	1.96	1.95	1.65	2.11	1.89	1.97	1.73	1.98	1.89

* = Less than .5

J20427 PSB Tracker 2013

Table 471

Q15K Rating on statement - It shows programmes that make me stop and think
S4C

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**34**	12	22	3	2	10	4	3	12	5	21	8	7	27	1	33	-	-	34	-
Weighted Base	**11***	4**	7**	1**	1**	3**	1**	1**	4**	2**	7**	2**	2**	9**	***	11*	-**	-**	11*	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**1**	*	*	-	-	-	*	-	*	1	-	-	-	1	-	1	-	-	1	-
	6%	*8%*	*5%*	-	-	-	*26%*	-	*9%*	*38%*	-	-	-	*8%*	-	*6%*	-	-	*6%*	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	-	1	-	-	*	*	-	-	-	1	-	-	1	-	1	-	-	1	-
	6%	-	*9%*	-	-	*10%*	*24%*	-	-	-	*10%*	-	-	*8%*	-	*6%*	-	-	*6%*	-
5	**1**	*	1	-	-	*	-	-	1	*	*	*	*	1	*	1	-	-	1	-
	9%	*8%*	*9%*	-	-	*10%*	-	-	*17%*	*21%*	*4%*	*12%*	*15%*	*7%*	*100%*	*6%*	-	-	*9%*	-
6	**1**	*	1	-	*	-	-	*	*	-	*	1	-	1	-	1	-	-	1	-
	9%	*9%*	*9%*	-	*50%*	-	-	*33%*	*8%*	-	*5%*	*26%*	-	*11%*	-	*9%*	-	-	*9%*	-
7	**4**	1	2	1	-	1	*	-	1	*	3	*	1	3	-	4	-	-	4	-
	33%	*35%*	*32%*	*100%*	-	*40%*	*26%*	-	*25%*	*20%*	*44%*	*12%*	*29%*	*34%*	-	*34%*	-	-	*33%*	-
8	**2**	1	1	-	*	*	-	-	1	-	1	1	*	2	-	2	-	-	2	-
	17%	*16%*	*17%*	-	*50%*	*10%*	-	-	*33%*	-	*14%*	*38%*	*14%*	*18%*	-	*17%*	-	-	*17%*	-
9	**1**	*	*	-	-	-	-	1	-	-	*	*	-	1	-	1	-	-	1	-
	6%	*8%*	*4%*	-	-	-	-	*67%*	-	-	*5%*	*13%*	-	*7%*	-	*6%*	-	-	*6%*	-
10 - HIGHEST score	*	-	*	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-	*	-
	3%	-	*5%*	-	-	*10%*	-	-	-	-	*5%*	-	*14%*	-	-	*3%*	-	-	*3%*	-
Don't know	**1**	1	1	-	-	1	*	-	*	*	1	-	1	1	-	1	-	-	1	-
	12%	*16%*	*10%*	-	-	*20%*	*25%*	-	*9%*	*21%*	*14%*	-	*28%*	*8%*	-	*12%*	-	-	*12%*	-
SUMMARY:																				
NET: 9-10	**1**	*	1	-	-	*	-	1	-	-	1	*	*	1	-	1	-	-	1	-
	9%	*8%*	*9%*	-	-	*10%*	-	*67%*	-	-	*10%*	*13%*	*14%*	*7%*	-	*9%*	-	-	*9%*	-
NET: 7-10	**6**	2	4	1	*	2	*	1	2	*	5	2	1	5	-	6	-	-	6	-
	59%	*59%*	*58%*	*100%*	*50%*	*60%*	*26%*	*67%*	*58%*	*20%*	*67%*	*62%*	*57%*	*59%*	-	*61%*	-	-	*59%*	-
NET: 4-6	**3**	1	2	-	*	1	*	*	1	*	1	1	*	2	*	2	-	-	3	-
	23%	*16%*	*27%*	-	*50%*	*20%*	*24%*	*33%*	*25%*	*21%*	*19%*	*38%*	*15%*	*26%*	*100%*	*21%*	-	-	*23%*	-
NET: 1-3	**1**	*	*	-	-	-	*	-	*	1	-	-	-	1	-	1	-	-	1	-
	6%	*8%*	*5%*	-	-	-	*26%*	-	*9%*	*38%*	-	-	-	*8%*	-	*6%*	-	-	*6%*	-
Mean	**6.59**	6.62	6.58	7.00	6.99	6.85	4.34	8.00	6.42	4.06	6.95	7.13	7.36	6.43	5.00	6.65	-	-	6.59	-
Standard Deviation	**1.95**	2.20	2.01	-	-	2.12	-	-	2.18	-	1.62	1.64	-	1.97	-	1.96	-	-	1.95	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 472

Q15K Rating on statement - It shows programmes that make me stop and think
S4C

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**34**	4	27	3	-	34	22	9	11	21	10	26	8	22	12	11	17	8	13	19	14
Weighted Base	**11***	1**	9**	1**	-**	11*	7**	3**	4**	7**	3**	8**	2**	7**	4**	4**	6**	3**	4**	6**	4**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**1**	-	*	*	-	1	*	*	*	*	-	1	-	1	-	-	1	-	*	*	*
	6%	-	*4%*	*32%*	-	*6%*	*5%*	*11%*	*9%*	*5%*	-	*8%*	-	*9%*	-	-	*12%*	-	*8%*	*5%*	*7%*
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	-	1	-	-	1	-	1	1	*	-	1	-	*	*	*	*	-	-	-	1
	6%	-	*7%*	-	-	*6%*	-	*22%*	*18%*	*5%*	-	*8%*	-	*4%*	*9%*	*9%*	*6%*	-	-	-	*14%*
5	**1**	-	1	*	-	1	1	*	*	1	*	1	-	1	*	*	1	*	*	1	*
	9%	-	*7%*	*35%*	-	*9%*	*9%*	*10%*	*8%*	*14%*	*11%*	*11%*	-	*9%*	*8%*	*8%*	*12%*	*13%*	*7%*	*11%*	*7%*
6	**1**	*	1	-	-	1	*	*	*	1	1	1	-	1	-	-	1	*	-	1	-
	9%	*25%*	*7%*	-	-	*9%*	*5%*	*11%*	*9%*	*10%*	*20%*	*11%*	-	*13%*	-	-	*11%*	*13%*	-	*15%*	-
7	**4**	*	3	*	-	4	3	1	1	2	1	2	2	2	2	1	2	1	2	2	1
	33%	*25%*	*34%*	*33%*	-	*33%*	*37%*	*22%*	*27%*	*29%*	*21%*	*24%*	*62%*	*24%*	*50%*	*29%*	*35%*	*26%*	*39%*	*33%*	*28%*
8	**2**	*	2	-	-	2	2	-	-	1	1	2	*	1	1	1	*	1	1	1	1
	17%	*24%*	*18%*	-	-	*17%*	*26%*	-	-	*14%*	*19%*	*18%*	*12%*	*18%*	*16%*	*36%*	*5%*	*23%*	*30%*	*15%*	*21%*
9	**1**	*	*	-	-	1	*	-	*	1	1	*	*	*	*	-	*	*	-	1	-
	6%	*26%*	*4%*	-	-	*6%*	*5%*	-	*9%*	*9%*	*19%*	*4%*	*13%*	*5%*	*8%*	-	*6%*	*12%*	-	*10%*	-
10 - HIGHEST score	*	-	*	-	-	*	*	-	-	*	-	*	-	*	-	*	-	*	-	*	-
	3%	-	*4%*	-	-	*3%*	*5%*	-	-	*5%*	-	*4%*	-	*5%*	-	*9%*	-	*12%*	-	*5%*	-
Don't know	**1**	-	1	-	-	1	1	1	1	1	*	1	*	1	*	*	1	-	1	*	1
	12%	-	*15%*	-	-	*12%*	*9%*	*23%*	*19%*	*10%*	*10%*	*12%*	*13%*	*14%*	*9%*	*9%*	*12%*	-	*16%*	*5%*	*23%*
SUMMARY: NET: 9-10	**1**	*	1	-	-	1	1	-	*	1	1	1	*	1	*	*	*	1	-	1	-
	9%	*26%*	*7%*	-	-	*9%*	*9%*	-	*9%*	*14%*	*19%*	*8%*	*13%*	*9%*	*8%*	*9%*	*6%*	*25%*	-	*16%*	-
NET: 7-10	**6**	1	5	*	-	6	5	1	1	4	2	4	2	4	3	3	3	2	3	4	2
	59%	*75%*	*59%*	*33%*	-	*59%*	*72%*	*22%*	*36%*	*57%*	*59%*	*50%*	*87%*	*50%*	*74%*	*74%*	*47%*	*74%*	*69%*	*64%*	*49%*
NET: 4-6	**3**	*	2	*	-	3	1	1	1	2	1	3	-	2	1	1	2	1	*	2	1
	23%	*25%*	*22%*	*35%*	-	*23%*	*14%*	*43%*	*36%*	*29%*	*31%*	*30%*	-	*27%*	*17%*	*17%*	*29%*	*26%*	*7%*	*26%*	*21%*
NET: 1-3	**1**	-	*	*	-	1	*	*	*	*	-	1	-	1	-	-	1	-	*	*	*
	6%	-	*4%*	*32%*	-	*6%*	*5%*	*11%*	*9%*	*5%*	-	*8%*	-	*9%*	-	-	*12%*	-	*8%*	*5%*	*7%*
Mean	**6.59**	7.50	6.70	4.68	-	6.59	7.03	4.99	5.64	6.67	7.18	6.35	7.43	6.43	6.89	7.23	5.92	7.46	6.71	6.88	6.07
Standard Deviation	**1.95**	-	1.87	-	-	1.95	1.77	2.30	2.50	2.05	1.62	2.14	1.00	2.25	1.58	1.90	2.19	1.91	2.04	1.93	2.31

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 473

Q15K Rating on statement - It shows programmes that make me stop and think
S4C

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**34**	-	-	-	-	-	-	-	34	-	-	-	-
Weighted Base	**11***	-**	-**	-**	-**	-**	-**	-**	11*	-**	-**	-**	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
5	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
6	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
7	**4**	-	-	-	-	-	-	-	4	-	-	-	-
	33%	-	-	-	-	-	-	-	*33%*	-	-	-	-
8	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	17%	-	-	-	-	-	-	-	*17%*	-	-	-	-
9	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
10 - HIGHEST score	*	-	-	-	-	-	-	-	*	-	-	-	-
	3%	-	-	-	-	-	-	-	*3%*	-	-	-	-
Don't know	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	12%	-	-	-	-	-	-	-	*12%*	-	-	-	-
SUMMARY:													
NET: 9-10	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
NET: 7-10	**6**	-	-	-	-	-	-	-	6	-	-	-	-
	59%	-	-	-	-	-	-	-	*59%*	-	-	-	-
NET: 4-6	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	23%	-	-	-	-	-	-	-	*23%*	-	-	-	-
NET: 1-3	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
Mean	**6.59**	-	-	-	-	-	-	-	6.59	-	-	-	-
Standard Deviation	**1.95**	-	-	-	-	-	-	-	1.95	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 474

Q15K Rating on statement - It shows programmes that make me stop and think
S4C

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**34**	31	-	30	34	25	34	32	25	21	27	21	-	18	34	10	29	16	5	6	16
Weighted Base	**11**	10	-	10	11	8	11	10	8	7	9	7	-	6	11	3	9	5	2	2	5
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**1**	1	-	1	1	*	1	1	*	*	1	*	-	-	1	-	1	-	-	-	1
	6%	*7%*	-	*7%*	*6%*	*4%*	*6%*	*6%*	*4%*	*5%*	*8%*	*5%*	-	-	*6%*	-	*7%*	-	-	-	*13%*
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	1	-	*	1	-	1	*	-	-	*	*	-	-	1	-	1	*	-	-	-
	6%	*6%*	-	*3%*	*6%*	-	*6%*	*3%*	-	-	*4%*	*5%*	-	-	*6%*	-	*7%*	*6%*	-	-	-
5	**1**	1	-	1	1	1	1	1	1	1	1	1	-	1	1	*	1	1	*	1	1
	9%	*9%*	-	*10%*	*9%*	*8%*	*9%*	*9%*	*12%*	*14%*	*8%*	*14%*	-	*16%*	*9%*	*11%*	*10%*	*13%*	*21%*	*33%*	*13%*
6	**1**	1	-	1	1	1	1	1	1	1	1	1	-	*	1	1	1	*	-	*	*
	9%	*10%*	-	*10%*	*9%*	*8%*	*9%*	*9%*	*12%*	*14%*	*11%*	*10%*	-	*6%*	*9%*	*20%*	*7%*	*6%*	-	*17%*	*6%*
7	**4**	4	-	3	4	3	4	4	3	3	3	2	-	2	4	1	3	2	1	1	1
	33%	*36%*	-	*34%*	*33%*	*37%*	*33%*	*35%*	*37%*	*39%*	*30%*	*29%*	-	*39%*	*33%*	*21%*	*32%*	*33%*	*41%*	*33%*	*19%*
8	**2**	1	-	1	2	2	2	2	2	1	2	1	-	1	2	1	2	1	*	-	1
	17%	*12%*	-	*13%*	*17%*	*19%*	*17%*	*18%*	*19%*	*18%*	*21%*	*14%*	-	*16%*	*17%*	*19%*	*17%*	*24%*	*20%*	-	*24%*
9	**1**	1	-	1	1	1	1	1	1	-	1	1	-	1	1	1	1	*	*	-	1
	6%	*6%*	-	*7%*	*6%*	*8%*	*6%*	*6%*	*8%*	-	*7%*	*9%*	-	*11%*	*6%*	*19%*	*7%*	*6%*	*18%*	-	*13%*
10 - HIGHEST score	*	*	-	*	*	*	*	*	*	*	-	*	-	-	*	-	*	*	-	*	-
	3%	*3%*	-	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*5%*	-	*5%*	-	-	*3%*	-	*4%*	*6%*	-	*17%*	-
Don't know	**1**	1	-	1	1	1	1	1	*	*	1	1	-	1	1	*	1	*	-	-	1
	12%	*10%*	-	*14%*	*12%*	*12%*	*12%*	*10%*	*4%*	*5%*	*12%*	*10%*	-	*12%*	*12%*	*10%*	*11%*	*6%*	-	-	*13%*
SUMMARY:																					
NET: 9-10	**1**	1	-	1	1	1	1	1	1	*	1	1	-	1	1	1	1	1	*	*	1
	9%	*10%*	-	*10%*	*9%*	*12%*	*9%*	*9%*	*12%*	*5%*	*7%*	*14%*	-	*11%*	*9%*	*19%*	*10%*	*13%*	*18%*	*17%*	*13%*
NET: 7-10	**6**	6	-	6	6	6	6	6	5	4	5	4	-	4	6	2	5	4	1	1	3
	59%	*58%*	-	*57%*	*59%*	*68%*	*59%*	*63%*	*68%*	*62%*	*59%*	*57%*	-	*66%*	*59%*	*59%*	*59%*	*70%*	*79%*	*50%*	*55%*
NET: 4-6	**3**	3	-	2	3	1	3	2	2	2	2	2	-	1	3	1	2	1	*	1	1
	23%	*25%*	-	*23%*	*23%*	*16%*	*23%*	*22%*	*24%*	*28%*	*22%*	*29%*	-	*22%*	*23%*	*31%*	*24%*	*24%*	*21%*	*50%*	*19%*
NET: 1-3	**1**	1	-	1	1	*	1	1	*	*	1	*	-	-	1	-	1	-	-	-	1
	6%	*7%*	-	*7%*	*6%*	*4%*	*6%*	*6%*	*4%*	*5%*	*8%*	*5%*	-	-	*6%*	-	*7%*	-	-	-	*13%*
Mean	**6.59**	6.49	-	6.57	6.59	7.03	6.59	6.69	6.92	6.65	6.57	6.67	-	7.00	6.59	7.18	6.53	7.07	7.15	6.68	6.47
Standard Deviation	**1.95**	1.98	-	1.99	1.95	1.74	1.95	1.91	1.73	1.73	1.96	2.05	-	1.35	1.95	1.62	2.08	1.70	-	-	2.51

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 475

Q15K Rating on statement - It shows programmes that make me stop and think
Channel 5

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**360**	156	204	40	56	82	61	47	74	71	172	117	85	275	22	336	176	55	77	52
Weighted Base	**337**	141	196	45*	48*	73*	60*	40*	72*	66*	158	113*	81*	256	31**	302	273	30*	25*	10*
1 - LOWEST score	**16**	11	5	5	3	4	4	*	1	7	7	3	6	10	5	11	14	1	1	*
	5%	*8%*	*3%*	*10%*	*6%*	*5%*	*6%*	*1%*	*1%*	*10%*	*4%*	*2%*	*8%*	*4%*	*15%*	*4%*	*5%*	*2%*	*5%*	*2%*
2	**12**	6	6	2	*	3	2	1	5	2	5	5	3	9	2	9	11	-	1	*
	4%	*4%*	*3%*	*3%*	*1%*	*4%*	*3%*	*3%*	*7%*	*3%*	*3%*	*4%*	*4%*	*3%*	*5%*	*3%*	*4%*	*-*	*4%*	*4%*
3	**10**	2	8	-	2	2	2	4	*	2	6	2	4	6	-	10	8	2	-	1
	3%	*1%*	*4%*	*-*	*4%*	*3%*	*3%*	*9%*	***	*3%*	*4%*	*2%*	*5%*	*2%*	*-*	*3%*	*3%*	*5%*	*-*	*6%*
4	**26**	13	13	-	7	4	4	*	10	7	8	11	5	21	2	22	20	5	1	-
	8%	*9%*	*6%*	*-*	*14%*	*5%*	*7%*	*1%*	*14%*	*10%*	*5%*	*10%*	*6%*	*8%*	*6%*	*7%*	*7%*	*16%*	*4%*	*-*
5	**47**	22	25	2	5	7	15	9	9	11	25	12	11	36	5	42	36	6	3	2
	14%	*16%*	*13%*	*5%*	*10%*	*10%*	*25%*	*23%*	*13%*	*16%*	*16%*	*10%*	*13%*	*14%*	*17%*	*14%*	*13%*	*20%*	*13%*	*19%*
6	**55**	21	35	7	12	18	8	3	7	9	25	22	12	44	5	50	43	4	7	2
	16%	*15%*	*18%*	*15%*	*25%*	*24%*	*13%*	*9%*	*10%*	*13%*	*16%*	*19%*	*14%*	*17%*	*17%*	*17%*	*16%*	*13%*	*26%*	*17%*
7	**64**	23	41	8	8	16	10	6	14	13	35	16	14	50	5	59	49	7	5	2
	19%	*16%*	*21%*	*18%*	*17%*	*22%*	*17%*	*16%*	*20%*	*19%*	*22%*	*14%*	*17%*	*19%*	*15%*	*20%*	*18%*	*24%*	*19%*	*25%*
8	**61**	27	35	12	8	17	11	4	10	11	32	19	22	39	5	57	52	4	5	1
	18%	*19%*	*18%*	*26%*	*18%*	*23%*	*18%*	*10%*	*13%*	*16%*	*20%*	*17%*	*27%*	*15%*	*15%*	*19%*	*19%*	*13%*	*18%*	*15%*
9	**15**	8	7	5	2	*	2	4	3	-	8	7	2	13	2	13	14	-	1	*
	4%	*6%*	*3%*	*10%*	*3%*	***	*3%*	*9%*	*4%*	*-*	*5%*	*6%*	*2%*	*5%*	*5%*	*4%*	*5%*	*-*	*4%*	*2%*
10 - HIGHEST score	**11**	1	11	4	-	2	*	2	4	3	1	7	*	11	2	10	9	1	-	1
	3%	*1%*	*5%*	*8%*	*-*	*2%*	***	*6%*	*5%*	*5%*	***	*7%*	***	*4%*	*5%*	*3%*	*3%*	*4%*	*-*	***8%r***
Don't know	**19**	9	11	2	-	1	3	6	9	3	8	9	3	16	-	19	17	1	2	*
	6%	*6%*	*6%*	*3%*	*-*	*1%*	*5%*	*14%*	*12%*	*4%*	*5%*	*8%*	*4%*	*6%*	*-*	*6%*	*6%*	*4%*	*6%*	*2%*
SUMMARY:																				
NET: 9-10	**26**	9	17	8	2	2	2	6	7	3	9	14	2	24	3	23	23	1	1	1
	8%	*6%*	*9%*	*18%*	*3%*	*2%*	*3%*	*15%*	*10%*	*5%*	*5%*	*13%*	*2%*	*10%*	*10%*	*8%*	*9%*	*4%*	*4%*	*10%*
NET: 7-10	**151**	58	93	29	18	34	23	16	31	27	75	50	38	113	13	138	124	12	10	5
	45%	*41%*	*48%*	*63%*	*39%*	*47%*	*38%*	*40%*	*43%*	*40%*	*48%*	*44%*	*46%*	*44%*	*40%*	*46%*	*46%*	*40%*	*41%*	*49%*
NET: 4-6	**128**	56	72	9	24	28	27	13	27	26	58	45	27	101	13	114	99	14	11	4
	38%	*40%*	*37%*	*20%*	*50%*	*39%*	*45%*	*33%*	*37%*	*39%*	*37%*	*40%*	*33%*	*40%*	*40%*	*38%*	*36%*	*49%*	*43%*	*37%*
NET: 1-3	**38**	18	20	6	5	9	7	5	5	11	18	10	13	25	6	30	32	2	2	1
	11%	*13%*	*10%*	*14%*	*11%*	*13%*	*12%*	*13%*	*8%*	*16%*	*11%*	*9%*	*16%*	*10%*	*20%*	*10%*	*12%*	*7%*	*9%*	*12%*
Mean	**6.06**	5.80	6.25	6.66	5.76	6.05	5.71	6.22	6.11	5.61	6.08	6.30	5.84	6.13	5.57	6.15	6.08	5.85	6.02	6.28
Standard Deviation	**2.15**	2.23	2.07	2.55	2.00	2.04	2.03	2.18	2.13	2.38	2.01	2.17	2.25	2.11	2.66	2.07	2.20	1.83	1.98	2.19

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 476

Q15K Rating on statement - It shows programmes that make me stop and think
Channel 5

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**360**	47	248	60	28	332	225	93	106	256	360	273	87	203	156	103	178	81	124	220	136
Weighted Base	**337**	52*	226	52*	28**	308	207	91*	102*	242	337	259	78*	187	150	93*	175	83*	104*	207	125*
1 - LOWEST score	**16**	5	8	4	2	15	11	4	4	12	16	16	1	10	6	5	9	6	5	13	3
	5%	*9%*	*4%*	*7%*	*5%*	*5%*	*5%*	*4%*	*4%*	*5%*	*5%*	*6%*	*1%*	*6%*	*4%*	*6%*	*5%*	*7%*	*4%*	*6%*	*3%*
2	**12**	-	10	2	2	10	7	2	3	10	12	7	5	4	8	3	7	2	4	5	5
	4%	-	*5%*	*3%*	*6%*	*3%*	*3%*	*2%*	*3%*	*4%*	*4%*	*3%*	*7%*	*2%*	*5%*	*3%*	*4%*	*2%*	*3%*	*3%*	*4%*
3	**10**	2	6	2	*	10	8	2	2	7	10	10	*	6	4	3	6	2	4	8	2
	3%	*3%*	*3%*	*4%*	*1%*	*3%*	*4%*	*2%*	*2%*	*3%*	*3%*	*4%*	*	*3%*	*2%*	*3%*	*3%*	*2%*	*4%*	*4%*	*2%*
4	**26**	2	12	11	3	23	18	3	5	18	26	23	3	15	11	8	10	9	7	13	13
	8%	*4%*	*5%*	**20%b**	*9%*	*8%*	*9%*	*4%*	*5%*	*7%*	*8%*	*9%*	*4%*	*8%*	*7%*	*8%*	*6%*	*11%*	*7%*	*6%*	*11%*
5	**47**	6	30	9	5	42	23	16	19	31	47	34	13	28	19	10	27	11	10	30	16
	14%	*12%*	*13%*	*17%*	*19%*	*14%*	*11%*	*18%*	*19%*	*13%*	*14%*	*13%*	*16%*	*15%*	*12%*	*11%*	*16%*	*13%*	*9%*	*15%*	*13%*
6	**55**	11	39	6	2	54	33	18	20	38	55	44	11	33	23	21	24	16	16	33	21
	16%	*20%*	*17%*	*11%*	*7%*	*17%*	*16%*	*20%*	*20%*	*16%*	*16%*	*17%*	*14%*	*18%*	*15%*	*22%*	*14%*	*20%*	*15%*	*16%*	*17%*
7	**64**	10	44	9	2	61	48	13	14	55	64	51	13	41	23	16	38	10	31	34	30
	19%	*19%*	*19%*	*17%*	*8%*	*20%*	*23%*	*15%*	*14%*	*23%*	*19%*	*20%*	*16%*	*22%*	*15%*	*17%*	*22%*	*12%*	*30%*	*17%*	*24%*
8	**61**	13	43	6	5	57	32	24	24	36	61	44	17	29	32	22	33	13	14	42	19
	18%	*24%*	*19%*	*11%*	*17%*	*18%*	*16%*	*27%*	*24%*	*15%*	*18%*	*17%*	*22%*	*16%*	*21%*	*24%*	*19%*	*15%*	*14%*	*20%*	*15%*
9	**15**	*	13	2	2	13	10	2	3	10	15	11	3	8	6	2	9	8	2	13	2
	4%	*1%*	*6%*	*3%*	*6%*	*4%*	*5%*	*2%*	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*2%*	*5%*	*9%*	*2%*	*6%*	*1%*
10 - HIGHEST score	**11**	4	5	*	2	10	8	2	2	10	11	5	6	1	10	2	*	4	4	6	3
	3%	*8%*	*2%*	*	*6%*	*3%*	*4%*	*2%*	*2%*	*4%*	*3%*	*2%*	*8%*	*1%*	*7%*	*2%*	*	*5%*	*4%*	*3%*	*3%*
Don't know	**19**	-	17	2	5	14	9	5	5	15	19	14	5	10	9	2	12	2	7	9	10
	6%	-	*8%*	*5%*	*17%*	*5%*	*5%*	*6%*	*5%*	*6%*	*6%*	*5%*	*7%*	*6%*	*6%*	*2%*	*7%*	*3%*	*7%*	*5%*	*8%*
SUMMARY: NET: 9-10	**26**	4	18	2	3	23	18	3	5	20	26	16	10	10	16	4	10	12	6	20	5
	8%	*8%*	*8%*	*4%*	*12%*	*7%*	*9%*	*4%*	*5%*	*8%*	*8%*	*6%*	*12%*	*5%*	*11%*	*4%*	*6%*	*14%*	*6%*	*9%*	*4%*
NET: 7-10	**151**	27	105	17	10	141	97	41	43	111	151	111	40	80	71	42	81	34	52	96	54
	45%	*51%*	*46%*	*32%*	*36%*	*46%*	*47%*	*45%*	*43%*	*46%*	*45%*	*43%*	*51%*	*43%*	*47%*	*45%*	*46%*	*41%*	*50%*	*46%*	*43%*
NET: 4-6	**128**	19	80	25	10	119	74	37	44	86	128	101	27	76	52	39	62	36	32	75	51
	38%	*37%*	*35%*	*49%*	*34%*	*38%*	*36%*	*41%*	*44%*	*36%*	*38%*	*39%*	*35%*	*41%*	*35%*	*41%*	*35%*	*44%*	*31%*	*36%*	*41%*
NET: 1-3	**38**	6	24	8	3	35	26	7	9	30	38	32	6	20	18	11	21	10	12	26	10
	11%	*12%*	*11%*	*15%*	*12%*	*11%*	*12%*	*8%*	*9%*	*12%*	*11%*	*12%*	*7%*	*11%*	*12%*	*12%*	*12%*	*12%*	*12%*	*13%*	*8%*
Mean	**6.06**	6.26	6.18	5.29	5.93	6.07	6.04	6.24	6.14	6.02	6.06	5.91	6.55	5.92	6.23	6.03	5.98	6.00	6.09	6.10	6.00
Standard Deviation	**2.15**	2.29	2.09	2.10	2.55	2.12	2.19	1.92	1.96	2.19	2.15	2.15	2.09	2.02	2.29	2.10	2.09	2.35	2.10	2.23	1.94

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 477

Q15K Rating on statement - It shows programmes that make me stop and think
Channel 5

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**360**	55	8	10	25	24	9	10	77	14	30	46	52
Weighted Base	**337**	30*	13**	15**	38**	37**	15**	16**	25*	22**	48**	69*	10*
1 - LOWEST score	**16**	1	-	-	2	-	-	-	1	2	3	8	*
	5%	*2%*	-	-	*4%*	-	-	-	*5%*	*8%*	*7%*	*11%*	*2%*
2	**12**	-	-	-	3	3	-	-	1	-	3	2	*
	4%	-	-	-	*8%*	*8%*	-	-	*4%*	-	*7%*	*2%*	*4%*
3	**10**	2	-	-	3	2	-	-	-	2	-	2	1
	3%	*5%*	-	-	*8%*	*4%*	-	-	-	*7%*	-	*2%*	*6%*
4	**26**	5	3	-	5	3	2	-	1	-	3	5	-
	8%	*16%*	*25%*	-	*12%*	*8%*	*11%*	-	*4%*	-	*7%*	*7%*	-
5	**47**	6	2	3	2	5	3	5	3	2	10	6	2
	14%	*20%*	*12%*	*20%*	*4%*	*12%*	*22%*	*30%*	*13%*	*7%*	*20%*	*9%*	*19%*
6	**55**	4	-	3	-	5	3	5	7	3	13	12	2
	16%	*13%*	-	*20%*	-	*12%*	*23%*	*29%*	*26%*	*14%*	*27%*	*17%*	*17%*
7	**64**	7	2	4	6	6	5	3	5	6	-	17	2
	19%	*24%*	*12%*	*30%*	*16%*	*17%*	*34%*	*20%*	*19%*	*29%*	-	*24%*	*25%*
8	**61**	4	5	1	8	11	2	3	5	5	8	9	1
	18%	*13%*	*38%*	*10%*	*20%*	*30%*	*11%*	*20%*	*18%*	*22%*	*17%*	*13%*	*15%*
9	**15**	-	-	3	3	-	-	-	1	-	5	3	*
	4%	-	-	*20%*	*8%*	-	-	-	*4%*	-	*10%*	*4%*	*2%*
10 - HIGHEST score	**11**	1	2	-	2	2	-	-	-	-	3	2	1
	3%	*4%*	*13%*	-	*4%*	*4%*	-	-	-	-	*7%*	*2%*	***8%i***
Don't know	**19**	1	-	-	6	2	-	-	2	3	-	6	*
	6%	*4%*	-	-	*16%*	*4%*	-	-	*6%*	*14%*	-	*9%*	*2%*
SUMMARY:													
NET: 9-10	**26**	1	2	3	5	2	-	-	1	-	8	4	1
	8%	*4%*	*13%*	*20%*	*12%*	*4%*	-	-	*4%*	-	*17%*	*6%*	*10%*
NET: 7-10	**151**	12	8	9	19	18	6	6	10	11	16	30	5
	45%	*40%*	*63%*	*60%*	*48%*	*50%*	*44%*	*41%*	*41%*	*51%*	*34%*	*43%*	*49%*
NET: 4-6	**128**	14	5	6	6	12	8	9	11	5	26	23	4
	38%	*49%*	*37%*	*40%*	*16%*	*33%*	*56%*	*59%*	*43%*	*21%*	*53%*	*33%*	*37%*
NET: 1-3	**38**	2	-	-	8	5	-	-	2	3	6	11	1
	11%	*7%*	-	-	*20%*	*12%*	-	-	*9%*	*15%*	*13%*	*15%*	*12%*
Mean	**6.06**	5.85	6.76	6.90	5.92	6.19	6.11	6.30	6.02	6.07	5.98	5.77	6.28
Standard Deviation	**2.15**	1.83	2.14	1.43	2.68	2.11	1.23	1.14	1.98	2.15	2.43	2.38	2.19

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 478

Q15K Rating on statement - It shows programmes that make me stop and think
Channel 5

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**360**	332	166	337	33	360	356	315	230	182	237	256	129	197	10	360	245	106	73	44	116
Weighted Base	**337**	313	256	316	11	337	334	295	209	167	215	242	198	180	3	337	237	95	73	45	108
1 - LOWEST score	**16**	14	12	14	*	16	16	13	7	5	10	12	11	8	-	16	10	4	-	1	8
	5%	*4%*	*5%*	*4%*	*3%*	*5%*	*5%*	*4%*	*4%*	*3%*	*5%*	*5%*	*5%*	*5%*	-	*5%*	*4%*	*4%*	-	*1%*	*8%*
2	**12**	12	11	11	1	12	12	9	3	2	3	10	9	7	-	12	8	4	2	2	3
	4%	*4%*	*4%*	*3%*	*6%*	*4%*	*4%*	*3%*	*2%*	*1%*	*2%*	*4%*	*5%*	*4%*	-	*4%*	*3%*	*4%*	*2%*	*3%*	*3%*
3	**10**	8	6	9	-	10	10	6	6	6	6	7	6	5	-	10	7	4	2	2	5
	3%	*2%*	*2%*	*3%*	-	*3%*	*3%*	*2%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	-	*3%*	*3%*	*4%*	*2%*	*4%*	*5%*
4	**26**	23	18	24	1	26	26	26	15	15	13	18	14	13	-	26	20	8	7	5	6
	8%	*7%*	*7%*	*8%*	*6%*	*8%*	*8%*	*9%*	*7%*	*9%*	*6%*	*7%*	*7%*	*7%*	-	*8%*	*8%*	*8%*	*10%*	*10%*	*5%*
5	**47**	46	36	46	1	47	47	45	26	22	29	31	23	25	*	47	38	15	8	6	15
	14%	*15%*	*14%*	*15%*	*13%*	*14%*	*14%*	*15%*	*12%*	*13%*	*13%*	*13%*	*12%*	*14%*	*11%*	*14%*	*16%*	*16%*	*11%*	*14%*	*14%*
6	**55**	48	37	53	3	55	55	50	37	27	40	38	29	32	1	55	37	14	14	8	17
	16%	*15%*	*15%*	*17%*	*27%*	*16%*	*17%*	*17%*	*18%*	*16%*	*19%*	*16%*	*15%*	*18%*	*20%*	*16%*	*16%*	*14%*	*20%*	*17%*	*16%*
7	**64**	63	49	63	2	64	63	57	49	38	50	55	43	35	1	64	43	17	13	7	24
	19%	*20%*	*19%*	*20%*	*18%*	*19%*	*19%*	*19%*	*23%*	*23%*	*23%*	*23%*	*22%*	*19%*	*20%*	*19%*	*18%*	*18%*	*18%*	*17%*	*22%*
8	**61**	57	49	55	2	61	61	49	46	36	39	36	31	30	1	61	38	12	17	8	17
	18%	*18%*	*19%*	*17%*	*15%*	*18%*	*18%*	*17%*	*22%*	*22%*	*18%*	*15%*	*16%*	*17%*	*20%*	*18%*	*16%*	*13%*	*23%*	*18%*	*16%*
9	**15**	13	12	13	1	15	15	13	7	5	9	10	9	11	1	15	10	5	2	-	4
	4%	*4%*	*5%*	*4%*	*6%*	*4%*	*4%*	*5%*	*3%*	*3%*	*4%*	*4%*	*5%*	*6%*	*19%*	*4%*	*4%*	*5%*	*2%*	-	*4%*
10 - HIGHEST score	**11**	11	9	11	-	11	11	10	8	7	6	10	8	5	-	11	10	6	4	5	6
	3%	*4%*	*4%*	*4%*	-	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	-	*3%*	*4%*	*6%*	*5%*	*12%*	*5%*
Don't know	**19**	18	15	16	1	19	16	17	5	5	10	15	14	9	*	19	15	8	5	2	2
	6%	*6%*	*6%*	*5%*	*6%*	*6%*	*5%*	*6%*	*3%*	*3%*	*4%*	*6%*	*7%*	*5%*	*10%*	*6%*	*6%*	*8%*	*6%*	*4%*	*2%*
SUMMARY:																					
NET: 9-10	**26**	25	22	24	1	26	26	23	14	12	15	20	17	16	1	26	21	11	6	5	10
	8%	*8%*	*8%*	*8%*	*6%*	*8%*	*8%*	*8%*	*7%*	*7%*	*7%*	*8%*	*9%*	*9%*	*19%*	*8%*	*9%*	*11%*	*8%*	*12%*	*9%*
NET: 7-10	**151**	145	120	143	4	151	151	129	109	86	104	111	92	81	2	151	101	40	36	21	51
	45%	*46%*	*47%*	*45%*	*39%*	*45%*	*45%*	*44%*	*52%*	*51%*	*48%*	*46%*	*46%*	*45%*	*59%*	*45%*	*43%*	*42%*	*49%*	*47%*	*47%*
NET: 4-6	**128**	117	91	124	5	128	128	121	78	64	82	86	67	70	1	128	96	37	29	19	38
	38%	*37%*	*36%*	*39%*	*46%*	*38%*	*38%*	*41%*	*37%*	*38%*	*38%*	*36%*	*34%*	*39%*	*31%*	*38%*	*40%*	*39%*	*40%*	*41%*	*35%*
NET: 1-3	**38**	33	29	34	1	38	38	28	17	13	20	30	26	20	-	38	25	11	3	4	17
	11%	*11%*	*11%*	*11%*	*9%*	*11%*	*11%*	*9%*	*8%*	*8%*	*9%*	*12%*	*13%*	*11%*	-	*11%*	*11%*	*12%*	*4%*	*8%*	*16%*
Mean	**6.06**	6.10	6.11	6.08	6.01	6.06	6.06	6.07	6.33	6.31	6.20	6.02	6.02	6.08	7.19	6.06	6.03	6.05	6.50	6.36	5.96
Standard Deviation	**2.15**	2.13	2.19	2.11	2.01	2.15	2.15	2.07	1.95	1.95	2.00	2.19	2.25	2.14	1.62	2.15	2.15	2.25	1.79	2.17	2.32

Prepared by BDRC Continental

* = Less than .5

Q15K Rating on statement - It shows programmes that make me stop and think
BBC1

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1552**	735	817	162	204	291	279	246	370	385	722	445	290	1262	84	1460	875	238	235	204
Weighted Base	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123*	1467	1359	127	76	38
1 - LOWEST score	**19**	10	8	3	-	4	3	2	7	4	8	6	4	15	2	17	16	1	2	1
	1%	*1%*	*1%*	*2%*	*-*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	***	*2%*	*2%*
2	**33**	16	17	3	5	6	5	2	12	9	12	13	6	27	5	27	31	1	*	1
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*	*4%*	*2%*	*2%*	*1%*	***	*2%*
3	**37**	15	22	4	3	2	7	10	10	13	15	10	2	35	2	36	32	3	2	1
	2%	*2%*	*3%*	*3%*	*2%*	*1%*	*3%*	*4%*	*3%*	*3%*	*2%*	*2%*	*1%*	*3%*	*1%*	*2%*	*2%*	*2%*	*3%*	*1%*
4	**63**	33	30	2	8	11	13	7	22	16	25	22	11	52	3	60	54	5	3	2
	4%	*4%*	*4%*	*1%*	*4%*	*4%*	*4%*	*3%*	*6%*	*4%*	*3%*	*5%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*
5	**161**	65	96	15	20	29	30	25	42	41	84	36	30	132	12	149	135	15	7	5
	10%	*9%*	*11%*	*9%*	*10%*	*10%*	*10%*	*10%*	*11%*	*10%*	*11%*	*8%*	*10%*	*10%*	*10%*	*10%*	*10%*	*12%*	*9%*	*12%*
6	**253**	127	126	28	35	49	50	35	55	50	124	79	48	205	16	236	215	20	12	6
	16%	*17%*	*15%*	*17%*	*17%*	*16%*	*17%*	*15%*	*14%*	*12%*	*17%*	*18%*	*17%*	*16%*	*13%*	*16%*	*16%*	*16%*	*16%*	*15%*
7	**401**	200	201	50	53	87	65	68	78	120	187	93	91	310	26	372	345	29	18	9
	25%	*27%*	*24%*	*29%*	*26%*	*28%*	*22%*	*28%*	*20%*	*28%*	*25%*	*21%*	*32%*	*24%*	*21%*	*25%*	*25%*	*23%*	*23%*	*23%*
8	**373**	166	207	42	52	79	68	45	89	97	177	99	54	319	33	337	310	35	18	10
	23%	*22%*	*24%*	*24%*	*25%*	*26%*	*23%*	*19%*	*23%*	*23%*	*24%*	*23%*	*19%*	*24%*	*27%*	*23%*	*23%*	*27%*	*24%*	*26%*
9	**114**	55	59	11	19	19	30	16	18	35	59	20	25	89	11	103	97	8	7	2
	7%	*7%*	*7%*	*7%*	*9%*	*6%*	*10%*	*7%*	*5%*	*8%*	*8%*	*4%*	*9%*	*7%*	*9%*	*7%*	*7%*	*6%*	*9%*	*6%*
10 - HIGHEST score	**79**	40	39	9	5	12	13	13	27	24	25	31	10	69	11	67	69	5	3	2
	5%	*5%*	*5%*	*5%*	*2%*	*4%*	*5%*	*5%*	*7%*	*6%*	*3%*	*7%*	*4%*	*5%*	*9%*	*5%*	*5%*	*4%*	*4%*	*5%*
Don't know	**67**	25	41	3	6	8	10	16	24	17	23	27	7	59	2	64	55	6	4	1
	4%	*3%*	*5%*	*2%*	*3%*	*3%*	*3%*	*7%*	*6%*	*4%*	*3%*	*6%*	*3%*	*5%*	*2%*	*4%*	*4%*	*5%*	*6%*	*4%*
SUMMARY:																				
NET: 9-10	**193**	95	99	20	25	31	43	29	44	59	84	51	35	158	22	170	166	13	10	5
	12%	*13%*	*12%*	*12%*	*12%*	*10%*	*15%*	*12%*	*12%*	*14%*	*11%*	*12%*	*12%*	*12%*	*18%*	*12%*	*12%*	*10%*	*13%*	*12%*
NET: 7-10	**967**	461	506	112	130	197	176	142	211	276	448	243	180	787	81	879	822	77	46	23
	60%	*61%*	*60%*	*66%*	*62%*	*64%*	*60%*	*59%*	*55%*	*65%*	*61%*	*56%*	*63%*	*60%*	*66%*	*60%*	*60%*	*61%*	*60%*	*61%*
NET: 4-6	**478**	226	252	46	64	90	93	67	118	107	233	137	88	389	32	445	404	40	22	12
	30%	*30%*	*30%*	*27%*	*31%*	*29%*	*32%*	*28%*	*31%*	*25%*	*32%*	*31%*	*31%*	*30%*	*26%*	*30%*	*30%*	*32%*	*29%*	*31%*
NET: 1-3	**89**	42	47	11	8	12	16	14	29	26	35	28	12	77	8	79	79	4	4	2
	6%	*6%*	*6%*	*6%*	*4%*	*4%*	*5%*	*6%*	*7%*	*6%*	*5%*	*7%*	*4%*	*6%*	*6%*	*5%*	*6%*	*3%*	*5%*	*5%*
Mean	**6.77**	6.77	6.77	6.84	6.84	6.83	6.81	6.77	6.61	6.85	6.77	6.69	6.76	6.77	6.98	6.75	6.76	6.85	6.82	6.78
Standard Deviation	**1.81**	1.82	1.80	1.80	1.63	1.69	1.82	1.76	2.02	1.83	1.72	1.94	1.71	1.83	1.98	1.79	1.83	1.63	1.82	1.86

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

J20427 PSB Tracker 2013

Table 480

Q15K Rating on statement - It shows programmes that make me stop and think
BBC1

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1552**	182	1109	237	105	1447	968	388	457	820	245	1161	391	871	675	467	788	315	567	942	590
Weighted Base	**1601**	205	1101	268	120*	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
1 - LOWEST score	**19**	2	9	8	2	17	12	5	5	10	5	16	3	14	5	5	13	5	6	13	5
	1%	*1%*	*1%*	**3%b**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*
2	**33**	2	20	7	4	29	16	8	11	15	11	19	14	16	15	5	17	4	6	17	13
	2%	*1%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*5%*	*2%*	*4%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*
3	**37**	2	20	15	8	30	15	11	13	14	5	23	14	15	22	5	22	7	3	17	21
	2%	*1%*	*2%*	**6%b**	**6%i**	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*4%*	*2%*	*3%*	*1%*	*3%*	*2%*	*1%*	*2%*	*3%*
4	**63**	5	37	20	8	55	39	12	15	31	9	46	17	38	25	16	29	14	19	42	20
	4%	*2%*	*3%*	*7%*	*7%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	*3%*
5	**161**	16	106	39	13	149	96	45	51	81	29	115	46	87	73	51	75	30	54	99	60
	10%	*8%*	*10%*	*15%*	*10%*	*10%*	*10%*	*11%*	*11%*	*10%*	*12%*	*9%*	*12%*	*10%*	*10%*	*10%*	*9%*	*9%*	*10%*	*10%*	*10%*
6	**253**	25	179	46	23	230	163	57	66	129	24	215	38	155	95	84	128	60	92	157	96
	16%	*12%*	*16%*	*17%*	*19%*	*16%*	*17%*	*14%*	*14%*	*16%*	*10%*	**18%l**	*10%*	*17%*	*14%*	*17%*	*16%*	*18%*	*16%*	*16%*	*16%*
7	**401**	44	295	60	14	387	263	104	118	202	50	308	93	227	174	134	210	80	160	243	156
	25%	*22%*	*27%*	*22%*	*12%*	**26%d**	**27%d**	**26%d**	**25%d**	*25%*	*21%*	*25%*	*24%*	*25%*	*25%*	*27%*	*26%*	*24%*	*29%*	*25%*	*26%*
8	**373**	70	249	46	18	355	225	93	120	199	51	292	81	207	166	121	187	83	128	232	136
	23%	**34%bc**	*23%*	*17%*	*15%*	*24%*	*23%*	*23%*	*25%*	*24%*	*22%*	*24%*	*21%*	*23%*	*24%*	*24%*	*23%*	*25%*	*23%*	*24%*	*23%*
9	**114**	19	88	7	6	108	71	33	37	50	25	87	27	68	46	37	57	26	43	67	44
	7%	**9%c**	**8%c**	*3%*	*5%*	*7%*	*7%*	*8%*	*8%*	*6%*	*10%*	*7%*	*7%*	*8%*	*7%*	*7%*	*7%*	*8%*	*8%*	*7%*	*7%*
10 - HIGHEST score	**79**	18	47	8	17	62	46	15	16	38	20	45	34	31	48	22	35	17	27	54	22
	5%	*9%*	*4%*	*3%*	**14%efgh**	*4%*	*5%*	*4%*	*3%*	*5%*	*8%*	*4%*	**9%k**	*3%*	**7%m**	*4%*	*4%*	*5%*	*5%*	*5%*	*4%*
Don't know	**67**	3	52	12	8	59	35	19	24	44	9	50	16	43	23	16	35	9	23	45	22
	4%	*1%*	*5%*	*4%*	*6%*	*4%*	*4%*	*5%*	*5%*	*5%*	*4%*	*4%*	*4%*	*5%*	*3%*	*3%*	*4%*	*3%*	*4%*	*5%*	*4%*
SUMMARY: NET: 9-10	**193**	37	135	15	24	170	116	48	53	88	44	132	62	99	95	58	91	43	69	121	65
	12%	**18%c**	**12%c**	*6%*	*20%*	*11%*	*12%*	*12%*	*11%*	*11%*	**19%i**	*11%*	*16%*	*11%*	*14%*	*12%*	*11%*	*13%*	*12%*	*12%*	*11%*
NET: 7-10	**967**	151	679	121	56	911	604	246	291	489	146	732	236	533	434	314	489	206	358	597	357
	60%	**74%bc**	**62%c**	*45%*	*47%*	**62%d**	**62%d**	*61%*	*61%*	*60%*	*62%*	*60%*	*61%*	*59%*	*63%*	*63%*	*60%*	*61%*	*64%*	*60%*	*60%*
NET: 4-6	**478**	46	322	105	44	434	298	114	132	242	62	377	101	280	193	150	233	104	165	299	176
	30%	*22%*	*29%*	**39%ab**	*36%*	*29%*	*30%*	*28%*	*28%*	*30%*	*26%*	*31%*	*26%*	*31%*	*28%*	*30%*	*29%*	*31%*	*30%*	*30%*	*30%*
NET: 1-3	**89**	5	49	30	13	76	43	24	29	38	20	58	31	45	42	15	52	17	15	47	39
	6%	*2%*	*4%*	**11%ab**	*11%*	*5%*	*4%*	*6%*	*6%*	*5%*	*9%*	*5%*	*8%*	*5%*	*6%*	*3%*	*6%*	*5%*	*3%*	*5%*	*7%*
Mean	**6.77**	7.33bc	6.84c	6.05	6.57	6.79	6.81	6.76	6.76	6.79	6.78	6.77	6.77	6.73	6.85	6.90	6.72	6.82	6.93	6.80	6.71
Standard Deviation	**1.81**	1.63	1.71	1.99	2.31	1.76	1.74	1.81	1.81	1.76	2.16	1.73	2.04	1.77	1.85	1.63	1.84	1.79	1.63	1.80	1.78

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 481

Q15K Rating on statement - It shows programmes that make me stop and think
BBC1

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1552**	238	45	84	111	103	43	54	235	98	135	202	204
Weighted Base	**1601**	127	69*	129*	172	160	69*	87*	76	152*	215	305	38
1 - LOWEST score	**19**	1	2	3	-	-	3	-	2	2	2	4	1
	1%	*	*2%*	*2%*	-	-	*5%*	-	*2%*	*1%*	*1%*	*1%*	*2%*
2	**33**	1	2	-	5	5	2	-	*	3	8	7	1
	2%	*1%*	*2%*	-	*3%*	*3%*	*2%*	-	*	*2%*	*4%*	*2%*	*2%*
3	**37**	3	3	3	2	-	3	5	2	8	5	4	1
	2%	*2%*	*4%*	*2%*	*1%*	-	*4%*	*6%*	*3%*	*5%*	*2%*	*1%*	*1%*
4	**63**	5	4	5	5	11	5	5	3	3	6	11	2
	4%	*4%*	*6%*	*4%*	*3%*	*7%*	*7%*	*5%*	*4%*	*2%*	*3%*	*3%*	*4%*
5	**161**	15	3	14	14	14	6	6	7	15	21	41	5
	10%	*12%*	*4%*	*10%*	*8%*	*9%*	*9%*	*7%*	*9%*	*10%*	*10%*	*13%*	*12%*
6	**253**	20	9	20	30	33	10	14	12	33	22	44	6
	16%	*16%*	*13%*	*16%*	*17%*	*20%*	*14%*	*17%*	*16%*	*22%*	*10%*	*14%*	*15%*
7	**401**	29	15	29	40	36	27	26	18	36	56	80	9
	25%	*23%*	*22%*	*22%*	*23%*	*22%*	*40%*	*30%*	*23%*	*24%*	*26%*	*26%*	*23%*
8	**373**	35	19	30	51	37	10	16	18	31	59	58	10
	23%	*27%*	*27%*	*23%*	*29%*	*23%*	*14%*	*19%*	*24%*	*20%*	*28%*	*19%*	*26%*
9	**114**	8	6	12	8	12	-	5	7	8	18	28	2
	7%	*6%*	*9%*	*10%*	*5%*	*8%*	-	*5%*	*9%*	*5%*	*8%*	*9%*	*6%*
10 - HIGHEST score	**79**	5	6	3	11	8	3	5	3	6	14	12	2
	5%	*4%*	*9%*	*2%*	*6%*	*5%*	*5%*	*6%*	*4%*	*4%*	*7%*	*4%*	*5%*
Don't know	**67**	6	-	10	8	5	-	5	4	8	5	15	1
	4%	*5%*	-	*8%*	*4%*	*3%*	-	*5%*	*6%*	*5%*	*2%*	*5%*	*4%*
SUMMARY:													
NET: 9-10	**193**	13	12	15	19	20	3	9	10	14	32	41	5
	12%	*10%*	*18%*	*12%*	*11%*	*13%*	*5%*	*11%*	*13%*	*9%*	*15%*	*13%*	*12%*
NET: 7-10	**967**	77	46	74	110	93	40	52	46	81	147	179	23
	60%	*61%*	*67%*	*57%*	*64%*	*58%*	*58%*	*60%*	*60%*	*53%*	*68%*	*59%*	*61%*
NET: 4-6	**478**	40	17	39	49	58	21	25	22	51	49	95	12
	30%	*32%*	*24%*	*30%*	*28%*	*36%*	*30%*	*29%*	*29%*	*34%*	*23%*	*31%*	*31%*
NET: 1-3	**89**	4	6	6	6	5	8	5	4	13	14	16	2
	6%	*3%*	*9%*	*5%*	*4%*	*3%*	*11%*	*6%*	*5%*	*8%*	*7%*	*5%*	*5%*
Mean	**6.77**	6.85	6.89	6.76	6.99	6.80	6.17	6.75	6.82	6.55	6.94	6.70	6.78
Standard Deviation	**1.81**	1.63	2.10	1.79	1.66	1.72	2.01	1.70	1.82	1.82	1.90	1.84	1.86

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 482

Q15K Rating on statement - It shows programmes that make me stop and think
BBC1

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1552**	1412	814	1402	97	1163	1552	1405	968	825	1102	820	446	442	29	245	1552	573	193	121	586
Weighted Base	**1601**	1467	1260	1449	31	1200	1601	1445	1005	838	1125	813	687	448	9	237	1601	594	217	130	576
1 - LOWEST score	**19**	19	16	17	1	14	19	18	9	6	13	10	8	3	*	5	19	2	2	*	9
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*4%*	*2%*	*1%*	*	*1%*	*	*2%*
2	**33**	31	29	27	-	30	33	25	20	15	13	15	14	10	-	11	33	8	6	5	9
	2%	*2%*	*2%*	*2%*	-	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	-	*5%*	*2%*	*1%*	*3%*	*4%*	*2%*
3	**37**	32	28	32	*	22	37	32	17	12	24	14	12	8	*	5	37	17	2	5	14
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*4%*	*2%*	*2%*	*3%*	*1%*	*4%*	*2%*
4	**63**	59	53	51	1	39	63	61	33	22	44	31	28	14	*	9	63	27	4	4	16
	4%	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	*2%*	*3%*	*3%*
5	**161**	150	127	157	3	117	161	144	88	81	101	81	69	52	1	29	161	63	20	19	62
	10%	*10%*	*10%*	*11%*	*9%*	*10%*	*10%*	*10%*	*9%*	*10%*	*9%*	*10%*	*10%*	*12%*	*7%*	*12%*	*10%*	*11%*	*9%*	*14%*	*11%*
6	**253**	231	196	231	5	184	253	233	155	123	159	129	108	68	1	24	253	84	26	20	77
	16%	*16%*	*16%*	*16%*	*17%*	*15%*	*16%*	*16%*	*15%*	*15%*	*14%*	*16%*	*16%*	*15%*	*7%*	*10%*	*16%*	*14%*	*12%*	*15%*	*13%*
7	**401**	361	313	360	6	317	401	361	277	231	301	202	172	116	3	50	401	141	59	32	147
	25%	*25%*	*25%*	*25%*	*20%*	*26%*	*25%*	*25%*	*28%*	*28%*	*27%*	*25%*	*25%*	*26%*	*28%*	*21%*	*25%*	*24%*	*27%*	*25%*	*26%*
8	**373**	348	292	341	8	284	373	339	260	217	293	199	163	113	2	51	373	151	61	27	151
	23%	*24%*	*23%*	*24%*	*25%*	*24%*	*23%*	*23%*	*26%*	*26%*	*26%*	*24%*	*24%*	*25%*	*17%*	*22%*	*23%*	*25%*	*28%*	*21%*	*26%*
9	**114**	104	89	103	4	84	114	102	63	57	81	50	40	32	2	25	114	44	17	6	37
	7%	*7%*	*7%*	*7%*	*13%*	*7%*	*7%*	*7%*	*6%*	*7%*	*7%*	*6%*	*6%*	*7%*	*17%*	*10%*	*7%*	*7%*	*8%*	*5%*	*7%*
10 - HIGHEST score	**79**	71	65	71	2	62	79	71	44	43	53	38	35	23	1	20	79	40	12	11	31
	5%	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	*7%*	*8%*	*5%*	*7%*	*5%*	*8%*	*5%*
Don't know	**67**	62	52	59	1	49	67	57	39	32	41	44	38	10	1	9	67	18	7	2	22
	4%	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*6%*	*2%*	*7%*	*4%*	*4%*	*3%*	*3%*	*1%*	*4%*
SUMMARY:																					
NET: 9-10	**193**	175	154	174	6	146	193	173	107	100	135	88	74	55	2	44	193	84	29	17	68
	12%	*12%*	*12%*	*12%*	*19%*	*12%*	*12%*	*12%*	*11%*	*12%*	*12%*	*11%*	*11%*	*12%*	*23%*	*19%*	*12%*	*14%*	*14%*	*13%*	*12%*
NET: 7-10	**967**	883	759	876	20	746	967	874	644	548	729	489	410	283	6	146	967	375	149	76	366
	60%	*60%*	*60%*	*60%*	*63%*	*62%*	*60%*	*60%*	*64%*	*65%*	*65%*	*60%*	*60%*	*63%*	*69%*	*62%*	*60%*	*63%*	*69%*	*59%*	*64%*
NET: 4-6	**478**	441	376	439	9	340	478	439	276	226	304	242	205	134	2	62	478	173	50	43	156
	30%	*30%*	*30%*	*30%*	*29%*	*28%*	*30%*	*30%*	*27%*	*27%*	*27%*	*30%*	*30%*	*30%*	*17%*	*26%*	*30%*	*29%*	*23%*	*33%*	*27%*
NET: 1-3	**89**	82	73	75	1	65	89	75	47	32	51	38	34	21	1	20	89	28	11	9	32
	6%	*6%*	*6%*	*5%*	*3%*	*5%*	*6%*	*5%*	*5%*	*4%*	*4%*	*5%*	*5%*	*5%*	*7%*	*9%*	*6%*	*5%*	*5%*	*7%*	*5%*
Mean	**6.77**	6.76	6.75	6.78	7.07	6.81	6.77	6.78	6.86	6.94	6.89	6.79	6.77	6.85	7.03	6.78	6.77	6.91	6.99	6.69	6.85
Standard Deviation	**1.81**	1.82	1.84	1.79	1.82	1.80	1.81	1.80	1.70	1.67	1.73	1.76	1.78	1.73	2.20	2.16	1.81	1.77	1.78	1.92	1.80

* = Less than .5

J20427 PSB Tracker 2013

Table 483

Q15K Rating on statement - It shows programmes that make me stop and think
BBC2

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**618**	335	283	41	74	95	109	120	179	171	274	173	87	531	31	586	352	94	102	70
Weighted Base	**642**	339	303	41**	80*	99*	123*	110*	189	192	282	169	91*	551	44**	597	546	50*	33	13*
1 - LOWEST score	**2**	2	*	2	-	-	*	-	*	2	*	*	2	1	-	2	2	-	*	*
	*	1%	*	4%	-	-	*	-	*	1%	*	*	2%	*	-	*	*	-	1%	2%
2	**11**	6	5	3	*	5	-	-	3	2	6	3	3	8	3	8	11	-	-	*
	2%	2%	2%	8%	*	5%	-	-	2%	1%	2%	2%	3%	1%	8%	1%	2%	-	-	1%
3	**13**	9	4	-	2	*	7	4	1	5	6	2	*	13	-	13	11	1	1	*
	2%	3%	1%	-	2%	*	5%	3%	*	3%	2%	1%	*	2%	-	2%	2%	2%	2%	1%
4	**26**	14	12	2	2	2	7	9	5	7	13	6	2	25	3	23	23	2	1	1
	4%	4%	4%	5%	2%	2%	5%	9%	3%	4%	5%	4%	2%	4%	8%	4%	4%	3%	2%	5%
5	**46**	22	24	3	5	6	3	11	19	7	29	9	4	42	2	44	34	6	5	1
	7%	7%	8%	6%	6%	6%	2%	10%	10%	4%	10%	6%	5%	8%	5%	7%	6%	12%	**14%p**	9%
6	**92**	48	44	5	9	14	15	15	34	27	41	23	12	80	5	86	82	3	5	2
	14%	14%	14%	12%	11%	14%	12%	14%	18%	14%	14%	14%	13%	15%	12%	14%	15%	6%	14%	15%
7	**146**	67	79	6	26	26	21	25	41	45	63	38	24	121	13	133	125	11	6	3
	23%	20%	26%	15%	33%	26%	17%	23%	22%	23%	22%	23%	27%	22%	30%	22%	23%	22%	17%	26%
8	**192**	103	90	12	29	24	44	25	58	65	77	51	27	165	8	183	160	19	10	3
	30%	30%	30%	30%	36%	25%	36%	23%	31%	34%	27%	30%	30%	30%	19%	31%	29%	37%	32%	26%
9	**56**	35	21	2	5	14	16	9	9	15	27	15	8	48	-	56	49	3	3	1
	9%	10%	7%	4%	7%	14%	13%	9%	5%	8%	9%	9%	9%	9%	-	9%	9%	6%	8%	8%
10 - HIGHEST score	**39**	19	20	3	2	4	9	6	14	12	12	15	5	34	5	33	33	3	3	*
	6%	6%	7%	8%	3%	4%	8%	6%	7%	6%	4%	9%	5%	6%	12%	6%	6%	5%	8%	3%
Don't know	**19**	14	5	3	1	3	1	5	6	6	8	6	4	15	3	16	15	3	1	*
	3%	4%	2%	8%	1%	3%	1%	4%	3%	3%	3%	3%	4%	3%	7%	3%	3%	5%	3%	3%
SUMMARY:																				
NET: 9-10	**95**	54	40	5	8	18	26	16	23	27	39	29	13	82	5	89	82	6	5	2
	15%	16%	13%	12%	9%	18%	21%	14%	12%	14%	14%	17%	14%	15%	12%	15%	15%	12%	15%	12%
NET: 7-10	**433**	224	209	23	63	68	91	66	122	136	178	118	65	368	27	405	368	36	21	8
	67%	66%	69%	57%	78%	69%	74%	60%	64%	71%	63%	70%	71%	67%	61%	68%	67%	71%	64%	63%
NET: 4-6	**164**	84	80	9	15	22	24	36	58	41	83	39	17	146	11	153	139	11	10	4
	25%	25%	26%	23%	18%	22%	20%	32%	30%	21%	30%	23%	19%	27%	25%	26%	26%	21%	30%	29%
NET: 1-3	**26**	17	9	5	2	5	7	4	4	8	13	6	5	21	3	23	24	1	1	1
	4%	5%	3%	12%	2%	5%	6%	3%	2%	4%	4%	3%	5%	4%	8%	4%	4%	2%	3%	4%
Mean	**7.06**	7.06	7.07	6.57	7.20	7.08	7.30	6.84	7.07	7.17	6.89	7.22	7.08	7.06	6.71	7.08	7.05	7.20	7.09	6.80
Standard Deviation	**1.72**	1.79	1.64	2.40	1.33	1.76	1.78	1.75	1.60	1.66	1.74	1.72	1.81	1.70	2.13	1.69	1.73	1.55	1.74	1.84

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 484

Q15K Rating on statement - It shows programmes that make me stop and think
BBC2

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	618	74	425	105	52	566	352	166	198	298	106	470	148	337	280	215	280	126	187	363	243
Weighted Base	642	81*	429	115*	58*	584	362	168	205	286	95*	494	148	357	283	224	291	139*	187	383	245
1 - LOWEST score	2	2	1	-	2	1	1	-	-	2	2	2	1	2	1	2	1	-	*	2	*
	*	2%	*	-	3%e	*	*	-	-	1%	2%	*	*	*	*	1%	*	-	*	*	*
2	11	-	11	-	*	11	6	3	5	5	3	6	5	3	8	-	5	2	5	5	6
	2%	-	3%	-	*	2%	2%	2%	2%	2%	3%	1%	3%	1%	3%	-	2%	1%	3%	1%	3%
3	13	-	6	7	-	13	5	5	6	6	2	8	5	7	6	3	6	3	2	5	8
	2%	-	1%	6%	-	2%	1%	3%	3%	2%	2%	2%	3%	2%	2%	1%	2%	2%	1%	1%	3%
4	26	3	15	7	4	22	13	5	9	12	4	18	8	13	14	8	14	3	6	19	7
	4%	4%	3%	6%	8%	4%	4%	3%	4%	4%	4%	4%	5%	4%	5%	4%	5%	2%	3%	5%	3%
5	46	3	31	12	3	43	28	11	15	21	9	36	10	24	22	15	22	11	13	22	24
	7%	4%	7%	11%	5%	7%	8%	6%	7%	7%	9%	7%	7%	7%	8%	7%	8%	8%	7%	6%	10%
6	92	8	60	22	10	82	56	20	26	57	15	71	20	51	41	31	37	26	25	62	26
	14%	10%	14%	19%	17%	14%	15%	12%	13%	20%	15%	14%	14%	14%	14%	14%	13%	19%	14%	16%	11%
7	146	23	91	32	15	131	84	40	42	59	25	108	38	71	75	54	65	20	53	84	61
	23%	29%	21%	28%	26%	22%	23%	24%	20%	21%	26%	22%	26%	20%	27%	24%	22%	15%	28%	22%	25%
8	192	27	135	23	21	172	98	53	67	71	15	160	33	122	69	67	95	43	47	114	73
	30%	33%	32%	20%	35%	29%	27%	32%	33%	25%	16%	32%	22%	34%	24%	30%	33%	31%	25%	30%	30%
9	56	10	42	4	-	56	33	19	22	27	10	44	12	33	23	27	23	18	13	33	21
	9%	12%	10%	4%	-	10%	9%	11%	11%	9%	10%	9%	8%	9%	8%	12%	8%	13%	7%	9%	9%
10 - HIGHEST score	39	5	23	4	4	35	25	8	8	13	10	24	15	19	19	11	14	11	14	25	11
	6%	6%	5%	4%	6%	6%	7%	5%	4%	4%	11%	5%	10%	5%	7%	5%	5%	8%	7%	6%	4%
Don't know	19	*	14	5	*	19	14	5	5	13	2	17	3	13	6	8	11	2	10	13	7
	3%	*	3%	4%	*	3%	4%	3%	3%	5%	2%	3%	2%	4%	2%	3%	4%	1%	5%	3%	3%
SUMMARY: NET: 9-10	95	15	65	8	4	91	58	27	30	40	20	68	27	52	42	38	37	29	27	58	32
	15%	18%	15%	7%	6%	16%	16%	16%	15%	14%	21%	14%	18%	15%	15%	17%	13%	21%	15%	15%	13%
NET: 7-10	433	65	291	63	39	394	241	119	139	170	60	335	98	245	186	159	197	92	127	256	167
	67%	80%c	68%	55%	67%	67%	66%	71%	68%	59%	63%	68%	66%	69%	66%	71%	68%	66%	68%	67%	68%
NET: 4-6	164	14	106	41	17	146	96	36	49	90	27	126	38	88	76	54	73	40	44	103	57
	25%	18%	25%	35%	30%	25%	27%	21%	24%	32%	28%	25%	26%	25%	27%	24%	25%	29%	24%	27%	23%
NET: 1-3	26	2	18	7	2	25	12	8	11	13	7	16	10	11	15	4	11	5	7	12	14
	4%	2%	4%	6%	3%	4%	3%	5%	5%	5%	7%	3%	7%	3%	5%	2%	4%	3%	4%	3%	6%
Mean	7.06	7.36c	7.09	6.56	6.86	7.08	7.10	7.14	7.03	6.87	6.89	7.10	6.95	7.17	6.92	7.23	7.04	7.24	7.08	7.09	6.95
Standard Deviation	1.72	1.60	1.72	1.64	1.73	1.72	1.69	1.68	1.75	1.75	2.07	1.63	1.97	1.63	1.81	1.56	1.67	1.70	1.70	1.69	1.75

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 485

Q15K Rating on statement - It shows programmes that make me stop and think
BBC2

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**618**	94	18	28	44	34	13	27	102	41	60	87	70
Weighted Base	**642**	50*	27**	44**	68*	53*	21**	44**	33	63*	96*	131*	13*
1 - LOWEST score	**2**	-	-	-	-	-	-	-	*	-	-	2	*
	*****	-	-	-	-	-	-	-	*1%*	-	-	*1%*	*2%*
2	**11**	-	-	-	2	2	-	-	-	-	8	-	*
	2%	-	-	-	*2%*	*3%*	-	-	-	-	**8%al**	-	*1%*
3	**13**	1	-	-	3	-	3	2	1	2	2	-	*
	2%	*2%*	-	-	*4%*	-	*15%*	*4%*	*2%*	*3%*	*2%*	-	*1%*
4	**26**	2	2	2	-	5	2	2	1	2	5	6	1
	4%	*3%*	*6%*	*3%*	-	*9%*	*8%*	*4%*	*2%*	*2%*	*5%*	*4%*	**5%e**
5	**46**	6	-	3	5	5	2	3	5	3	8	6	1
	7%	*12%*	-	*7%*	*7%*	*9%*	*8%*	*7%*	*14%*	*4%*	*9%*	*5%*	*9%*
6	**92**	3	6	5	12	4	2	7	5	14	11	21	2
	14%	*6%*	*22%*	*11%*	*18%*	*9%*	*8%*	*15%*	*14%*	*22%*	*12%*	*16%*	*15%*
7	**146**	11	5	12	16	13	8	14	6	14	14	30	3
	23%	*22%*	*17%*	*28%*	*23%*	*24%*	*38%*	*32%*	*17%*	*22%*	*15%*	*23%*	*26%*
8	**192**	19	5	9	17	15	3	15	10	20	33	42	3
	30%	*37%*	*17%*	*22%*	*25%*	*29%*	*15%*	*33%*	*32%*	*32%*	*35%*	*32%*	*26%*
9	**56**	3	6	8	5	6	-	-	3	3	8	13	1
	9%	*6%*	*22%*	*18%*	*7%*	*12%*	-	-	*8%*	*5%*	*8%*	*10%*	*8%*
10 - HIGHEST score	**39**	3	5	2	8	2	2	2	3	3	7	5	*
	6%	*5%*	*17%*	*4%*	*11%*	*3%*	*8%*	*4%*	*8%*	*5%*	*7%*	*4%*	*3%*
Don't know	**19**	3	-	3	1	2	-	-	1	3	-	6	*
	3%	*5%*	-	*7%*	*2%*	*3%*	-	-	*3%*	*5%*	-	*5%*	**3%k**
SUMMARY:													
NET: 9-10	**95**	6	11	10	12	8	2	2	5	6	14	18	2
	15%	*12%*	*39%*	*22%*	*18%*	*15%*	*8%*	*4%*	*15%*	*10%*	*15%*	*14%*	*12%*
NET: 7-10	**433**	36	20	31	45	36	13	31	21	40	62	91	8
	67%	*71%*	*73%*	*71%*	*66%*	*68%*	*61%*	*70%*	*64%*	*64%*	*65%*	*69%*	*63%*
NET: 4-6	**164**	11	7	9	17	14	5	11	10	18	24	33	4
	25%	*21%*	*27%*	*22%*	*25%*	*26%*	*24%*	*26%*	*30%*	*29%*	*25%*	*25%*	*29%*
NET: 1-3	**26**	1	-	-	5	2	3	2	1	2	9	2	1
	4%	*2%*	-	-	*7%*	*3%*	*15%*	*4%*	*3%*	*3%*	*10%*	*1%*	*4%*
Mean	**7.06**	7.20	7.74	7.36	7.13	6.95	6.31	6.88	7.09	7.08	6.79	7.18	6.80
Standard Deviation	**1.72**	1.55	1.69	1.43	1.84	1.78	2.02	1.47	1.74	1.45	2.14	1.52	1.84

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 486

Q15K Rating on statement - It shows programmes that make me stop and think
BBC2

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**618**	555	327	569	49	457	614	618	407	406	459	298	155	236	16	106	573	618	100	103	276
Weighted Base	**642**	587	506	593	16	472	637	642	422	425	474	286	239	239	5	95	594	642	106	113	269
1 - LOWEST score	**2**	2	2	2	-	2	2	2	*	1	*	2	2	2	-	2	2	2	*	*	*
	*****	*	*	*	-	*	*	*	*	*	*	1%	1%	1%	-	2%	*	*	*	*	*
2	**11**	11	11	8	-	7	10	11	5	10	9	5	5	3	-	3	6	11	3	5	2
	2%	2%	2%	1%	-	1%	1%	2%	1%	2%	2%	2%	2%	1%	-	3%	1%	2%	3%	4%	1%
3	**13**	12	11	11	*	10	13	13	7	7	10	6	6	8	-	2	12	13	*	3	6
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	-	2%	2%	2%	*	3%	2%
4	**26**	24	22	19	*	18	26	26	14	7	16	12	10	5	*	4	25	26	5	4	8
	4%	4%	4%	3%	2%	4%	4%	4%	3%	2%	3%	4%	4%	2%	6%	4%	4%	4%	5%	4%	3%
5	**46**	43	33	46	3	34	46	46	28	30	36	21	14	18	*	9	44	46	8	8	22
	7%	7%	6%	8%	19%	7%	7%	7%	7%	7%	7%	7%	6%	8%	7%	9%	7%	7%	7%	7%	8%
6	**92**	89	80	84	2	78	92	92	64	59	61	57	53	35	1	15	88	92	11	14	33
	14%	15%	16%	14%	13%	17%	14%	14%	15%	14%	13%	20%	22%	15%	12%	15%	15%	14%	10%	12%	12%
7	**146**	128	110	139	2	99	144	146	89	95	102	59	50	62	1	25	135	146	26	24	64
	23%	22%	22%	23%	14%	21%	23%	23%	21%	22%	22%	21%	21%	26%	26%	26%	23%	23%	24%	21%	24%
8	**192**	173	147	177	5	142	192	192	133	130	148	71	57	65	2	15	178	192	25	34	78
	30%	29%	29%	30%	31%	30%	30%	30%	32%	31%	31%	25%	24%	27%	31%	16%	30%	30%	23%	30%	29%
9	**56**	51	45	55	1	40	56	56	45	43	46	27	23	18	*	10	52	56	14	8	27
	9%	9%	9%	9%	8%	8%	9%	9%	11%	10%	10%	9%	10%	8%	6%	10%	9%	9%	14%	7%	10%
10 - HIGHEST score	**39**	36	31	35	2	30	39	39	22	29	30	13	9	14	*	10	37	39	10	11	19
	6%	6%	6%	6%	10%	6%	6%	6%	5%	7%	6%	4%	4%	6%	6%	11%	6%	6%	10%	10%	7%
Don't know	**19**	19	15	19	*	13	18	19	16	15	16	13	11	8	*	2	16	19	3	3	10
	3%	3%	3%	3%	2%	3%	3%	3%	4%	3%	3%	5%	4%	3%	6%	2%	3%	3%	3%	3%	4%
SUMMARY:																					
NET: 9-10	**95**	86	76	90	3	70	95	95	66	72	76	40	32	32	1	20	89	95	25	19	46
	15%	15%	15%	15%	18%	15%	15%	15%	16%	17%	16%	14%	13%	13%	12%	21%	15%	15%	23%	17%	17%
NET: 7-10	**433**	387	333	405	10	311	431	433	288	297	326	170	139	159	4	60	401	433	75	77	188
	67%	66%	66%	68%	62%	66%	68%	67%	68%	70%	69%	59%	58%	67%	69%	63%	67%	67%	71%	68%	70%
NET: 4-6	**164**	155	135	149	5	130	163	164	106	96	112	90	77	59	1	27	157	164	24	25	63
	25%	26%	27%	25%	33%	28%	26%	25%	25%	23%	24%	32%	32%	25%	25%	28%	26%	25%	22%	22%	24%
NET: 1-3	**26**	25	24	21	*	18	25	26	12	17	20	13	13	13	-	7	20	26	4	8	8
	4%	4%	5%	3%	2%	4%	4%	4%	3%	4%	4%	5%	5%	5%	-	7%	3%	4%	4%	7%	3%
Mean	**7.06**	7.03	7.02	7.11	7.11	7.06	7.08	7.06	7.18	7.20	7.14	6.87	6.83	6.99	7.18	6.89	7.09	7.06	7.23	7.04	7.21
Standard Deviation	**1.72**	1.74	1.76	1.66	1.77	1.71	1.70	1.72	1.60	1.68	1.71	1.75	1.75	1.73	1.63	2.07	1.68	1.72	1.86	1.96	1.63

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 487

Q15K Rating on statement - It shows programmes that make me stop and think
BBC3

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**278**	127	151	75	34	71	34	24	40	63	127	88	62	216	35	243	168	43	41	26
Weighted Base	**306**	135*	170	88*	33**	75*	34**	28**	47*	76*	134*	96*	59*	247	55*	251	265	23*	14*	5**
1 - LOWEST score	**7**	3	3	3	-	-	*	2	2	-	4	3	2	5	3	3	6	-	*	-
	2%	*2%*	*2%*	*4%*	-	-	*1%*	*6%*	*3%*	-	*3%*	*3%*	*3%*	*2%*	*6%*	*1%*	*2%*	-	*2%*	-
2	**6**	3	3	3	2	2	-	-	-	5	2	-	3	3	2	5	6	-	-	-
	2%	*2%*	*2%*	*4%*	*5%*	*2%*	-	-	-	*6%*	*1%*	-	*5%*	*1%*	*3%*	*2%*	*2%*	-	-	-
3	**8**	2	7	3	2	2	-	1	-	3	2	3	*	8	2	7	8	-	*	-
	3%	*1%*	*4%*	*4%*	*5%*	*2%*	-	*5%*	-	*4%*	*2%*	*3%*	*1%*	*3%*	*3%*	*3%*	*3%*	-	*2%*	-
4	**18**	6	12	5	1	4	1	3	4	3	8	7	2	16	6	11	16	1	*	1
	6%	*4%*	*7%*	*5%*	*3%*	*5%*	*4%*	*11%*	*8%*	*4%*	*6%*	*7%*	*4%*	*6%*	*12%*	*5%*	*6%*	*5%*	*3%*	*11%*
5	**40**	19	21	10	5	8	6	5	6	12	18	10	9	31	8	31	33	4	2	1
	13%	*14%*	*12%*	*11%*	*14%*	*11%*	*17%*	*18%*	*12%*	*16%*	*13%*	*10%*	*15%*	*13%*	*15%*	*13%*	*13%*	*17%*	*13%*	*23%*
6	**52**	22	30	15	2	15	6	2	12	5	28	19	13	39	7	46	44	5	3	1
	17%	*17%*	*17%*	*17%*	*7%*	*19%*	*19%*	*8%*	*25%*	*7%*	*21%*	*20%*	*22%*	*16%*	*12%*	*18%*	*16%*	*20%*	*22%*	*20%*
7	**62**	25	37	11	12	23	6	3	7	17	26	19	18	45	5	57	54	4	3	1
	20%	*19%*	*22%*	*12%*	*37%*	*30%*	*19%*	*12%*	*15%*	*23%*	*19%*	*20%*	*30%*	*18%*	*9%*	*23%*	*20%*	*19%*	*22%*	*23%*
8	**56**	28	28	22	7	13	4	3	7	17	22	17	5	51	15	42	49	5	2	*
	18%	*21%*	*16%*	*25%*	*22%*	*17%*	*12%*	*11%*	*15%*	*22%*	*17%*	*18%*	*9%*	*21%*	*27%*	*17%*	*19%*	*21%*	*15%*	*8%*
9	**26**	14	11	8	2	5	5	4	3	8	10	7	1	25	5	21	22	2	2	*
	8%	*10%*	*7%*	*9%*	*5%*	*6%*	*15%*	*12%*	*7%*	*11%*	*8%*	*8%*	*2%*	*10%*	*8%*	*8%*	*8%*	*7%*	*14%*	*8%*
10 - HIGHEST score	**9**	4	5	3	*	2	-	2	2	2	2	5	2	7	3	6	8	1	*	-
	3%	*3%*	*3%*	*4%*	*1%*	*2%*	-	*6%*	*4%*	*2%*	*1%*	*6%*	*3%*	*3%*	*6%*	*2%*	*3%*	*2%*	*2%*	-
Don't know	**22**	8	14	5	1	4	4	3	5	4	13	5	5	17	-	22	19	2	1	*
	7%	*6%*	*8%*	*6%*	*3%*	*5%*	*12%*	*11%*	*11%*	*5%*	*10%*	*5%*	*8%*	*7%*	-	*9%*	*7%*	*10%*	*5%*	*7%*
SUMMARY:																				
NET: 9-10	**34**	18	17	11	2	6	5	5	5	10	12	13	2	32	8	27	30	2	2	*
	11%	*13%*	*10%*	*12%*	*6%*	*9%*	*15%*	*18%*	*11%*	*13%*	*9%*	*13%*	*4%*	*13%*	*14%*	*11%*	*11%*	*9%*	*17%*	*8%*
NET: 7-10	**153**	71	82	43	22	42	16	12	19	45	60	48	25	128	27	126	133	11	7	2
	50%	*53%*	*48%*	*49%*	*65%*	*56%*	*46%*	*41%*	*41%*	*58%*	*45%*	*51%*	*43%*	*52%*	*49%*	*50%*	*50%*	*49%*	*53%*	*39%*
NET: 4-6	**110**	47	62	30	8	26	14	11	21	20	53	36	24	86	21	88	93	9	5	3
	36%	*35%*	*37%*	*34%*	*23%*	*35%*	*41%*	*37%*	*45%*	*27%*	*40%*	*38%*	*40%*	*35%*	*39%*	*35%*	*35%*	*41%*	*37%*	*53%*
NET: 1-3	**21**	8	13	10	3	3	*	3	2	8	7	6	5	16	7	15	21	-	1	-
	7%	*6%*	*8%*	*11%*	*9%*	*5%*	*1%*	*11%*	*3%*	*10%*	*5%*	*6%*	*8%*	*7%*	*12%*	*6%*	*8%*	-	*5%*	-
Mean	**6.45**	6.58	6.35	6.37	6.49	6.58	6.65	6.10	6.43	6.50	6.36	6.53	6.06	6.55	6.21	6.51	6.42	6.71	6.71	6.20
Standard Deviation	**1.93**	1.94	1.93	2.20	1.79	1.61	1.61	2.43	1.91	2.04	1.83	1.99	1.84	1.94	2.40	1.80	1.98	1.49	1.85	1.62

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 488

Q15K Rating on statement - It shows programmes that make me stop and think
BBC3

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**278**	53	197	26	-	278	185	76	89	152	73	219	59	152	125	103	111	61	109	153	121
Weighted Base	**306**	67*	208	28**	-**	306	199	85*	102*	162	73*	241	65*	158	148	109*	122*	73*	113*	174	126*
1 - LOWEST score	**7**	2	5	-	-	7	5	2	2	2	-	6	*	3	3	2	2	-	4	2	5
	2%	*2%*	*2%*	-	-	*2%*	*3%*	*2%*	*2%*	*1%*	-	*3%*	*	*2%*	*2%*	*2%*	*2%*	-	*3%*	*1%*	*4%*
2	**6**	2	3	2	-	6	5	2	2	5	2	5	2	2	5	2	5	2	3	5	-
	2%	*2%*	*1%*	*6%*	-	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*4%*	*2%*	*3%*	*3%*	-
3	**8**	1	7	-	-	8	2	5	6	1	2	5	3	2	6	2	6	1	*	2	6
	3%	*2%*	*3%*	-	-	*3%*	*1%*	*6%*	*6%*	*1%*	*2%*	*2%*	*5%*	*1%*	*4%*	*2%*	*5%*	*2%*	*	*1%*	*5%*
4	**18**	7	7	4	-	18	12	5	6	12	4	17	*	7	11	10	5	5	6	13	4
	6%	*10%*	*4%*	*13%*	-	*6%*	*6%*	*5%*	*6%*	*7%*	*5%*	*7%*	*1%*	*4%*	*7%*	*9%*	*4%*	*7%*	*6%*	*8%*	*4%*
5	**40**	10	23	7	-	40	31	7	9	23	10	36	4	19	21	18	17	12	18	29	10
	13%	*14%*	*11%*	*24%*	-	*13%*	*16%*	*8%*	*8%*	*14%*	*13%*	*15%*	*6%*	*12%*	*14%*	*17%*	*14%*	*16%*	*16%*	*17%*	*8%*
6	**52**	10	36	6	-	52	32	16	20	30	11	41	11	34	18	17	16	15	13	31	21
	17%	*16%*	*17%*	*20%*	-	*17%*	*16%*	*19%*	*20%*	*18%*	*16%*	*17%*	*17%*	*22%*	*12%*	*16%*	*13%*	*20%*	*11%*	*18%*	*17%*
7	**62**	13	46	3	-	62	43	17	17	33	11	42	20	30	32	22	25	16	22	27	35
	20%	*20%*	*22%*	*11%*	-	*20%*	*21%*	*20%*	*17%*	*20%*	*15%*	*18%*	*31%*	*19%*	*22%*	*20%*	*20%*	*22%*	*20%*	*15%*	*28%*
8	**56**	8	44	2	-	56	41	13	15	28	17	45	11	31	25	17	30	11	29	33	22
	18%	*12%*	*21%*	*9%*	-	*18%*	*21%*	*15%*	*15%*	*17%*	*23%*	*19%*	*17%*	*20%*	*17%*	*16%*	*24%*	*16%*	*26%*	*19%*	*17%*
9	**26**	4	21	-	-	26	10	8	13	13	9	18	8	13	13	9	6	6	5	15	9
	8%	*7%*	*10%*	-	-	*8%*	*5%*	*10%*	*13%*	*8%*	*12%*	*8%*	*12%*	*8%*	*9%*	*8%*	*5%*	*8%*	*4%*	*9%*	*7%*
10 - HIGHEST score	**9**	3	4	-	-	9	7	2	2	6	4	6	3	3	6	2	2	2	5	5	4
	3%	*5%*	*2%*	-	-	*3%*	*4%*	*2%*	*2%*	*3%*	*5%*	*2%*	*5%*	*2%*	*4%*	*2%*	*1%*	*3%*	*5%*	*3%*	*3%*
Don't know	**22**	7	11	5	-	22	12	10	10	11	5	18	3	15	7	9	10	4	8	11	11
	7%	*10%*	*5%*	*16%*	-	*7%*	*6%*	*11%*	*10%*	*6%*	*6%*	*8%*	*5%*	*10%*	*5%*	*8%*	*8%*	*5%*	*7%*	*6%*	*8%*
SUMMARY: NET: 9-10	**34**	8	25	-	-	34	18	10	15	18	13	24	11	15	19	11	7	8	10	20	12
	11%	*11%*	*12%*	-	-	*11%*	*9%*	*12%*	*15%*	*11%*	*18%*	*10%*	*16%*	*10%*	*13%*	*10%*	*6%*	*10%*	*9%*	*12%*	*10%*
NET: 7-10	**153**	29	115	6	-	153	101	40	48	80	41	112	41	76	76	50	62	35	61	80	69
	50%	*43%*	*56%*	*20%*	-	*50%*	*51%*	*47%*	*47%*	*49%*	*55%*	*46%*	*64%*	*48%*	*52%*	*46%*	*50%*	*48%*	*54%*	*46%*	*55%*
NET: 4-6	**110**	27	67	16	-	110	74	28	35	64	25	95	15	60	50	45	38	31	37	74	35
	36%	*40%*	*32%*	*57%*	-	*36%*	*37%*	*32%*	*35%*	*39%*	*34%*	*39%*	*23%*	*38%*	*34%*	*41%*	*31%*	*43%*	*33%*	*42%*	*28%*
NET: 1-3	**21**	5	15	2	-	21	12	8	9	8	3	16	5	7	14	5	13	3	7	9	11
	7%	*7%*	*7%*	*6%*	-	*7%*	*6%*	*9%*	*9%*	*5%*	*5%*	*7%*	*8%*	*4%*	*10%*	*5%*	*10%*	*4%*	*6%*	*5%*	*9%*
Mean	**6.45**	6.22	6.60	5.45	-	6.45	6.43	6.40	6.44	6.48	6.86	6.33	6.90	6.56	6.35	6.32	6.30	6.46	6.50	6.42	6.51
Standard Deviation	**1.93**	2.04	1.89	1.56	-	1.93	1.91	1.97	1.98	1.86	1.87	1.95	1.81	1.75	2.10	1.84	1.95	1.70	2.02	1.89	1.94

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 489

Q15K Rating on statement - It shows programmes that make me stop and think
BBC3

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**278**	43	10	18	17	21	4	8	41	13	42	35	26
Weighted Base	**306**	23*	16**	28**	26**	33**	7**	13**	14*	20**	68*	54*	5**
1 - LOWEST score	**7**	-	2	2	-	-	-	-	*	-	3	-	-
	2%	-	*10%*	*6%*	-	-	-	-	*2%*	-	*5%*	-	-
2	**6**	-	-	2	2	2	-	-	-	-	2	-	-
	2%	-	-	*5%*	*6%*	*5%*	-	-	-	-	*3%*	-	-
3	**8**	-	-	-	-	-	-	-	*	1	6	-	-
	3%	-	-	-	-	-	-	-	*2%*	*7%*	*9%*	-	-
4	**18**	1	2	-	3	5	-	-	*	-	5	2	1
	6%	*5%*	*10%*	-	*11%*	*14%*	-	-	*3%*	-	*7%*	*3%*	*11%*
5	**40**	4	2	2	3	3	2	3	2	5	5	9	1
	13%	*17%*	*10%*	*6%*	*12%*	*9%*	*24%*	*25%*	*13%*	*24%*	*7%*	*17%*	*23%*
6	**52**	5	2	3	2	6	-	3	3	3	8	17	1
	17%	*20%*	*10%*	*11%*	*6%*	*20%*	-	*24%*	*22%*	*15%*	*12%*	*31%*	*20%*
7	**62**	4	3	9	3	5	3	5	3	5	13	8	1
	20%	*19%*	*21%*	*33%*	*12%*	*14%*	*50%*	*37%*	*22%*	*22%*	*19%*	*14%*	*23%*
8	**56**	5	2	11	6	6	2	-	2	-	16	6	*
	18%	*21%*	*10%*	*40%*	*24%*	*19%*	*26%*	-	*15%*	-	*23%*	*12%*	*8%*
9	**26**	2	2	-	-	1	-	2	2	6	6	4	*
	8%	*7%*	*10%*	-	-	*4%*	-	*13%*	*14%*	*32%*	*9%*	*8%*	*8%*
10 - HIGHEST score	**9**	1	2	-	3	-	-	-	*	-	2	2	-
	3%	*2%*	*10%*	-	*12%*	-	-	-	*2%*	-	*2%*	*3%*	-
Don't know	**22**	2	2	-	5	5	-	-	1	-	2	6	*
	7%	*10%*	*10%*	-	*17%*	*14%*	-	-	*5%*	-	*3%*	*12%*	*7%*
SUMMARY:													
NET: 9-10	**34**	2	3	-	3	1	-	2	2	6	8	6	*
	11%	*9%*	*20%*	-	*12%*	*4%*	-	*13%*	*17%*	*32%*	*12%*	*11%*	*8%*
NET: 7-10	**153**	11	8	20	13	12	5	7	7	11	37	20	2
	50%	*49%*	*50%*	*73%*	*47%*	*38%*	*76%*	*51%*	*53%*	*54%*	*55%*	*37%*	*39%*
NET: 4-6	**110**	9	5	5	8	14	2	6	5	8	18	28	3
	36%	*41%*	*30%*	*16%*	*29%*	*44%*	*24%*	*49%*	*37%*	*39%*	*26%*	*52%*	*53%*
NET: 1-3	**21**	-	2	3	2	2	-	-	1	1	11	-	-
	7%	-	*10%*	*11%*	*6%*	*5%*	-	-	*5%*	*7%*	*17%*	-	-
Mean	**6.45**	6.71	6.30	6.58	6.58	6.10	6.79	6.51	6.71	6.73	6.21	6.58	6.20
Standard Deviation	**1.93**	1.49	2.68	2.01	2.30	1.81	1.17	1.29	1.85	1.90	2.31	1.45	1.62

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 490

Q15K Rating on statement - It shows programmes that make me stop and think
BBC3

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**278**	264	165	255	17	227	272	248	278	192	207	152	91	96	5	73	193	100	278	64	96
Weighted Base	**306**	294	257	283	6	248	298	273	306	204	234	162	140	101	2	73	217	106	306	72	112
1 - LOWEST score	**7**	7	6	5	-	7	5	5	7	3	-	2	2	-	-	-	5	*	7	-	-
	2%	*2%*	*2%*	*2%*	-	*3%*	*2%*	*2%*	*2%*	*2%*	-	*1%*	*1%*	-	-	-	*2%*	*	*2%*	-	-
2	**6**	6	6	6	-	3	6	5	6	3	5	5	5	2	-	2	5	2	6	2	2
	2%	*2%*	*2%*	*2%*	-	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*	-	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*
3	**8**	6	6	7	-	7	8	8	8	3	3	1	1	5	-	2	8	3	8	1	3
	3%	*2%*	*2%*	*2%*	-	*3%*	*3%*	*3%*	*3%*	*2%*	*1%*	*1%*	*1%*	*5%*	-	*2%*	*4%*	*3%*	*3%*	*2%*	*3%*
4	**18**	18	16	16	*	14	18	18	18	14	16	12	11	6	-	4	12	7	18	5	9
	6%	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*7%*	*7%*	*7%*	*8%*	*6%*	-	*5%*	*6%*	*7%*	*6%*	*7%*	*8%*
5	**40**	39	33	39	1	30	38	36	40	27	30	23	17	15	*	10	25	11	40	9	18
	13%	*13%*	*13%*	*14%*	*12%*	*12%*	*13%*	*13%*	*13%*	*13%*	*13%*	*14%*	*12%*	*14%*	*21%*	*13%*	*12%*	*11%*	*13%*	*12%*	*16%*
6	**52**	49	43	47	2	43	51	47	52	35	38	30	27	16	-	11	37	15	52	12	15
	17%	*17%*	*17%*	*17%*	*35%*	*18%*	*17%*	*17%*	*17%*	*17%*	*16%*	*18%*	*19%*	*16%*	-	*16%*	*17%*	*14%*	*17%*	*17%*	*14%*
7	**62**	59	52	52	1	49	62	51	62	37	49	33	28	15	*	11	41	20	62	12	26
	20%	*20%*	*20%*	*18%*	*12%*	*20%*	*21%*	*19%*	*20%*	*18%*	*21%*	*20%*	*20%*	*14%*	*20%*	*15%*	*19%*	*19%*	*20%*	*16%*	*23%*
8	**56**	55	48	55	*	50	56	54	56	45	48	28	26	19	-	17	38	14	56	12	12
	18%	*19%*	*19%*	*20%*	*6%*	*20%*	*19%*	*20%*	*18%*	*22%*	*21%*	*17%*	*18%*	*19%*	-	*23%*	*18%*	*14%*	*18%*	*17%*	*11%*
9	**26**	24	20	26	1	22	26	22	26	15	20	13	11	11	1	9	22	16	26	8	10
	8%	*8%*	*8%*	*9%*	*23%*	*9%*	*9%*	*8%*	*8%*	*7%*	*8%*	*8%*	*8%*	*11%*	*39%*	*12%*	*10%*	*15%*	*8%*	*11%*	*9%*
10 - HIGHEST score	**9**	9	8	9	*	7	9	9	9	9	7	6	5	6	*	4	7	7	9	4	6
	3%	*3%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*6%*	*20%*	*5%*	*3%*	*7%*	*3%*	*5%*	*5%*
Don't know	**22**	22	19	21	-	16	19	19	22	15	17	11	8	8	-	5	16	10	22	7	11
	7%	*7%*	*7%*	*8%*	-	*6%*	*6%*	*7%*	*7%*	*7%*	*7%*	*6%*	*5%*	*8%*	-	*6%*	*7%*	*9%*	*7%*	*10%*	*10%*
SUMMARY:																					
NET: 9-10	**34**	33	28	34	2	29	34	31	34	23	27	18	16	17	1	13	30	23	34	12	16
	11%	*11%*	*11%*	*12%*	*29%*	*12%*	*12%*	*11%*	*11%*	*11%*	*12%*	*11%*	*11%*	*16%*	*59%*	*18%*	*14%*	*22%*	*11%*	*16%*	*14%*
NET: 7-10	**153**	147	128	142	3	129	153	135	153	105	124	80	70	50	1	41	109	57	153	35	54
	50%	*50%*	*50%*	*50%*	*46%*	*52%*	*51%*	*50%*	*50%*	*51%*	*53%*	*49%*	*50%*	*50%*	*79%*	*55%*	*50%*	*54%*	*50%*	*49%*	*48%*
NET: 4-6	**110**	106	92	102	3	87	106	100	110	75	85	64	55	37	*	25	74	34	110	26	43
	36%	*36%*	*36%*	*36%*	*54%*	*35%*	*36%*	*37%*	*36%*	*37%*	*36%*	*39%*	*39%*	*36%*	*21%*	*34%*	*34%*	*32%*	*36%*	*37%*	*38%*
NET: 1-3	**21**	19	19	18	-	16	20	18	21	10	8	8	8	6	-	3	18	5	21	3	5
	7%	*7%*	*7%*	*6%*	-	*7%*	*7%*	*7%*	*7%*	*5%*	*3%*	*5%*	*5%*	*6%*	-	*5%*	*8%*	*5%*	*7%*	*4%*	*4%*
Mean	**6.45**	6.45	6.42	6.51	6.92	6.52	6.50	6.47	6.45	6.59	6.65	6.48	6.47	6.66	7.96	6.86	6.47	6.84	6.45	6.69	6.50
Standard Deviation	**1.93**	1.93	1.97	1.93	1.88	1.93	1.90	1.92	1.93	1.88	1.73	1.86	1.88	1.93	-	1.87	2.02	1.97	1.93	1.89	1.83

* = Less than .5

J20427 PSB Tracker 2013

Table 491

Q15K Rating on statement - It shows programmes that make me stop and think
BBC4

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**150**	76	74	8	14	29	26	30	43	41	58	51	20	130	8	141	93	22	20	15
Weighted Base	**166**	79*	86*	9**	18**	32**	29**	36**	41*	51*	58*	56*	21**	144	10**	154	144*	12**	6**	3**
1 - LOWEST score	**2**	2	-	-	-	-	2	-	*	-	-	2	-	2	-	2	2	-	-	*
	1%	*2%*	-	-	-	-	*5%*	-	*1%*	-	-	*3%*	-	*1%*	-	*1%*	*1%*	-	-	*9%*
2	**2**	2	*	-	-	2	-	-	*	-	2	*	2	*	-	2	2	-	*	-
	1%	*2%*	*	-	-	*5%*	-	-	*1%*	-	*3%*	*1%*	*7%*	*	-	*1%*	*1%*	-	*5%*	-
3	**6**	-	6	-	-	1	-	1	3	-	2	4	-	6	-	6	6	-	-	-
	4%	-	*7%*	-	-	*5%*	-	*4%*	*8%*	-	*3%*	*8%*	-	*4%*	-	*4%*	*4%*	-	-	-
4	**7**	2	5	-	-	2	*	3	2	2	2	4	-	7	-	7	6	1	-	*
	4%	*2%*	*6%*	-	-	*5%*	*1%*	*8%*	*5%*	*3%*	*3%*	*6%*	-	*5%*	-	*5%*	*4%*	*4%*	-	*5%*
5	**13**	8	6	2	1	3	2	4	2	5	6	3	5	8	*	13	9	3	1	-
	8%	*10%*	*7%*	*23%*	*3%*	*11%*	*6%*	*10%*	*5%*	*10%*	*10%*	*5%*	*23%*	*6%*	*3%*	*8%*	*7%*	*28%*	*11%*	-
6	**11**	3	9	*	-	-	3	1	7	4	4	3	*	11	-	10	9	1	1	*
	7%	*3%*	*10%*	*2%*	-	-	*11%*	*2%*	*17%*	*7%*	*7%*	*6%*	*1%*	*8%*	-	*6%*	*6%*	*9%*	*10%*	*13%*
7	**41**	21	20	2	6	12	5	7	9	12	12	17	6	35	5	36	37	2	1	1
	25%	*27%*	*23%*	*19%*	*34%*	*38%*	*17%*	*19%*	*21%*	*23%*	*21%*	*30%*	*30%*	*24%*	*45%*	*24%*	*26%*	*14%*	*20%*	*28%*
8	**34**	17	17	2	4	4	8	6	10	11	11	12	3	32	-	34	30	3	2	-
	21%	*21%*	*20%*	*19%*	*19%*	*13%*	*30%*	*17%*	*25%*	*22%*	*19%*	*21%*	*12%*	*22%*	-	*22%*	*21%*	*23%*	*24%*	-
9	**25**	12	13	2	5	2	7	7	3	11	9	5	2	23	3	22	22	1	2	1
	15%	*15%*	*15%*	*19%*	*27%*	*6%*	*23%*	*19%*	*7%*	*22%*	*15%*	*8%*	*7%*	*16%*	*31%*	*14%*	*15%*	*4%*	*25%*	*39%*
10 - HIGHEST score	**17**	9	7	-	3	5	2	6	1	6	5	5	2	15	1	16	15	1	*	-
	10%	*12%*	*9%*	-	*17%*	*15%*	*6%*	*17%*	*3%*	*13%*	*9%*	*9%*	*7%*	*11%*	*5%*	*11%*	*11%*	*9%*	*6%*	-
Don't know	**8**	5	3	2	-	1	1	2	3	-	6	2	3	5	2	6	6	1	-	*
	5%	*6%*	*3%*	*17%*	-	*2%*	*2%*	*4%*	*8%*	-	*10%*	*3%*	*13%*	*3%*	*15%*	*4%*	*4%*	*9%*	-	*7%*
SUMMARY:																				
NET: 9-10	**42**	21	21	2	8	7	8	13	4	18	14	10	3	39	4	38	37	2	2	1
	25%	*27%*	*24%*	*19%*	*44%*	*21%*	*29%*	*35%*	*10%*	*35%*	*24%*	*17%*	*14%*	*27%*	*37%*	*25%*	*26%*	*14%*	*31%*	*39%*
NET: 7-10	**117**	59	57	5	18	23	22	26	23	41	37	39	12	105	8	108	104	6	5	2
	70%	*75%*	*67%*	*57%*	*97%*	*72%*	*75%*	*71%*	*56%*	*80%*	*64%*	*68%*	*56%*	*73%*	*81%*	*70%*	*72%*	*50%*	*75%*	*66%*
NET: 4-6	**32**	12	19	2	1	5	5	8	11	10	12	10	5	27	*	30	25	5	1	*
	19%	*15%*	*23%*	*25%*	*3%*	*16%*	*17%*	*21%*	*27%*	*20%*	*20%*	*17%*	*24%*	*18%*	*3%*	*19%*	*17%*	*41%*	*20%*	*18%*
NET: 1-3	**10**	3	6	-	-	3	2	1	4	-	3	6	2	8	-	10	9	-	*	*
	6%	*4%*	*7%*	-	-	*9%*	*5%*	*4%*	*9%*	-	*5%*	*11%*	*7%*	*6%*	-	*6%*	*6%*	-	*5%*	*9%*
Mean	**7.20**	7.36	7.06	7.10	8.18	6.91	7.37	7.42	6.66	7.68	7.17	6.77	6.61	7.28	7.85	7.17	7.22	6.81	7.37	6.95
Standard Deviation	**1.97**	1.99	1.96	1.63	1.27	2.20	2.03	2.09	1.85	1.60	1.97	2.21	2.10	1.95	1.30	2.01	1.99	1.84	1.96	3.07

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 492

Q15K Rating on statement - It shows programmes that make me stop and think
BBC4

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**150**	21	97	26	-	150	80	54	65	69	44	120	30	82	68	56	62	35	38	84	62
Weighted Base	**166**	26**	103*	28**	-**	166	87*	60*	74*	73*	45*	136*	30**	93*	73*	70*	62*	47*	34**	91*	70*
1 - LOWEST score	**2**	-	*	2	-	2	2	-	-	*	*	-	2	-	2	-	2	-	2	-	2
	1%	-	*	*5%*	-	*1%*	*2%*	-	-	*	*1%*	-	*6%*	-	*2%*	-	*3%*	-	*4%*	-	*3%*
2	**2**	-	2	-	-	2	-	2	2	2	2	-	2	-	2	-	2	-	-	2	-
	1%	-	*2%*	-	-	*1%*	-	*3%*	*2%*	*2%*	*3%*	-	*6%*	-	*3%*	-	*3%*	-	-	*2%*	-
3	**6**	1	2	2	-	6	4	-	2	4	4	4	2	1	5	-	3	4	-	1	5
	4%	*6%*	*2%*	*5%*	-	*4%*	*5%*	-	*2%*	*6%*	*10%*	*3%*	*5%*	*2%*	*6%*	-	*5%*	*9%*	-	*2%*	*7%*
4	**7**	2	3	2	-	7	4	-	2	4	2	7	-	5	2	4	3	2	2	5	2
	4%	*6%*	*3%*	*8%*	-	*4%*	*5%*	-	*2%*	*5%*	*5%*	*5%*	-	*6%*	*2%*	*5%*	*5%*	*4%*	*5%*	*6%*	*2%*
5	**13**	1	12	1	-	13	6	7	7	9	7	11	2	8	5	2	9	4	2	7	6
	8%	*2%*	*12%*	*3%*	-	*8%*	*7%*	*12%*	*10%*	*13%*	*16%*	*8%*	*7%*	*9%*	*7%*	*3%*	*14%*	*7%*	*6%*	*7%*	*9%*
6	**11**	*	4	5	-	11	6	4	5	7	2	6	5	4	7	2	4	2	2	3	6
	7%	*1%*	*4%*	*18%*	-	*7%*	*6%*	*6%*	*7%*	*10%*	*5%*	*5%*	*16%*	*4%*	*10%*	*3%*	*7%*	*3%*	*6%*	*4%*	*9%*
7	**41**	6	27	7	-	41	22	18	19	14	6	36	5	21	20	18	14	12	9	22	18
	25%	*25%*	*27%*	*25%*	-	*25%*	*25%*	*29%*	*26%*	*19%*	*13%*	*26%*	*18%*	*23%*	*27%*	*26%*	*22%*	*26%*	*25%*	*25%*	*26%*
8	**34**	6	22	4	-	34	18	12	17	17	9	27	7	25	9	11	16	10	7	19	13
	21%	*23%*	*21%*	*15%*	-	*21%*	*20%*	*20%*	*22%*	*24%*	*20%*	*20%*	*24%*	*27%*	*13%*	*16%*	*26%*	*22%*	*21%*	*21%*	*19%*
9	**25**	5	14	2	-	25	12	9	11	8	6	23	1	15	10	16	6	6	6	13	12
	15%	*20%*	*14%*	*6%*	-	*15%*	*14%*	*16%*	*15%*	*10%*	*14%*	*17%*	*5%*	*16%*	*13%*	*23%*	*10%*	*13%*	*17%*	*14%*	*17%*
10 - HIGHEST score	**17**	5	12	1	-	17	9	5	6	5	4	15	2	7	10	12	2	5	3	15	2
	10%	*17%*	*11%*	*2%*	-	*10%*	*11%*	*8%*	*8%*	*7%*	*9%*	*11%*	*7%*	*7%*	*14%*	*18%*	*3%*	*10%*	*9%*	*16%*	*3%*
Don't know	**8**	-	4	3	-	8	4	3	3	3	2	6	2	6	2	5	1	2	2	4	4
	5%	-	*4%*	*11%*	-	*5%*	*5%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*6%*	*2%*	*7%*	*2%*	*5%*	*6%*	*4%*	*6%*
SUMMARY: NET: 9-10	**42**	10	26	2	-	42	21	14	17	13	10	38	4	22	20	28	8	11	9	27	14
	25%	*37%*	*25%*	*8%*	-	*25%*	*24%*	*24%*	*23%*	*17%*	*23%*	*28%*	*12%*	*24%*	*27%*	40%p	*13%*	*23%*	*26%*	*30%*	*20%*
NET: 7-10	**117**	22	76	13	-	117	60	44	53	43	25	101	16	68	49	58	37	34	25	69	46
	70%	*85%*	*73%*	*48%*	-	*70%*	*70%*	*73%*	*72%*	*60%*	*56%*	*74%*	*54%*	*73%*	*67%*	*82%*	*61%*	*71%*	*72%*	*76%*	*65%*
NET: 4-6	**32**	2	19	8	-	32	16	11	14	20	12	25	7	18	14	8	16	7	6	15	14
	19%	*9%*	*19%*	*29%*	-	*19%*	*18%*	*18%*	*19%*	*28%*	*26%*	*18%*	*23%*	*19%*	*19%*	*11%*	*27%*	*14%*	*17%*	*17%*	*20%*
NET: 1-3	**10**	1	4	3	-	10	6	2	3	6	6	4	5	1	8	-	6	4	2	3	6
	6%	*6%*	*4%*	*11%*	-	*6%*	*7%*	*3%*	*5%*	*8%*	*14%*	*3%*	*17%*	*2%*	*11%*	-	*10%*	*9%*	*4%*	*4%*	*9%*
Mean	**7.20**	7.70	7.31	6.22	-	7.20	7.14	7.31	7.24	6.77	6.61	7.39	6.34	7.38	6.98	7.96p	6.52	7.12	7.22	7.46	6.86
Standard Deviation	**1.97**	1.94	1.85	2.14	-	1.97	2.06	1.72	1.82	2.04	2.36	1.80	2.47	1.68	2.28	1.61	2.12	2.01	2.10	1.95	2.00

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 493

Q15K Rating on statement - It shows programmes that make me stop and think
BBC4

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**150**	22	7	6	9	11	3	6	20	12	22	17	15
Weighted Base	**166**	12**	11**	9**	14**	17**	5**	10**	6**	18**	35**	26**	3**
1 - LOWEST score	**2**	-	-	-	2	-	-	-	-	-	-	-	*
	1%	-	-	-	*11%*	-	-	-	-	-	-	-	*9%*
2	**2**	-	-	-	2	-	-	-	*	-	-	-	-
	1%	-	-	-	*11%*	-	-	-	*5%*	-	-	-	-
3	**6**	-	-	-	-	2	-	-	-	1	2	1	-
	4%	-	-	-	-	*9%*	-	-	-	*8%*	*5%*	*6%*	-
4	**7**	1	-	-	-	2	2	-	-	2	2	-	*
	4%	*4%*	-	-	-	*9%*	*31%*	-	-	*8%*	*5%*	-	*5%*
5	**13**	3	2	3	-	-	2	-	1	1	2	-	-
	8%	*28%*	*15%*	*33%*	-	-	*33%*	-	*11%*	*8%*	*5%*	-	-
6	**11**	1	1	-	-	-	-	-	1	3	3	2	*
	7%	*9%*	*13%*	-	-	-	-	-	*10%*	*17%*	*9%*	*6%*	*13%*
7	**41**	2	2	2	2	4	2	5	1	5	8	9	1
	25%	*14%*	*15%*	*17%*	*11%*	*27%*	*36%*	*50%*	*20%*	*25%*	*22%*	*35%*	*28%*
8	**34**	3	3	3	5	3	-	5	2	2	8	1	-
	21%	*23%*	*29%*	*34%*	*34%*	*19%*	-	*50%*	*24%*	*8%*	*22%*	*6%*	-
9	**25**	1	3	-	-	3	-	-	2	2	6	8	1
	15%	*4%*	*28%*	-	-	*18%*	-	-	*25%*	*9%*	*18%*	*30%*	*39%*
10 - HIGHEST score	**17**	1	-	2	5	-	-	-	*	2	5	3	-
	10%	*9%*	-	*16%*	*33%*	-	-	-	*6%*	*9%*	*13%*	*11%*	-
Don't know	**8**	1	-	-	-	3	-	-	-	2	-	2	*
	5%	*9%*	-	-	-	*19%*	-	-	-	*8%*	-	*6%*	*7%*
SUMMARY:													
NET: 9-10	**42**	2	3	2	5	3	-	-	2	3	11	11	1
	25%	*14%*	*28%*	*16%*	*33%*	*18%*	-	-	*31%*	*17%*	*32%*	*41%*	*39%*
NET: 7-10	**117**	6	8	6	11	11	2	10	5	9	27	21	2
	70%	*50%*	*72%*	*67%*	*78%*	*63%*	*36%*	*100%*	*75%*	*50%*	*76%*	*82%*	*66%*
NET: 4-6	**32**	5	3	3	-	2	3	-	1	6	7	2	*
	19%	*41%*	*28%*	*33%*	-	*9%*	*64%*	-	*20%*	*34%*	*19%*	*6%*	*18%*
NET: 1-3	**10**	-	-	-	3	2	-	-	*	1	2	1	*
	6%	-	-	-	*22%*	*9%*	-	-	*5%*	*8%*	*5%*	*6%*	*9%*
Mean	**7.20**	6.81	7.42	7.17	7.13	6.89	5.40	7.50	7.37	6.58	7.47	7.75	6.95
Standard Deviation	**1.97**	1.84	1.47	1.86	3.27	2.05	1.41	0.53	1.96	2.03	1.87	1.73	3.07

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 494

Q15K Rating on statement - It shows programmes that make me stop and think
BBC4

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**150**	130	82	142	10	118	150	145	116	150	122	69	40	70	6	44	121	103	64	150	72
Weighted Base	**166**	145	127	155	3	129	166	161	127	166	140	73	62	76	2	45	130	113	72	166	77
1 - LOWEST score	**2**	2	2	2	-	2	2	2	2	2	2	*	-	2	-	*	2	2	-	2	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	-	*2%*	-	*1%*	*1%*	*2%*	-	*1%*	*2%*
2	**2**	2	2	2	-	2	2	2	2	2	2	2	2	2	-	2	2	2	2	2	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	-	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*
3	**6**	6	6	6	-	4	6	5	4	6	6	4	4	4	-	4	4	5	3	6	1
	4%	*4%*	*5%*	*4%*	-	*3%*	*4%*	*3%*	*3%*	*4%*	*4%*	*6%*	*7%*	*6%*	-	*10%*	*3%*	*4%*	*4%*	*4%*	*2%*
4	**7**	7	6	7	-	7	7	7	7	7	7	4	3	2	-	2	7	5	6	7	4
	4%	*5%*	*5%*	*5%*	-	*5%*	*4%*	*4%*	*6%*	*4%*	*5%*	*5%*	*5%*	*3%*	-	*5%*	*5%*	*5%*	*8%*	*4%*	*5%*
5	**13**	13	9	13	1	13	13	12	11	13	10	9	6	7	*	7	9	3	7	13	6
	8%	*9%*	*7%*	*9%*	*21%*	*10%*	*8%*	*7%*	*9%*	*8%*	*7%*	*13%*	*10%*	*9%*	*18%*	*16%*	*7%*	*3%*	*10%*	*8%*	*7%*
6	**11**	11	9	10	*	11	11	11	10	11	8	7	6	4	*	2	11	9	5	11	6
	7%	*8%*	*7%*	*6%*	*10%*	*9%*	*7%*	*7%*	*8%*	*7%*	*6%*	*10%*	*10%*	*5%*	*17%*	*5%*	*8%*	*8%*	*7%*	*7%*	*7%*
7	**41**	34	31	41	1	31	41	41	30	41	37	14	12	25	*	6	31	27	17	41	19
	25%	*23%*	*24%*	*26%*	*21%*	*24%*	*25%*	*25%*	*24%*	*25%*	*26%*	*19%*	*20%*	*33%*	*18%*	*13%*	*24%*	*24%*	*24%*	*25%*	*24%*
8	**34**	29	25	30	1	26	34	34	28	34	29	17	16	11	1	9	23	23	13	34	10
	21%	*20%*	*20%*	*19%*	*29%*	*20%*	*21%*	*21%*	*22%*	*21%*	*21%*	*24%*	*25%*	*15%*	*32%*	*20%*	*18%*	*21%*	*18%*	*21%*	*12%*
9	**25**	19	17	22	1	13	25	25	17	25	20	8	6	6	*	6	22	21	10	25	15
	15%	*13%*	*13%*	*14%*	*19%*	*10%*	*15%*	*15%*	*13%*	*15%*	*14%*	*10%*	*10%*	*8%*	*15%*	*14%*	*17%*	*18%*	*14%*	*15%*	*19%*
10 - HIGHEST score	**17**	14	14	15	-	14	17	17	8	17	12	5	5	8	-	4	13	10	4	17	9
	10%	*10%*	*11%*	*10%*	-	*11%*	*10%*	*10%*	*7%*	*10%*	*9%*	*7%*	*7%*	*11%*	-	*9%*	*10%*	*9%*	*5%*	*10%*	*12%*
Don't know	**8**	8	6	8	-	6	8	7	8	8	8	3	2	5	-	2	5	6	6	8	5
	5%	*5%*	*5%*	*5%*	-	*5%*	*5%*	*4%*	*6%*	*5%*	*5%*	*4%*	*3%*	*6%*	-	*4%*	*4%*	*6%*	*8%*	*5%*	*7%*
SUMMARY:																					
NET: 9-10	**42**	34	31	37	1	27	42	42	25	42	32	13	11	14	*	10	35	31	13	42	24
	25%	*23%*	*24%*	*24%*	*19%*	*21%*	*25%*	*26%*	*20%*	*25%*	*23%*	*17%*	*17%*	*18%*	*15%*	*23%*	*27%*	*27%*	*19%*	*25%*	*31%*
NET: 7-10	**117**	96	87	108	2	83	117	116	84	117	98	43	39	50	1	25	89	81	44	117	52
	70%	*66%*	*68%*	*69%*	*69%*	*65%*	*70%*	*72%*	*66%*	*70%*	*70%*	*60%*	*63%*	*66%*	*65%*	*56%*	*69%*	*72%*	*61%*	*70%*	*67%*
NET: 4-6	**32**	31	25	30	1	32	32	30	28	32	25	20	15	13	1	12	27	18	18	32	15
	19%	*22%*	*20%*	*19%*	*31%*	*25%*	*19%*	*18%*	*22%*	*19%*	*18%*	*28%*	*25%*	*18%*	*35%*	*26%*	*21%*	*16%*	*25%*	*19%*	*19%*
NET: 1-3	**10**	10	9	10	-	8	10	8	8	10	10	6	6	8	-	6	8	8	4	10	5
	6%	*7%*	*7%*	*6%*	-	*6%*	*6%*	*5%*	*6%*	*6%*	*7%*	*8%*	*10%*	*10%*	-	*14%*	*6%*	*7%*	*6%*	*6%*	*6%*
Mean	**7.20**	7.06	7.10	7.12	7.13	6.97	7.20	7.26	6.98	7.20	7.10	6.77	6.81	6.81	7.09	6.61	7.15	7.26	6.81	7.20	7.18
Standard Deviation	**1.97**	2.04	2.06	1.99	1.69	2.04	1.97	1.94	1.97	1.97	2.01	2.04	2.04	2.16	-	2.36	2.05	2.04	1.97	1.97	2.19

* = Less than .5

J20427 PSB Tracker 2013

Table 495

Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1235**	533	702	144	178	239	236	195	243	267	602	366	245	990	48	1181	633	200	173	229
Weighted Base	**1186**	523	662	128*	156	235	241	183	243	264	571	351	226	960	68*	1111	980	107	56	43
1 - LOWEST score	**22**	11	12	5	-	2	8	7	1	9	9	4	12	10	6	16	20	2	1	-
	2%	*2%*	*2%*	*4%*	*-*	*1%*	*3%*	*4%*	***	*3%*	*2%*	*1%*	**5%m**	*1%*	**9%o**	*1%*	*2%*	*1%*	*2%*	*-*
2	**20**	9	11	2	3	3	7	3	2	8	7	6	5	15	2	18	18	2	*	-
	2%	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*1%*	*3%*	*1%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*-*
3	**18**	9	9	3	1	3	3	3	4	4	9	5	3	15	-	18	15	2	*	1
	2%	*2%*	*1%*	*3%*	***	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*-*	*2%*	*2%*	*1%*	*1%*	*2%*
4	**39**	14	25	5	2	10	12	6	5	7	25	8	11	28	2	38	36	2	1	1
	3%	*3%*	*4%*	*4%*	*1%*	*4%*	*5%*	*4%*	*2%*	*3%*	*4%*	*2%*	*5%*	*3%*	*2%*	*3%*	*4%*	*2%*	*2%*	*2%*
5	**104**	55	48	8	17	25	19	14	22	23	43	37	19	85	5	98	92	5	5	2
	9%	*11%*	*7%*	*6%*	*11%*	*10%*	*8%*	*8%*	*9%*	*9%*	*8%*	*11%*	*8%*	*9%*	*7%*	*9%*	*9%*	*5%*	*9%*	*5%*
6	**127**	62	65	12	18	26	22	23	26	36	56	35	23	104	3	122	110	8	5	4
	11%	*12%*	*10%*	*9%*	*12%*	*11%*	*9%*	*12%*	*11%*	*13%*	*10%*	*10%*	*10%*	*11%*	*5%*	*11%*	*11%*	*8%*	*9%*	*9%*
7	**235**	98	136	29	37	44	45	36	44	57	120	58	41	194	16	217	192	22	14	7
	20%	*19%*	*21%*	*22%*	*24%*	*19%*	*19%*	*20%*	*18%*	*21%*	*21%*	*16%*	*18%*	*20%*	*24%*	*20%*	*20%*	*21%*	*25%*	*16%*
8	**305**	141	164	30	44	59	57	43	73	54	157	94	50	256	13	291	241	34	16	14
	26%	*27%*	*25%*	*24%*	*28%*	*25%*	*23%*	*23%*	*30%*	*20%*	*28%*	*27%*	*22%*	*27%*	*19%*	*26%*	*25%*	*32%*	*28%*	*33%*
9	**149**	59	90	12	19	31	37	14	36	29	79	41	25	124	11	138	114	19	8	8
	13%	*11%*	*14%*	*10%*	*12%*	*13%*	*15%*	*8%*	*15%*	*11%*	*14%*	*12%*	*11%*	*13%*	*17%*	*12%*	*12%*	*17%*	*15%*	**18%p**
10 - HIGHEST score	**100**	36	64	15	11	19	15	19	22	23	31	46	23	78	10	89	79	12	3	7
	8%	*7%*	*10%*	*12%*	*7%*	*8%*	*6%*	*10%*	*9%*	*9%*	*5%*	**13%j**	*10%*	*8%*	*14%*	*8%*	*8%*	*11%*	*5%*	**16%pr**
Don't know	**66**	29	37	7	5	13	16	15	10	15	35	16	13	53	-	66	63	1	2	*
	6%	*6%*	*6%*	*5%*	*3%*	*6%*	*7%*	*8%*	*4%*	*6%*	*6%*	*5%*	*6%*	*6%*	*-*	*6%*	**6%qs**	*1%*	**4%q**	***
SUMMARY:																				
NET: 9-10	**249**	95	155	28	30	50	52	32	57	52	110	87	48	202	21	227	193	30	11	14
	21%	*18%*	*23%*	*22%*	*19%*	*21%*	*22%*	*18%*	*24%*	*20%*	*19%*	*25%*	*21%*	*21%*	*31%*	*20%*	*20%*	**28%p**	*20%*	**34%pr**
NET: 7-10	**790**	334	455	87	111	153	154	111	174	162	388	239	139	651	50	735	626	87	41	35
	67%	*64%*	*69%*	*68%*	*71%*	*65%*	*64%*	*61%*	*72%*	*62%*	*68%*	*68%*	*61%*	*68%*	*74%*	*66%*	*64%*	**81%p**	*73%*	**82%p**
NET: 4-6	**270**	131	139	25	37	60	53	43	53	66	124	80	53	216	10	258	237	15	11	7
	23%	*25%*	*21%*	*19%*	*24%*	*25%*	*22%*	*24%*	*22%*	*25%*	*22%*	*23%*	*24%*	*23%*	*14%*	*23%*	**24%qs**	*14%*	*20%*	*16%*
NET: 1-3	**61**	29	32	10	4	9	18	14	6	21	25	15	21	39	8	52	53	5	2	1
	5%	*5%*	*5%*	*8%*	*2%*	*4%*	*8%*	*7%*	*2%*	*8%*	*4%*	*4%*	**9%m**	*4%*	*12%*	*5%*	*5%*	*4%*	*3%*	*2%*
Mean	**7.13**	7.01	7.22	7.06	7.27	7.14	6.93	6.90	7.42	6.88	7.13	7.32	6.80	7.21	7.00	7.14	7.04	**7.56p**	7.26	**7.85pr**
Standard Deviation	**1.96**	1.94	1.96	2.19	1.61	1.87	2.17	2.18	1.67	2.15	1.85	1.95	2.36	1.84	2.60	1.91	1.99	1.81	1.71	1.60

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 496

Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1235**	145	918	160	72	1163	827	274	325	1235	256	912	323	719	511	323	661	253	503	747	470
Weighted Base	**1186**	157	849	166	80*	1105	774	269	320	1186	242	891	294	692	488	313	632	264	442	750	417
1 - LOWEST score	**22**	6	8	8	2	21	12	4	8	22	4	16	6	16	5	12	8	6	4	17	4
	2%	*4%*	*1%*	***5%b***	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*4%*	*1%*	*2%*	*1%*	*2%*	*1%*
2	**20**	2	13	5	1	20	7	9	12	20	5	16	4	10	10	7	10	*	7	11	9
	2%	*1%*	*2%*	*3%*	*1%*	*2%*	*1%*	*3%*	***4%f***	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*	*2%*	*1%*	*2%*
3	**18**	5	10	3	1	17	12	2	4	18	5	14	4	7	11	6	9	5	8	12	6
	2%	*3%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*
4	**39**	3	23	13	5	34	30	4	4	39	7	32	7	24	15	11	20	5	26	25	13
	3%	*2%*	*3%*	***8%b***	*6%*	*3%*	*4%*	*2%*	*1%*	*3%*	*3%*	*4%*	*2%*	*4%*	*3%*	*4%*	*3%*	*2%*	*6%*	*3%*	*3%*
5	**104**	9	78	17	11	93	70	22	22	104	17	65	39	45	58	21	49	23	42	54	50
	9%	*6%*	*9%*	*10%*	*14%*	*8%*	*9%*	*8%*	*7%*	*9%*	*7%*	*7%*	***13%k***	*7%*	***12%m***	*7%*	*8%*	*9%*	*10%*	*7%*	*12%*
6	**127**	12	97	17	7	120	82	35	38	127	29	105	22	78	47	29	83	32	44	82	42
	11%	*8%*	*11%*	*10%*	*8%*	*11%*	*11%*	*13%*	*12%*	*11%*	*12%*	*12%*	*7%*	*11%*	*10%*	*9%*	*13%*	*12%*	*10%*	*11%*	*10%*
7	**235**	25	166	40	16	218	158	46	55	235	42	179	56	134	100	67	122	43	93	143	88
	20%	*16%*	*20%*	*24%*	*20%*	*20%*	*20%*	*17%*	*17%*	*20%*	*17%*	*20%*	*19%*	*19%*	*21%*	*21%*	*19%*	*16%*	*21%*	*19%*	*21%*
8	**305**	35	232	37	16	290	188	87	100	305	71	225	81	181	122	66	175	76	99	181	121
	26%	*22%*	*27%*	*22%*	*20%*	*26%*	*24%*	*32%*	*31%*	*26%*	*29%*	*25%*	*27%*	*26%*	*25%*	*21%*	*28%*	*29%*	*22%*	*24%*	*29%*
9	**149**	24	109	15	2	147	109	28	39	149	27	113	36	93	56	41	81	31	66	103	45
	13%	*15%*	*13%*	*9%*	*3%*	*13%*	*14%*	*11%*	*12%*	*13%*	*11%*	*13%*	*12%*	*13%*	*11%*	*13%*	*13%*	*12%*	*15%*	*14%*	*11%*
10 - HIGHEST score	**100**	31	63	3	13	87	62	21	25	100	26	68	33	55	46	26	41	26	31	77	22
	8%	***20%bc***	*7%*	*2%*	*16%*	*8%*	*8%*	*8%*	*8%*	*8%*	*11%*	*8%*	*11%*	*8%*	*9%*	*8%*	*7%*	*10%*	*7%*	*10%*	*5%*
Don't know	**66**	5	50	8	8	58	44	11	13	66	8	59	7	47	18	27	34	17	23	44	20
	6%	*3%*	*6%*	*5%*	*9%*	*5%*	*6%*	*4%*	*4%*	*6%*	*3%*	*7%*	*2%*	*7%*	*4%*	*9%*	*5%*	*6%*	*5%*	*6%*	*5%*
SUMMARY: NET: 9-10	**249**	55	172	18	15	234	171	49	64	249	53	181	69	148	101	67	122	58	97	180	66
	21%	***35%bc***	*20%*	*11%*	*19%*	*21%*	*22%*	*18%*	*20%*	*21%*	*22%*	*20%*	*23%*	*21%*	*21%*	*21%*	*19%*	*22%*	*22%*	***24%t***	*16%*
NET: 7-10	**790**	115	571	95	47	742	516	183	218	790	167	584	206	464	324	201	418	177	289	504	275
	67%	*73%*	*67%*	*57%*	*59%*	*67%*	*67%*	*68%*	*68%*	*67%*	*69%*	*66%*	*70%*	*67%*	*66%*	*64%*	*66%*	*67%*	*65%*	*67%*	*66%*
NET: 4-6	**270**	24	197	47	22	247	182	61	65	270	53	202	68	148	120	62	152	60	111	161	104
	23%	*15%*	*23%*	*28%*	*28%*	*22%*	*24%*	*23%*	*20%*	*23%*	*22%*	*23%*	*23%*	*21%*	*25%*	*20%*	*24%*	*23%*	*25%*	*21%*	*25%*
NET: 1-3	**61**	13	31	16	3	57	32	15	24	61	14	46	14	33	26	24	27	11	19	41	19
	5%	*8%*	*4%*	***10%b***	*4%*	*5%*	*4%*	*5%*	*8%*	*5%*	*6%*	*5%*	*5%*	*5%*	*5%*	*8%*	*4%*	*4%*	*4%*	*5%*	*4%*
Mean	**7.13**	7.47c	7.21c	6.37	7.00	7.14	7.16	7.16	7.10	7.13	7.21	7.11	7.20	7.18	7.09	6.99	7.14	7.28	7.07	7.21	7.01
Standard Deviation	**1.96**	2.30	1.80	2.16	2.11	1.95	1.89	1.90	2.07	1.96	1.99	1.95	1.98	1.96	1.94	2.18	1.83	1.90	1.91	2.02	1.81

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 497

Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	1235	200	41	65	102	77	29	36	173	65	77	141	229
Weighted Base	1186	107	63*	100*	157	119*	47**	58*	56	101*	122*	213	43
1 - LOWEST score	22	2	2	2	-	2	2	2	1	3	3	6	-
	2%	1%	2%	2%	-	1%	3%	3%	2%	3%	3%	3%	-
2	20	2	2	2	3	-	-	-	*	2	3	8	-
	2%	2%	2%	2%	2%	-	-	-	1%	1%	3%	4%	-
3	18	2	-	-	-	3	-	-	*	3	2	8	1
	2%	1%	-	-	-	3%	-	-	1%	3%	1%	4%	2%
4	39	2	5	5	6	2	-	-	1	6	-	12	1
	3%	2%	7%	5%	4%	1%	-	-	2%	6%	-	6%	2%
5	104	5	8	12	12	8	3	-	5	11	13	24	2
	9%	5%	12%	12%	8%	7%	7%	-	9%	11%	11%	11%	5%
6	127	8	6	9	15	9	3	10	5	13	12	31	4
	11%	8%	10%	9%	10%	8%	7%	17%	9%	13%	10%	15%	9%
7	235	22	11	18	23	28	13	10	14	17	35	38	7
	20%	21%	17%	18%	15%	23%	27%	17%	25%	17%	28%	18%	16%
8	305	34	12	26	48	30	8	22	16	29	32	35	14
	26%	32%l	19%	26%	31%l	25%	17%	39%l	28%l	28%	26%	16%	33%l
9	149	19	11	12	17	21	10	6	8	2	11	24	8
	13%j	17%j	17%j	13%	11%	18%j	21%	11%	15%j	2%	9%	11%	18%j
10 - HIGHEST score	100	12	8	8	17	11	3	6	3	6	7	14	7
	8%	11%	12%	8%	11%	9%	7%	11%	5%	6%	5%	6%	16%aikl
Don't know	66	1	-	6	16	6	5	1	2	10	5	14	*
	6%bm	1%	-	6%	10%bm	5%	10%	3%	4%b	10%bm	4%	6%b	*
SUMMARY:													
NET: 9-10	249	30	19	20	34	32	13	13	11	8	18	38	14
	21%j	28%j	29%j	20%	21%	27%j	28%	22%	20%j	8%	14%	18%	34%aijkl
NET: 7-10	790	87	42	64	104	89	34	45	41	53	84	111	35
	67%l	81%adejl	66%	64%	66%	75%jl	73%	78%l	73%jl	53%	69%	52%	82%adejl
NET: 4-6	270	15	19	26	34	19	6	10	11	30	26	68	7
	23%b	14%	29%	27%	22%	16%	14%	17%	20%	30%b	21%	32%bm	16%
NET: 1-3	61	5	3	3	3	5	2	2	2	7	8	21	1
	5%	4%	5%	3%	2%	4%	3%	3%	3%	7%	6%	10%m	2%
Mean	7.13l	7.56ajl	7.08	7.10	7.41jl	7.48jl	7.45	7.60l	7.26l	6.55	6.96	6.51	7.85adijkl
Standard Deviation	1.96	1.81	2.18	1.92	1.77	1.76	1.86	1.67	1.71	2.04	1.88	2.21	1.60

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 498

Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area
ITV1/STV/ITV WALES/UTV

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1235**	1235	633	1137	67	1000	1200	1057	779	618	864	1235	633	394	21	256	820	298	152	69	399
Weighted Base	**1186**	1186	980	1104	22	970	1155	1016	743	585	809	1186	980	379	7	242	813	286	162	73	367
1 - LOWEST score	**22**	22	20	21	1	18	18	16	12	7	11	22	20	10	-	4	16	7	1	2	7
	2%	*2%*	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*3%*	*-*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*
2	**20**	20	18	20	*	16	20	17	12	12	11	20	18	13	*	5	18	9	3	*	7
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*5%*	*2%*	*2%*	*3%*	*2%*	*	*2%*
3	**18**	18	15	16	*	14	18	16	13	8	10	18	15	5	*	5	11	6	3	1	8
	2%	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*5%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*
4	**39**	39	36	36	1	26	39	29	21	16	23	39	36	10	-	7	24	9	7	4	13
	3%	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*-*	*3%*	*3%*	*3%*	*4%*	*5%*	*4%*
5	**104**	104	92	96	1	81	102	89	56	48	68	104	92	31	*	17	69	19	15	10	25
	9%	*9%*	*9%*	*9%*	*3%*	*8%*	*9%*	*9%*	*8%*	*8%*	*8%*	*9%*	*9%*	*8%*	*5%*	*7%*	*9%*	*7%*	*9%*	*13%*	*7%*
6	**127**	127	110	119	1	103	123	110	83	62	89	127	110	44	*	29	96	39	18	8	32
	11%	*11%*	*11%*	*11%*	*6%*	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*	*12%*	*5%*	*12%*	*12%*	*14%*	*11%*	*11%*	*9%*
7	**235**	235	192	227	5	201	232	203	157	118	172	235	192	83	*	42	153	53	26	16	74
	20%	*20%*	*20%*	*21%*	*21%*	*21%*	*20%*	*20%*	*21%*	*20%*	*21%*	*20%*	*20%*	*22%*	*5%*	*17%*	*19%*	*18%*	*16%*	*22%*	*20%*
8	**305**	305	241	286	5	263	301	273	207	165	219	305	241	80	2	71	217	63	50	13	104
	26%	*26%*	*25%*	*26%*	*22%*	*27%*	*26%*	*27%*	*28%*	*28%*	*27%*	*26%*	*25%*	*21%*	*33%*	*29%*	*27%*	*22%*	*31%*	*18%*	*28%*
9	**149**	149	114	134	5	125	139	125	92	75	108	149	114	41	1	27	87	31	18	6	43
	13%	*13%*	*12%*	*12%*	*25%*	*13%*	*12%*	*12%*	*12%*	*13%*	*13%*	*13%*	*12%*	*11%*	*19%*	*11%*	*11%*	*11%*	*11%*	*9%*	*12%*
10 - HIGHEST score	**100**	100	79	89	2	82	97	76	53	39	65	100	79	38	1	26	64	25	21	9	38
	8%	*8%*	*8%*	*8%*	*10%*	*8%*	*8%*	*7%*	*7%*	*7%*	*8%*	*8%*	*8%*	*10%*	*18%*	*11%*	*8%*	*9%*	*13%*	*13%*	*10%*
Don't know	**66**	66	63	61	*	42	66	62	35	35	34	66	63	24	*	8	56	26	1	3	15
	6%	*6%*	*6%*	*6%*	*2%*	*4%*	*6%*	*6%*	*5%*	*6%*	*4%*	*6%*	*6%*	*6%*	*5%*	*3%*	*7%*	*9%*	*	*4%*	*4%*
SUMMARY:																					
NET: 9-10	**249**	249	193	223	8	208	235	201	146	114	173	249	193	79	3	53	151	55	39	16	81
	21%	*21%*	*20%*	*20%*	*35%*	*21%*	*20%*	*20%*	*20%*	*20%*	*21%*	*21%*	*20%*	*21%*	*37%*	*22%*	*19%*	*19%*	*24%*	*21%*	*22%*
NET: 7-10	**790**	790	626	736	17	672	769	677	510	397	564	790	626	243	5	167	522	171	114	44	259
	67%	*67%*	*64%*	*67%*	*79%*	*69%*	*67%*	*67%*	*69%*	*68%*	*70%*	*67%*	*64%*	*64%*	*75%*	*69%*	*64%*	*60%*	*70%*	*61%*	*71%*
NET: 4-6	**270**	270	237	251	3	210	264	228	160	126	180	270	237	84	1	53	190	67	40	22	70
	23%	*23%*	*24%*	*23%*	*12%*	*22%*	*23%*	*22%*	*22%*	*21%*	*22%*	*23%*	*24%*	*22%*	*10%*	*22%*	*23%*	*23%*	*25%*	*30%*	*19%*
NET: 1-3	**61**	61	53	57	2	47	56	49	37	28	31	61	53	27	1	14	45	23	8	4	23
	5%	*5%*	*5%*	*5%*	*8%*	*5%*	*5%*	*5%*	*5%*	*5%*	*4%*	*5%*	*5%*	*7%*	*10%*	*6%*	*6%*	*8%*	*5%*	*5%*	*6%*
Mean	**7.13**	7.13	7.04	7.11	7.41	7.19	7.13	7.14	7.15	7.16	7.23	7.13	7.04	7.00	7.68	7.21	7.06	6.93	7.26	6.92	7.20
Standard Deviation	**1.96**	1.96	1.99	1.94	2.24	1.91	1.92	1.89	1.88	1.86	1.82	1.96	1.99	2.12	2.40	1.99	1.97	2.14	1.97	2.12	2.02

* = Less than .5

J20427 PSB Tracker 2013

Table 499

Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area
BBC1

Base : All that watch this channel regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1552**	735	817	162	204	291	279	246	370	385	722	445	290	1262	84	1460	875	238	235	204
Weighted Base	**1601**	754	846	171	208	307	294	239	381	426	739	436	288	1312	123*	1467	1359	127	76	38
1 - LOWEST score	**17**	11	6	5	-	4	4	2	2	5	8	4	8	9	5	11	14	3	-	*
	1%	*1%*	*1%*	*3%*	*-*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	***3%m***	*1%*	***4%o***	*1%*	*1%*	*2%*	*-*	*
2	**28**	13	14	2	5	2	8	6	5	5	11	12	4	23	2	26	26	1	1	*
	2%	*2%*	*2%*	*1%*	*2%*	*1%*	*3%*	*3%*	*1%*	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*	*1%*	*
3	**34**	8	26	5	5	2	11	5	6	8	17	8	5	29	3	30	31	1	1	1
	2%	*1%*	*3%*	*3%*	*2%*	*	*4%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*
4	**51**	28	23	8	5	7	13	7	10	18	24	10	10	42	5	46	44	4	2	1
	3%	*4%*	*3%*	*5%*	*3%*	*2%*	*4%*	*3%*	*3%*	*4%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*
5	**111**	63	48	14	11	32	16	12	26	26	58	27	14	97	10	101	93	12	4	2
	7%	*8%*	*6%*	*8%*	*5%*	*10%*	*5%*	*5%*	*7%*	*6%*	*8%*	*6%*	*5%*	*7%*	*8%*	*7%*	*7%*	*10%*	*5%*	*4%*
6	**166**	76	89	11	23	35	30	24	43	46	70	50	33	133	11	154	142	14	6	4
	10%	*10%*	*11%*	*7%*	*11%*	*11%*	*10%*	*10%*	*11%*	*11%*	*9%*	*11%*	*11%*	*10%*	*9%*	*11%*	*10%*	*11%*	*8%*	*11%*
7	**302**	132	170	36	36	59	47	52	71	85	136	80	63	238	17	280	254	25	16	6
	19%	*17%*	*20%*	*21%*	*17%*	*19%*	*16%*	*22%*	*19%*	*20%*	*18%*	*18%*	*22%*	*18%*	*13%*	*19%*	*19%*	*20%*	*21%*	*17%*
8	**485**	236	249	42	69	91	87	77	119	111	239	135	75	410	39	442	407	41	24	13
	30%	*31%*	*29%*	*24%*	*33%*	*30%*	*29%*	*32%*	*31%*	*26%*	*32%*	*31%*	*26%*	*31%*	*32%*	*30%*	*30%*	*32%*	*32%*	*33%*
9	**234**	112	122	19	36	42	55	32	50	76	106	52	42	192	9	225	198	15	14	7
	15%	*15%*	*14%*	*11%*	*17%*	*14%*	*19%*	*13%*	*13%*	*18%*	*14%*	*12%*	*15%*	*15%*	*7%*	*15%*	*15%*	*12%*	*18%*	*18%*
10 - HIGHEST score	**128**	50	79	20	14	24	15	17	39	37	46	45	22	106	19	107	110	8	5	5
	8%	*7%*	*9%*	*12%*	*7%*	*8%*	*5%*	*7%*	*10%*	*9%*	*6%*	*10%*	*8%*	*8%*	***16%o***	*7%*	*8%*	*6%*	*7%*	*12%*
Don't know	**46**	25	21	9	5	10	9	4	9	8	24	15	12	35	2	45	40	3	3	*
	3%	*3%*	*2%*	*5%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*4%*	*3%*	*1%*	*3%*	*3%*	*2%*	*3%*	*1%*
SUMMARY:																				
NET: 9-10	**362**	162	200	39	49	65	70	49	90	113	152	97	64	298	28	332	309	23	19	11
	23%	*21%*	*24%*	*23%*	*24%*	*21%*	*24%*	*21%*	*23%*	*27%*	*21%*	*22%*	*22%*	*23%*	*23%*	*23%*	*23%*	*18%*	*25%*	***30%q***
NET: 7-10	**1148**	530	619	117	154	215	204	179	279	310	527	312	203	946	84	1054	969	89	59	31
	72%	*70%*	*73%*	*68%*	*74%*	*70%*	*69%*	*75%*	*73%*	*73%*	*71%*	*72%*	*70%*	*72%*	*69%*	*72%*	*71%*	*70%*	*78%*	*80%*
NET: 4-6	**328**	168	160	34	39	74	58	43	80	90	152	86	57	271	26	301	279	31	12	7
	20%	*22%*	*19%*	*20%*	*19%*	*24%*	*20%*	*18%*	*21%*	*21%*	*21%*	*20%*	*20%*	*21%*	*21%*	*21%*	*21%*	*24%*	*15%*	*17%*
NET: 1-3	**78**	32	46	11	9	8	23	14	13	18	36	24	17	61	10	68	70	4	2	1
	5%	*4%*	*5%*	*6%*	*5%*	*3%*	*8%*	*6%*	*3%*	*4%*	*5%*	*5%*	*6%*	*5%*	*8%*	*5%*	*5%*	*3%*	*3%*	*2%*
Mean	**7.27**	7.22	7.32	7.12	7.39	7.27	7.12	7.25	7.40	7.32	7.22	7.31	7.17	7.29	7.12	7.28	7.26	7.16	7.51	**7.68pq**
Standard Deviation	**1.86**	1.86	1.86	2.12	1.74	1.75	2.02	1.84	1.76	1.87	1.83	1.89	1.99	1.83	2.30	1.82	1.88	1.80	1.65	1.67

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 500

Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area
BBC1

Base : All that watch this channel regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	1552	182	1109	237	105	1447	968	388	457	820	245	1161	391	871	675	467	788	315	567	942	590
Weighted Base	1601	205	1101	268	120*	1480	981	403	476	813	237	1217	384	902	692	495	809	337	561	987	592
1 - LOWEST score	17	3	9	5	3	14	10	2	3	7	4	15	2	12	5	7	8	3	7	13	4
	1%	1%	1%	2%	3%	1%	1%	*	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
2	28	-	7	19	2	26	12	10	14	12	4	21	7	15	13	14	8	2	8	15	13
	2%	-	1%	7%ab	1%	2%	1%	2%	3%	1%	2%	2%	2%	2%	2%	3%	1%	1%	1%	1%	2%
3	34	7	17	9	2	31	25	5	5	17	8	29	5	21	13	8	20	8	17	18	14
	2%	3%	2%	3%	2%	2%	3%	1%	1%	2%	3%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%
4	51	5	27	20	2	49	33	8	14	18	5	37	14	26	23	19	22	12	18	38	10
	3%	2%	2%	7%b	2%	3%	3%	2%	3%	2%	2%	3%	4%	3%	3%	4%	3%	4%	3%	4%	2%
5	111	4	86	22	10	101	66	30	34	54	17	79	32	63	46	37	49	25	34	64	47
	7%	2%	8%a	8%	8%	7%	7%	7%	7%	7%	7%	7%	8%	7%	7%	8%	6%	7%	6%	6%	8%
6	166	23	111	28	17	149	101	44	48	81	21	121	45	92	72	39	92	38	53	102	61
	10%	11%	10%	10%	14%	10%	10%	11%	10%	10%	9%	10%	12%	10%	10%	8%	11%	11%	10%	10%	10%
7	302	29	206	60	22	280	183	76	92	167	50	233	68	160	141	98	158	64	102	182	115
	19%	14%	19%	22%	18%	19%	19%	19%	19%	21%	21%	19%	18%	18%	20%	20%	20%	19%	18%	18%	19%
8	485	54	365	59	30	455	304	117	141	249	60	372	112	277	206	141	254	94	181	287	195
	30%	27%	33%c	22%	25%	31%	31%	29%	30%	31%	25%	31%	29%	31%	30%	29%	31%	28%	32%	29%	33%
9	234	33	171	29	18	216	137	67	77	121	32	182	52	140	94	77	116	53	76	154	78
	15%	16%	16%	11%	15%	15%	14%	17%	16%	15%	13%	15%	13%	15%	14%	16%	14%	16%	14%	16%	13%
10 - HIGHEST score	128	39	69	13	11	117	83	31	34	66	34	89	40	65	63	39	59	28	49	87	37
	8%	19%bc	6%	5%	10%	8%	8%	8%	7%	8%	14%	7%	10%	7%	9%	8%	7%	8%	9%	9%	6%
Don't know	46	7	33	4	3	43	27	14	14	22	4	39	8	30	17	16	23	10	15	27	19
	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	3%	3%
SUMMARY:																					
NET: 9-10	362	73	241	42	29	333	220	98	111	187	66	271	91	205	157	117	175	81	125	241	115
	23%	35%bc	22%	16%	24%	22%	22%	24%	23%	23%	28%	22%	24%	23%	23%	24%	22%	24%	22%	24%	19%
NET: 7-10	1148	156	811	161	81	1067	707	292	344	602	176	876	272	643	504	356	587	240	408	711	425
	72%	76%c	74%c	60%	68%	72%	72%	72%	72%	74%	74%	72%	71%	71%	73%	72%	73%	71%	73%	72%	72%
NET: 4-6	328	32	224	69	28	299	200	82	96	153	43	237	91	182	141	95	163	75	105	204	118
	20%	15%	20%	26%	24%	20%	20%	20%	20%	19%	18%	19%	24%	20%	20%	19%	20%	22%	19%	21%	20%
NET: 1-3	78	10	33	33	7	71	47	16	22	35	15	65	13	48	31	28	36	12	33	46	30
	5%	5%	3%	12%b	6%	5%	5%	4%	5%	4%	6%	5%	3%	5%	4%	6%	4%	4%	6%	5%	5%
Mean	7.27	7.75c	7.37c	6.48	7.19	7.28	7.29	7.36	7.28	7.35	7.37	7.26	7.32	7.26	7.30	7.21	7.30	7.32	7.28	7.30	7.23
Standard Deviation	1.86	1.92	1.68	2.23	2.00	1.85	1.84	1.77	1.85	1.78	2.00	1.87	1.82	1.88	1.83	1.97	1.78	1.78	1.91	1.89	1.78

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 501

Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area
BBC1

Base : All that watch this channel regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1552**	238	45	84	111	103	43	54	235	98	135	202	204
Weighted Base	**1601**	127	69*	129*	172	160	69*	87*	76	152*	215	305	38
1 - LOWEST score	**17**	3	-	3	-	-	-	-	-	3	3	5	*
	1%	*2%*	-	*2%*	-	-	-	-	-	*2%*	*2%*	*1%*	*
2	**28**	1	3	3	3	-	-	2	1	2	2	12	*
	2%	*	*5%*	*2%*	*2%*	-	-	*2%*	*1%*	*1%*	*1%*	*4%*	*
3	**34**	1	4	-	2	3	5	2	1	5	3	8	1
	2%	*1%*	*6%*	-	*1%*	*2%*	*7%*	*2%*	*2%*	*3%*	*1%*	*2%*	*1%*
4	**51**	4	2	3	6	-	3	5	2	3	10	12	1
	3%	*3%*	*2%*	*2%*	*4%*	-	*5%*	*6%*	*3%*	*2%*	*4%*	*4%*	**2%l**
5	**111**	12	-	6	13	13	-	5	4	9	13	35	2
	7%	*10%*	-	*5%*	*7%*	*8%*	-	*5%*	*5%*	*6%*	*6%*	*12%*	*4%*
6	**166**	14	15	16	16	12	8	12	6	11	23	30	4
	10%	*11%*	**22%j**	*12%*	*9%*	*8%*	*12%*	*14%*	*8%*	*7%*	*11%*	*10%*	*11%*
7	**302**	25	11	30	28	37	13	6	16	25	48	56	6
	19%	*20%*	*15%*	*24%*	*16%*	*23%*	*19%*	*7%*	**21%h**	*16%*	*22%*	*18%*	*17%*
8	**485**	41	15	32	56	52	24	32	24	53	67	76	13
	30%	*32%*	*22%*	*25%*	*32%*	*32%*	*35%*	*37%*	*32%*	*35%*	*31%*	*25%*	*33%*
9	**234**	15	12	23	29	28	13	17	14	21	24	31	7
	15%	*12%*	*18%*	*18%*	*17%*	*17%*	*19%*	*20%*	*18%*	*14%*	*11%*	*10%*	*18%*
10 - HIGHEST score	**128**	8	5	11	14	9	3	6	5	7	22	32	5
	8%	*6%*	*7%*	*8%*	*8%*	*6%*	*5%*	*7%*	*7%*	*5%*	*10%*	*10%*	*12%*
Don't know	**46**	3	2	2	6	6	-	-	3	14	2	9	*
	3%	*2%*	*2%*	*1%*	*4%*	*4%*	-	-	*3%*	**9%akm**	*1%*	*3%*	*1%*
SUMMARY:													
NET: 9-10	**362**	23	17	34	43	37	16	24	19	28	46	63	11
	23%	*18%*	*24%*	*26%*	*25%*	*23%*	*24%*	*27%*	*25%*	*18%*	*21%*	*21%*	**30%b**
NET: 7-10	**1148**	89	43	97	127	126	53	62	59	106	161	195	31
	72%	*70%*	*62%*	*75%*	*74%*	**79%l**	*77%*	*72%*	**78%l**	*69%*	*75%*	*64%*	**80%l**
NET: 4-6	**328**	31	17	25	34	25	11	21	12	23	45	77	7
	20%	*24%*	*25%*	*19%*	*20%*	*16%*	*16%*	*24%*	*15%*	*15%*	*21%*	*25%*	*17%*
NET: 1-3	**78**	4	8	6	5	3	5	3	2	9	8	24	1
	5%	*3%*	*11%*	*5%*	*3%*	*2%*	*7%*	*4%*	*3%*	*6%*	*4%*	*8%*	*2%*
Mean	**7.27**	7.16	7.00	7.31	7.46	**7.56l**	7.34	7.41	**7.51l**	7.23	7.30	6.94	**7.68abl**
Standard Deviation	**1.86**	1.80	2.07	1.92	1.72	1.42	1.75	1.82	1.65	1.90	1.82	2.14	1.67

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 502

Q15L Rating on statement - Its regional news programmes provide a wide range of good quality news about my area
BBC1

Base : All that watch this channel regularly

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**1552**	1412	814	1402	97	1163	1552	1405	968	825	1102	820	446	442	29	245	1552	573	193	121	586
Weighted Base	**1601**	1467	1260	1449	31	1200	1601	1445	1005	838	1125	813	687	448	9	237	1601	594	217	130	576
1 - LOWEST score	**17**	15	14	14	-	15	17	15	7	3	7	7	6	6	-	4	17	7	3	1	4
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*1%*	*2%*	*	*1%*
2	**28**	23	22	26	*	18	28	23	19	18	21	12	11	11	*	4	28	13	2	2	13
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*4%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*
3	**34**	31	29	32	*	25	34	29	20	15	21	17	15	11	-	8	34	10	9	3	10
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	-	*3%*	*2%*	*2%*	*4%*	*2%*	*2%*
4	**51**	50	44	45	1	26	51	46	31	30	36	18	14	17	*	5	51	19	6	9	18
	3%	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*4%*	*3%*	*2%*	*2%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	*7%*	*3%*
5	**111**	95	81	93	1	82	111	86	57	45	66	54	48	42	*	17	111	40	18	11	31
	7%	*6%*	*6%*	*6%*	*2%*	*7%*	*7%*	*6%*	*6%*	*5%*	*6%*	*7%*	*7%*	*9%*	*4%*	*7%*	*7%*	*7%*	*8%*	*9%*	*5%*
6	**166**	153	132	154	2	125	166	160	104	86	117	81	69	50	1	21	166	59	21	14	52
	10%	*10%*	*11%*	*11%*	*7%*	*10%*	*10%*	*11%*	*10%*	*10%*	*10%*	*10%*	*10%*	*11%*	*11%*	*9%*	*10%*	*10%*	*10%*	*11%*	*9%*
7	**302**	283	240	271	6	221	302	266	192	147	215	167	141	90	1	50	302	105	31	16	108
	19%	*19%*	*19%*	*19%*	*20%*	*18%*	*19%*	*18%*	*19%*	*18%*	*19%*	*21%*	*20%*	*20%*	*7%*	*21%*	*19%*	*18%*	*14%*	*12%*	*19%*
8	**485**	453	386	441	11	372	485	453	329	287	365	249	207	108	3	60	485	194	69	44	200
	30%	*31%*	*31%*	*30%*	*34%*	*31%*	*30%*	*31%*	*33%*	*34%*	*32%*	*31%*	*30%*	*24%*	*37%*	*25%*	*30%*	*33%*	*32%*	*34%*	*35%*
9	**234**	210	177	212	7	173	234	213	147	122	167	121	100	54	2	32	234	80	27	14	80
	15%	*14%*	*14%*	*15%*	*24%*	*14%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*12%*	*24%*	*13%*	*15%*	*13%*	*13%*	*10%*	*14%*
10 - HIGHEST score	**128**	113	99	121	2	108	128	112	71	68	89	66	58	45	*	34	128	53	23	16	48
	8%	*8%*	*8%*	*8%*	*6%*	*9%*	*8%*	*8%*	*7%*	*8%*	*8%*	*8%*	*9%*	*10%*	*4%*	*14%*	*8%*	*9%*	*11%*	*13%*	*8%*
Don't know	**46**	41	36	42	1	34	46	44	29	17	20	22	18	14	1	4	46	15	8	-	11
	3%	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*7%*	*2%*	*3%*	*2%*	*4%*	-	*2%*
SUMMARY:																					
NET: 9-10	**362**	323	276	332	9	281	362	325	218	190	256	187	158	99	3	66	362	133	50	30	129
	23%	*22%*	*22%*	*23%*	*30%*	*23%*	*23%*	*22%*	*22%*	*23%*	*23%*	*23%*	*23%*	*22%*	*27%*	*28%*	*23%*	*22%*	*23%*	*23%*	*22%*
NET: 7-10	**1148**	1059	902	1044	26	874	1148	1044	739	624	836	602	506	297	7	176	1148	432	150	90	437
	72%	*72%*	*72%*	*72%*	*83%*	*73%*	*72%*	*72%*	*73%*	*74%*	*74%*	*74%*	*74%*	*66%*	*71%*	*74%*	*72%*	*73%*	*69%*	*69%*	*76%*
NET: 4-6	**328**	298	257	292	4	234	328	291	192	161	220	153	131	109	2	43	328	118	45	34	101
	20%	*20%*	*20%*	*20%*	*13%*	*19%*	*20%*	*20%*	*19%*	*19%*	*20%*	*19%*	*19%*	*24%*	*18%*	*18%*	*20%*	*20%*	*21%*	*26%*	*18%*
NET: 1-3	**78**	69	65	72	1	58	78	67	46	36	50	35	32	28	*	15	78	30	14	6	27
	5%	*5%*	*5%*	*5%*	*2%*	*5%*	*5%*	*5%*	*5%*	*4%*	*4%*	*4%*	*5%*	*6%*	*4%*	*6%*	*5%*	*5%*	*6%*	*5%*	*5%*
Mean	**7.27**	7.27	7.25	7.29	7.70	7.34	7.27	7.30	7.32	7.37	7.34	7.35	7.34	7.07	7.52	7.37	7.27	7.30	7.25	7.23	7.36
Standard Deviation	**1.86**	1.84	1.87	1.85	1.54	1.85	1.86	1.83	1.79	1.79	1.79	1.78	1.80	2.02	1.87	2.00	1.86	1.88	1.99	1.97	1.82

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 503

Q16A How would you rate ALL the following channels combined -
Its programmes help me understand what's going on in the world today

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base	**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
1 - LOWEST score	**30**	18	12	3	6	2	7	6	5	7	16	7	6	24	4	25	25	3	2	1
	1%	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**23**	15	9	9	1	3	2	5	4	6	10	7	4	19	5	18	19	3	1	1
	1%	*1%*	*1%*	*2%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**56**	33	23	5	10	12	5	9	14	13	31	12	9	46	6	50	50	4	1	1
	2%	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*
4	**104**	50	54	18	12	18	22	16	18	41	40	22	21	83	14	88	92	6	3	3
	4%	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*	***6%i***	*3%*	*3%*	*4%*	*3%*	*6%*	*3%*	*4%*	*2%*	*2%*	*4%*
5	**305**	156	148	57	50	54	47	42	55	81	141	83	48	256	31	272	252	29	15	9
	10%	*11%*	*10%*	*13%*	*11%*	*10%*	*10%*	*11%*	*9%*	*11%*	*10%*	*11%*	*10%*	*10%*	*12%*	*10%*	*10%*	*11%*	*11%*	*11%*
6	**442**	215	227	59	87	87	67	52	91	138	193	111	87	355	37	402	372	37	21	12
	15%	*15%*	*15%*	*13%*	*19%*	*16%*	*14%*	*13%*	*15%*	*19%*	*14%*	*14%*	*18%*	*15%*	*15%*	*15%*	*15%*	*14%*	*15%*	*14%*
7	**758**	388	370	122	122	138	137	96	144	178	376	205	117	641	51	702	626	74	38	21
	26%	*27%*	*24%*	*28%*	*26%*	*25%*	*28%*	*24%*	*24%*	*24%*	*27%*	*26%*	*24%*	*26%*	*20%*	*26%*	*26%*	*28%*	*27%*	*25%*
8	**673**	296	377	92	103	122	108	101	147	170	315	189	111	563	51	617	553	64	35	22
	23%	*21%*	*25%*	*21%*	*22%*	*23%*	*22%*	*26%*	*24%*	*23%*	*23%*	*24%*	*23%*	*23%*	*20%*	*23%*	*23%*	*24%*	*25%*	*27%*
9	**260**	113	147	34	40	47	52	36	50	47	155	58	41	219	21	237	222	19	12	6
	9%	*8%*	*10%*	*8%*	*9%*	*9%*	*11%*	*9%*	*8%*	*6%*	***11%i***	*7%*	*8%*	*9%*	*8%*	*9%*	*9%*	*7%*	*9%*	*8%*
10 - HIGHEST score	**163**	75	88	29	17	38	23	15	41	38	71	54	27	136	25	136	139	13	7	4
	6%	*5%*	*6%*	*7%*	*4%*	*7%*	*5%*	*4%*	*7%*	*5%*	*5%*	*7%*	*5%*	*6%*	***10%o***	*5%*	*6%*	*5%*	*5%*	*5%*
Don't know	**120**	55	65	13	15	23	18	13	39	27	49	44	19	101	6	112	102	10	7	2
	4%	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*	*6%*	*4%*	*4%*	*6%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*5%*	*3%*
SUMMARY:																				
NET: 9-10	**423**	188	235	63	57	85	75	51	91	85	226	112	68	355	47	373	362	32	19	10
	14%	*13%*	*15%*	*14%*	*12%*	*16%*	*15%*	*13%*	*15%*	*11%*	*16%*	*14%*	*14%*	*15%*	*19%*	*14%*	*15%*	*12%*	*14%*	*12%*
NET: 7-10	**1854**	872	982	277	282	345	320	247	382	432	917	505	295	1559	148	1693	1540	170	92	53
	63%	*62%*	*65%*	*63%*	*61%*	*64%*	*66%*	*63%*	*63%*	*58%*	***66%i***	*64%*	*60%*	*64%*	*59%*	*64%*	*63%*	*65%*	*65%*	*65%*
NET: 4-6	**850**	421	429	135	149	158	135	110	164	260	374	216	156	695	82	762	716	72	39	23
	29%	*30%*	*28%*	*30%*	*32%*	*29%*	*28%*	*28%*	*27%*	***35%ik***	*27%*	*27%*	*32%*	*28%*	*32%*	*29%*	*29%*	*28%*	*28%*	*29%*
NET: 1-3	**109**	66	43	17	17	17	14	21	23	26	57	26	20	89	15	94	93	9	4	3
	4%	*5%*	*3%*	*4%*	*4%*	*3%*	*3%*	*5%*	*4%*	*3%*	*4%*	*3%*	*4%*	*4%*	*6%*	*4%*	*4%*	*3%*	*3%*	*3%*
Mean	**6.93**	6.82	**7.03a**	6.85	6.84	7.02	6.97	6.82	7.02	6.76	6.98	7.00	6.85	6.94	6.82	6.94	6.92	6.93	7.00	6.94
Standard Deviation	**1.72**	1.76	1.67	1.77	1.65	1.67	1.70	1.81	1.73	1.71	1.73	1.70	1.76	1.71	2.03	1.69	1.73	1.66	1.64	1.67

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 504

Q16A How would you rate ALL the following channels combined -
Its programmes help me understand what's going on in the world today

Base : All watching at least one channel asked about, regularly or occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
1 - LOWEST score	**30**	5	11	14	3	27	17	8	10	6	2	16	14	14	16	9	15	5	11	18	12
	1%	*2%*	*1%*	***3%b***	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**23**	2	14	8	-	23	16	7	7	7	3	20	3	17	5	5	13	7	8	17	5
	1%	*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*
3	**56**	3	32	21	5	51	33	14	16	19	5	39	17	28	28	14	30	9	19	37	17
	2%	*1%*	*2%*	***4%b***	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*
4	**104**	4	75	23	8	96	57	30	36	31	18	77	27	60	44	36	44	24	29	58	43
	4%	*1%*	*4%*	*5%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*5%*	*4%*	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*
5	**305**	15	231	57	23	282	182	82	95	97	23	226	79	147	157	104	143	73	99	175	124
	10%	*5%*	***11%a***	***12%a***	*11%*	*10%*	*10%*	*11%*	*11%*	*8%*	*7%*	*11%*	*10%*	*9%*	*12%*	*12%*	*10%*	*12%*	*9%*	*10%*	*11%*
6	**442**	39	310	82	42	399	283	86	108	186	44	320	122	228	212	138	219	80	182	235	199
	15%	*12%*	*15%*	*18%*	*20%*	*15%*	*15%*	*12%*	*13%*	*16%*	*13%*	*15%*	*16%*	*15%*	*16%*	*15%*	*15%*	*14%*	*16%*	*14%*	*17%*
7	**758**	75	567	109	51	707	485	168	215	329	101	569	189	428	328	248	381	168	292	429	323
	26%	*23%*	*27%*	*23%*	*24%*	*26%*	*27%*	*23%*	*25%*	*28%*	*30%*	*26%*	*24%*	*27%*	*24%*	*28%*	*26%*	*28%*	*26%*	*25%*	*27%*
8	**673**	90	484	88	34	639	422	181	210	271	76	507	166	378	292	191	351	112	275	395	272
	23%	*27%*	*23%*	*19%*	*16%*	*23%*	*23%*	*25%*	*24%*	*23%*	*23%*	*24%*	*21%*	*24%*	*21%*	*21%*	*24%*	*19%*	*25%*	*23%*	*23%*
9	**260**	48	176	35	12	248	174	62	71	119	27	187	72	131	127	74	119	70	87	175	80
	9%	***14%bc***	*8%*	*8%*	*6%*	*9%*	*10%*	*9%*	*8%*	*10%*	*8%*	*9%*	*9%*	*8%*	*9%*	*8%*	*8%*	*12%*	*8%*	***10%t***	*7%*
10 - HIGHEST score	**163**	41	106	14	17	146	93	46	53	75	28	114	49	75	89	48	68	27	57	99	59
	6%	***12%bc***	*5%*	*3%*	*8%*	*5%*	*5%*	*6%*	*6%*	*6%*	*8%*	*5%*	*6%*	*5%*	*7%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*
Don't know	**120**	10	88	15	14	106	65	33	39	46	10	76	44	57	63	28	62	15	46	67	50
	4%	*3%*	*4%*	*3%*	*7%*	*4%*	*4%*	*5%*	*4%*	*4%*	*3%*	*4%*	*6%*	*4%*	*5%*	*3%*	*4%*	*3%*	*4%*	*4%*	*4%*
SUMMARY: NET: 9-10	**423**	89	282	49	29	394	267	109	123	194	55	301	121	206	215	123	188	97	144	274	139
	14%	***27%bc***	*13%*	*11%*	*14%*	*14%*	*15%*	*15%*	*14%*	*16%*	*16%*	*14%*	*16%*	*13%*	*16%*	*14%*	*13%*	*16%*	*13%*	***16%t***	*12%*
NET: 7-10	**1854**	254	1333	246	115	1740	1175	457	548	794	232	1378	477	1011	836	561	919	377	710	1098	734
	63%	***76%bc***	***64%c***	*53%*	*55%*	*64%*	*64%*	*64%*	*64%*	*67%*	*69%*	*64%*	*61%*	*65%*	*61%*	*63%*	*64%*	*64%*	*64%*	*64%*	*62%*
NET: 4-6	**850**	58	616	162	73	777	522	197	239	314	84	623	227	435	412	278	405	177	310	468	366
	29%	*18%*	***29%a***	***35%a***	*35%*	*29%*	*29%*	*28%*	*28%*	*26%*	*25%*	*29%*	*29%*	*28%*	*30%*	*31%*	*28%*	*30%*	*28%*	*27%*	*31%*
NET: 1-3	**109**	10	56	43	8	101	66	29	33	31	10	75	34	58	49	28	58	22	37	72	34
	4%	*3%*	*3%*	***9%ab***	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	*3%*
Mean	**6.93**	7.54bc	6.95c	6.39	6.80	6.94	6.95	6.95	6.93	7.10	7.07	6.94	6.91	6.92	6.94	6.88	6.92	6.88	6.97	6.96	6.88
Standard Deviation	**1.72**	1.73	1.62	1.97	1.79	1.71	1.69	1.80	1.77	1.61	1.73	1.69	1.81	1.69	1.75	1.68	1.69	1.73	1.65	1.77	1.63

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 505

Q16A How would you rate ALL the following channels combined -
Its programmes help me understand what's going on in the world today

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base	**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
1 - LOWEST score	**30**	3	3	2	3	2	3	-	2	2	5	6	1
	1%	*1%*	*2%*	*1%*	*1%*	*1%*	*3%*	-	*1%*	*1%*	*1%*	*1%*	*1%*
2	**23**	3	-	2	2	-	-	2	1	-	6	8	1
	1%	*1%*	-	*1%*	*	-	-	*1%*	*1%*	-	*2%*	*1%*	*1%*
3	**56**	4	4	6	3	9	7	-	1	5	6	9	1
	2%	*1%*	*3%*	*2%*	*1%*	*3%*	*5%*	-	*1%*	*2%*	*2%*	*2%*	*2%*
4	**104**	6	3	6	8	11	2	13	3	8	11	30	3
	4%	*2%*	*2%*	*2%*	*2%*	*4%*	*1%*	*7%*	*2%*	*3%*	*3%*	*6%*	*4%*
5	**305**	29	11	34	36	23	11	16	15	23	41	56	9
	10%	*11%*	*8%*	*14%*	*11%*	*9%*	*9%*	*9%*	*11%*	*9%*	*11%*	*11%*	*11%*
6	**442**	37	26	36	53	34	13	23	21	32	76	79	12
	15%	*14%*	*18%*	*15%*	*16%*	*13%*	*11%*	*13%*	*15%*	*13%*	*20%*	*15%*	*14%*
7	**758**	74	32	57	81	92	28	56	38	64	92	124	21
	26%	*28%*	*22%*	*23%*	*25%*	**35%l**	*23%*	*32%*	*27%*	*25%*	*24%*	*23%*	*25%*
8	**673**	64	35	57	71	50	30	26	35	81	85	117	22
	23%	*24%*	*24%*	*23%*	*22%*	*19%*	*25%*	*15%*	*25%*	**32%afh**	*22%*	*22%*	**27%h**
9	**260**	19	14	30	37	25	11	21	12	14	32	39	6
	9%	*7%*	*9%*	*12%*	*11%*	*9%*	*10%*	*12%*	*9%*	*5%*	*8%*	*7%*	*8%*
10 - HIGHEST score	**163**	13	13	11	20	12	8	11	7	9	21	33	4
	6%	*5%*	*9%*	*4%*	*6%*	*5%*	*7%*	*6%*	*5%*	*4%*	*5%*	*6%*	*5%*
Don't know	**120**	10	5	9	14	9	6	10	7	14	8	27	2
	4%	*4%*	*3%*	*4%*	*4%*	*3%*	*5%*	*5%*	*5%*	*6%*	*2%*	*5%*	*3%*
SUMMARY:													
NET: 9-10	**423**	32	26	41	57	37	20	32	19	23	53	72	10
	14%	*12%*	*18%*	*16%*	*17%*	*14%*	*16%*	*18%*	*14%*	*9%*	*14%*	*14%*	*12%*
NET: 7-10	**1854**	170	94	155	209	179	78	114	92	168	230	313	53
	63%	*65%*	*64%*	*62%*	*64%*	*67%*	*65%*	*65%*	*65%*	*67%*	*60%*	*59%*	*65%*
NET: 4-6	**850**	72	41	76	96	68	26	51	39	64	128	165	23
	29%	*28%*	*28%*	*31%*	*29%*	*26%*	*22%*	*29%*	*28%*	*25%*	*33%*	*31%*	*29%*
NET: 1-3	**109**	9	7	9	8	11	10	2	4	6	18	23	3
	4%	*3%*	*5%*	*4%*	*2%*	*4%*	*8%*	*1%*	*3%*	*3%*	*5%*	*4%*	*3%*
Mean	**6.93**	6.93	7.05	6.94	7.06	6.91	6.93	7.00	7.00	7.02	6.82	6.81	6.94
Standard Deviation	**1.72**	1.66	1.84	1.70	1.66	1.64	1.98	1.65	1.64	1.53	1.76	1.84	1.67

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 506

Q16B How would you rate ALL the following channels combined -
It's news programmes are trustworthy

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base	**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
1 - LOWEST score	**45**	25	20	11	12	6	6	8	2	13	18	15	9	37	11	33	36	6	2	1
	2%	*2%*	*1%*	*3%*	*3%*	*1%*	*1%*	*2%*	*	*2%*	*1%*	*2%*	*2%*	*2%*	**4%o**	*1%*	*1%*	*2%*	*2%*	*1%*
2	**26**	18	8	2	8	2	4	6	5	5	16	6	4	22	7	19	22	2	1	1
	1%	*1%*	*1%*	*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**54**	27	26	6	8	10	4	8	17	10	23	20	9	45	5	47	48	3	1	2
	2%	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*3%*	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*	*2%*
4	**101**	56	45	15	20	18	19	14	15	21	47	33	24	77	21	79	88	7	4	2
	3%	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*5%*	*3%*	**8%o**	*3%*	*4%*	*3%*	*2%*	*3%*
5	**272**	140	132	34	37	51	51	35	64	79	115	78	39	233	26	246	239	15	11	7
	9%	*10%*	*9%*	*8%*	*8%*	*9%*	*10%*	*9%*	*11%*	*11%*	*8%*	*10%*	*8%*	*10%*	*10%*	*9%*	**10%q**	*6%*	*7%*	*9%*
6	**364**	181	183	65	41	58	61	50	89	95	159	111	53	312	38	326	312	31	14	8
	12%	*13%*	*12%*	*15%*	*9%*	*11%*	*13%*	*13%*	*15%*	*13%*	*11%*	*14%*	*11%*	*13%*	*15%*	*12%*	*13%*	*12%*	*10%*	*10%*
7	**633**	289	343	103	111	123	80	84	132	170	293	170	91	542	47	579	524	56	34	18
	22%	*20%*	*23%*	*23%*	*24%*	*23%*	*16%*	*22%*	*22%*	*23%*	*21%*	*21%*	*19%*	*22%*	*19%*	*22%*	*21%*	*21%*	*24%*	*23%*
8	**715**	343	372	93	118	135	140	100	129	168	375	171	131	584	40	668	577	74	40	24
	24%	*24%*	*24%*	*21%*	*25%*	*25%*	*29%*	*25%*	*21%*	*23%*	*27%*	*22%*	*27%*	*24%*	*16%*	**25%n**	*24%*	*28%*	*29%*	**30%p**
9	**358**	178	180	49	53	65	66	49	76	89	181	88	61	297	23	334	293	35	19	11
	12%	*13%*	*12%*	*11%*	*11%*	*12%*	*14%*	*13%*	*12%*	*12%*	*13%*	*11%*	*13%*	*12%*	*9%*	*13%*	*12%*	*14%*	*14%*	*13%*
10 - HIGHEST score	**195**	89	106	33	29	45	27	21	40	53	84	58	45	150	23	171	168	16	7	4
	7%	*6%*	*7%*	*7%*	*6%*	*8%*	*6%*	*5%*	*7%*	*7%*	*6%*	*7%*	*9%*	*6%*	*9%*	*6%*	*7%*	*6%*	*5%*	*5%*
Don't know	**170**	66	104	32	27	28	28	16	38	43	85	41	24	146	10	160	143	15	9	3
	6%	*5%*	*7%*	*7%*	*6%*	*5%*	*6%*	*4%*	*6%*	*6%*	*6%*	*5%*	*5%*	*6%*	*4%*	*6%*	*6%*	*6%*	*6%*	*4%*
SUMMARY:																				
NET: 9-10	**554**	267	287	82	82	111	94	70	115	142	265	146	107	447	46	504	461	52	26	14
	19%	*19%*	*19%*	*19%*	*18%*	*20%*	*19%*	*18%*	*19%*	*19%*	*19%*	*18%*	*22%*	*18%*	*18%*	*19%*	*19%*	*20%*	*19%*	*18%*
NET: 7-10	**1901**	900	1002	278	311	369	314	254	376	481	934	487	328	1573	134	1751	1563	181	100	57
	65%	*64%*	*66%*	*63%*	*67%*	*68%*	*64%*	*65%*	*62%*	*64%*	*67%*	*62%*	*67%*	*64%*	*53%*	**66%n**	*64%*	*70%*	**71%p**	*70%*
NET: 4-6	**738**	377	360	114	97	127	131	100	169	194	322	222	116	622	85	651	639	53	28	17
	25%	*27%*	*24%*	*26%*	*21%*	*23%*	*27%*	*26%*	*28%*	*26%*	*23%*	*28%*	*24%*	*25%*	**34%o**	*24%*	*26%*	*20%*	*20%*	*21%*
NET: 1-3	**125**	71	54	19	28	18	15	21	25	27	57	41	22	103	22	99	106	11	4	4
	4%	*5%*	*4%*	*4%*	*6%*	*3%*	*3%*	*5%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	**9%o**	*4%*	*4%*	*4%*	*3%*	*4%*
Mean	**7.07**	6.99	7.14	7.03	6.99	7.20	7.13	6.98	7.05	7.08	7.14	6.94	7.17	7.05	6.53	**7.12n**	7.04	7.21	7.24	7.14
Standard Deviation	**1.84**	1.91	1.78	1.89	1.98	1.79	1.79	1.89	1.76	1.82	1.81	1.92	1.94	1.82	2.28	1.78	1.85	1.85	1.69	1.76

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 507

Q16B How would you rate ALL the following channels combined - It's news programmes are trustworthy

Base : All watching at least one channel asked about, regularly or occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
1 - LOWEST score	**45**	4	21	18	5	41	29	7	11	8	6	35	10	25	21	19	18	10	19	28	17
	2%	*1%*	*1%*	***4%b***	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*
2	**26**	*	17	9	*	25	17	7	8	5	2	16	10	14	12	8	15	5	12	16	10
	1%	*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**54**	3	33	17	13	40	22	17	17	11	5	39	15	28	26	14	28	7	15	27	25
	2%	*1%*	*2%*	*4%*	***6%efh***	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*
4	**101**	10	71	20	8	93	61	25	31	30	5	78	23	52	49	40	45	22	34	54	45
	3%	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*3%*	*2%*	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*
5	**272**	20	174	76	16	256	158	75	90	93	26	193	79	126	143	71	139	54	86	155	109
	9%	*6%*	*8%*	***16%ab***	*8%*	*9%*	*9%*	*10%*	*11%*	*8%*	*8%*	*9%*	*10%*	*8%*	*10%*	*8%*	*10%*	*9%*	*8%*	*9%*	*9%*
6	**364**	32	244	83	24	340	218	101	118	140	46	261	104	182	182	104	188	70	135	189	170
	12%	*10%*	*12%*	***18%ab***	*11%*	*12%*	*12%*	*14%*	*14%*	*12%*	*14%*	*12%*	*13%*	*12%*	*13%*	*12%*	*13%*	*12%*	*12%*	*11%*	*14%*
7	**633**	58	478	88	45	588	396	151	182	261	67	474	159	349	282	203	318	115	248	348	277
	22%	*18%*	*23%*	*19%*	*21%*	*22%*	*22%*	*21%*	*21%*	*22%*	*20%*	*22%*	*20%*	*22%*	*21%*	*23%*	*22%*	*19%*	*22%*	*20%*	*23%*
8	**715**	98	526	84	42	673	479	155	187	339	90	547	168	402	309	214	357	161	282	444	259
	24%	***30%c***	***25%c***	*18%*	*20%*	*25%*	*26%*	*22%*	*22%*	*29%*	*27%*	*25%*	*21%*	*26%*	*23%*	*24%*	*25%*	*27%*	*26%*	*26%*	*22%*
9	**358**	44	273	36	19	339	230	93	106	149	42	262	96	196	160	94	187	79	135	220	133
	12%	*13%*	***13%c***	*8%*	*9%*	*12%*	*13%*	*13%*	*12%*	*13%*	*12%*	*12%*	*12%*	*13%*	*12%*	*11%*	*13%*	*13%*	*12%*	*13%*	*11%*
10 - HIGHEST score	**195**	53	123	17	21	174	120	43	54	98	34	135	60	99	97	71	80	39	74	131	63
	7%	***16%bc***	*6%*	*4%*	*10%*	*6%*	*7%*	*6%*	*6%*	*8%*	*10%*	*6%*	*8%*	*6%*	*7%*	*8%*	*6%*	*7%*	*7%*	*8%*	*5%*
Don't know	**170**	9	133	19	16	153	98	44	53	51	14	111	58	88	81	57	67	29	62	93	74
	6%	*3%*	*6%*	*4%*	*8%*	*6%*	*5%*	*6%*	*6%*	*4%*	*4%*	*5%*	*7%*	*6%*	*6%*	*6%*	*5%*	*5%*	*6%*	*5%*	*6%*
SUMMARY: NET: 9-10	**554**	97	397	52	41	513	349	135	159	247	76	398	156	295	256	165	268	118	210	350	197
	19%	***29%bc***	***19%c***	*11%*	*19%*	*19%*	*19%*	*19%*	*19%*	*21%*	*23%*	*18%*	*20%*	*19%*	*19%*	*18%*	*19%*	*20%*	*19%*	*21%*	*17%*
NET: 7-10	**1901**	254	1401	224	128	1774	1225	441	528	847	233	1418	483	1047	848	582	943	394	740	1142	733
	65%	***77%bc***	***67%c***	*48%*	*61%*	*65%*	*67%*	*62%*	*62%*	*71%*	*69%*	*66%*	*62%*	*67%*	*62%*	*65%*	*65%*	*67%*	*67%*	*67%*	*62%*
NET: 4-6	**738**	62	489	179	48	690	437	201	240	263	77	532	206	361	374	216	373	147	255	398	324
	25%	*19%*	*23%*	***38%ab***	*23%*	*25%*	*24%*	*28%*	*28%*	*22%*	*23%*	*25%*	*26%*	*23%*	*27%*	*24%*	*26%*	*25%*	*23%*	*23%*	*27%*
NET: 1-3	**125**	7	71	44	19	106	68	31	36	25	13	90	35	67	58	41	61	22	46	70	53
	4%	*2%*	*3%*	***9%ab***	***9%ef***	*4%*	*4%*	*4%*	*4%*	*2%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*
Mean	**7.07**	7.65bc	7.15c	6.31	6.91	7.08	7.13	7.00	6.99	7.35	7.30	7.07	7.06	7.11	7.02	7.05	7.05	7.14	7.12	7.16t	6.94
Standard Deviation	**1.84**	1.76	1.75	2.04	2.12	1.82	1.81	1.83	1.84	1.64	1.83	1.83	1.89	1.82	1.87	1.92	1.80	1.84	1.83	1.86	1.82

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 508

Q16B How would you rate ALL the following channels combined -
It's news programmes are trustworthy

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base	**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
1 - LOWEST score	**45**	6	1	5	3	3	3	3	2	2	8	8	1
	2%	*2%*	*1%*	*2%*	*1%*	*1%*	*3%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*
2	**26**	2	1	3	2	3	-	2	1	-	5	6	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*1%*
3	**54**	3	-	2	14	10	5	2	1	5	5	7	2
	2%	*1%*	-	*1%*	**4%i**	*4%*	*4%*	*1%*	*	*2%*	*1%*	*1%*	*2%*
4	**101**	7	3	3	14	8	6	7	4	16	18	14	2
	3%	*3%*	*2%*	*1%*	*4%*	*3%*	*5%*	*4%*	*2%*	*6%*	*5%*	*3%*	*3%*
5	**272**	15	16	17	37	26	6	11	11	31	34	61	7
	9%	*6%*	*11%*	*7%*	*11%*	*10%*	*5%*	*6%*	*7%*	*12%*	*9%*	**12%b**	*9%*
6	**364**	31	26	29	50	34	18	21	14	22	48	64	8
	12%	*12%*	*18%*	*12%*	*15%*	*13%*	*15%*	*12%*	*10%*	*9%*	*13%*	*12%*	*10%*
7	**633**	56	26	67	70	67	19	31	34	51	97	95	18
	22%	*21%*	*18%*	*27%*	*21%*	*25%*	*16%*	*18%*	*24%*	*20%*	*25%*	*18%*	*23%*
8	**715**	74	39	45	60	61	26	45	40	70	90	141	24
	24%	**28%de**	*26%*	*18%*	*18%*	*23%*	*22%*	*26%*	**29%de**	*28%*	*23%*	*27%*	**30%de**
9	**358**	35	16	42	33	27	18	37	19	32	37	54	11
	12%	*14%*	*11%*	*17%*	*10%*	*10%*	*15%*	**21%aekl**	*14%*	*12%*	*10%*	*10%*	*13%*
10 - HIGHEST score	**195**	16	12	23	21	22	10	10	7	12	26	32	4
	7%	*6%*	*9%*	*9%*	*7%*	*8%*	*8%*	*5%*	*5%*	*5%*	*7%*	*6%*	*5%*
Don't know	**170**	15	6	13	23	8	8	9	9	12	18	45	3
	6%	*6%*	*4%*	*5%*	*7%*	*3%*	*7%*	*5%*	*6%*	*5%*	*5%*	*9%*	*4%*
SUMMARY:													
NET: 9-10	**554**	52	28	65	54	49	28	46	26	44	62	86	14
	19%	*20%*	*19%*	**26%l**	*17%*	*18%*	*23%*	*26%*	*19%*	*17%*	*16%*	*16%*	*18%*
NET: 7-10	**1901**	181	93	177	184	176	73	123	100	165	249	322	57
	65%	**70%e**	*63%*	**71%e**	*56%*	*66%*	*61%*	*69%*	**71%el**	*66%*	*65%*	*61%*	**70%el**
NET: 4-6	**738**	53	45	50	101	68	30	38	28	68	99	139	17
	25%	*20%*	*31%*	*20%*	**31%bi**	*25%*	*25%*	*22%*	*20%*	*27%*	*26%*	*26%*	*21%*
NET: 1-3	**125**	11	3	9	19	16	8	6	4	6	17	21	4
	4%	*4%*	*2%*	*4%*	*6%*	*6%*	*7%*	*4%*	*3%*	*3%*	*5%*	*4%*	*4%*
Mean	**7.07**	7.21	7.18	7.32	6.80	6.99	7.03	7.31	7.24e	7.04	6.95	7.02	7.14
Standard Deviation	**1.84**	1.85	1.72	1.84	1.88	1.89	2.09	1.84	1.69	1.75	1.88	1.83	1.76

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 509

Q16C How would you rate ALL the following channels combined -
It shows interesting programmes about history, science or the arts

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base	**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
1 - LOWEST score	**39**	17	22	7	8	5	5	6	9	8	22	9	12	27	7	30	33	4	1	1
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**36**	19	17	3	6	8	4	5	10	6	13	17	2	34	2	34	33	2	1	1
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*
3	**59**	32	27	9	3	13	16	11	7	25	16	18	13	46	11	48	50	6	2	2
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*3%*	*1%*	**3%j**	*1%*	*2%*	*3%*	*2%*	*4%*	*2%*	*2%*	*2%*	*1%*	*2%*
4	**171**	83	88	34	18	38	36	18	27	44	80	47	31	140	18	150	140	18	7	6
	6%	*6%*	*6%*	*8%*	*4%*	*7%*	*7%*	*4%*	*4%*	*6%*	*6%*	*6%*	*6%*	*6%*	*7%*	*6%*	*6%*	*7%*	*5%*	*8%*
5	**375**	175	201	67	63	65	56	52	72	91	192	92	57	318	32	340	319	28	18	10
	13%	*12%*	*13%*	*15%*	*14%*	*12%*	*11%*	*13%*	*12%*	*12%*	*14%*	*12%*	*12%*	*13%*	*13%*	*13%*	*13%*	*11%*	*13%*	*13%*
6	**466**	251	215	81	92	81	56	62	94	119	221	127	79	388	38	426	388	42	24	12
	16%	*18%*	*14%*	*18%*	**20%i**	*15%*	*11%*	*16%*	*15%*	*16%*	*16%*	*16%*	*16%*	*16%*	*15%*	*16%*	*16%*	*16%*	*17%*	*15%*
7	**675**	328	347	93	112	125	122	88	136	184	326	165	124	551	47	624	557	65	34	19
	23%	*23%*	*23%*	*21%*	*24%*	*23%*	*25%*	*22%*	*22%*	*25%*	*23%*	*21%*	*25%*	*23%*	*19%*	*23%*	*23%*	*25%*	*24%*	*24%*
8	**585**	285	300	87	84	116	104	79	115	141	286	158	87	498	60	522	492	53	27	14
	20%	*20%*	*20%*	*20%*	*18%*	*21%*	*21%*	*20%*	*19%*	*19%*	*20%*	*20%*	*18%*	*20%*	*24%*	*20%*	*20%*	*20%*	*19%*	*17%*
9	**160**	88	72	19	26	18	27	27	43	46	67	47	20	141	10	149	133	13	9	4
	5%	*6%*	*5%*	*4%*	*6%*	*3%*	*6%*	*7%*	*7%*	*6%*	*5%*	*6%*	*4%*	*6%*	*4%*	*6%*	*5%*	*5%*	*7%*	*5%*
10 - HIGHEST score	**91**	34	57	8	10	21	16	11	25	23	44	24	10	82	8	81	79	8	3	2
	3%	*2%*	*4%*	*2%*	*2%*	*4%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*
Don't know	**275**	101	174	33	40	53	46	32	71	57	131	88	55	220	19	256	228	21	16	10
	9%	*7%*	**11%a**	*7%*	*9%*	*10%*	*9%*	*8%*	*12%*	*8%*	*9%*	*11%*	*11%*	*9%*	*7%*	*10%*	*9%*	*8%*	*11%*	*12%*
SUMMARY:																				
NET: 9-10	**251**	123	129	27	36	39	43	39	68	70	110	71	29	222	18	230	212	21	12	6
	9%	*9%*	*8%*	*6%*	*8%*	*7%*	*9%*	*10%*	*11%*	*9%*	*8%*	*9%*	*6%*	*9%*	*7%*	*9%*	*9%*	*8%*	*9%*	*7%*
NET: 7-10	**1511**	736	776	207	232	280	268	205	318	395	722	394	240	1271	125	1375	1260	140	72	39
	52%	*52%*	*51%*	*47%*	*50%*	*52%*	*55%*	*52%*	*52%*	*53%*	*52%*	*50%*	*49%*	*52%*	*50%*	*52%*	*51%*	*54%*	*51%*	*48%*
NET: 4-6	**1013**	508	505	182	174	185	148	131	193	254	493	266	167	846	88	917	847	88	49	28
	35%	*36%*	*33%*	**41%fh**	*38%*	*34%*	*30%*	*34%*	*32%*	*34%*	*35%*	*34%*	*34%*	*35%*	*35%*	*34%*	*35%*	*34%*	*35%*	*35%*
NET: 1-3	**134**	68	66	19	17	25	25	22	26	40	51	44	27	107	20	112	115	11	4	4
	5%	*5%*	*4%*	*4%*	*4%*	*5%*	*5%*	*6%*	*4%*	*5%*	*4%*	*6%*	*5%*	*4%*	*8%*	*4%*	*5%*	*4%*	*3%*	*4%*
Mean	**6.55**	6.54	6.56	6.36	6.53	6.53	6.59	6.56	6.67	6.55	6.56	6.52	6.39	6.58	6.37	6.57	6.54	6.57	6.64	6.42
Standard Deviation	**1.76**	1.74	1.79	1.71	1.67	1.77	1.79	1.81	1.81	1.76	1.73	1.83	1.77	1.76	1.96	1.74	1.77	1.74	1.62	1.76

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 510

Q16C How would you rate ALL the following channels combined -
It shows interesting programmes about history, science or the arts

Base : All watching at least one channel asked about, regularly or occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
1 - LOWEST score	**39**	10	22	7	3	36	26	9	10	15	6	25	14	22	17	6	25	9	15	25	14
	1%	*3%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*
2	**36**	5	19	12	11	25	16	7	9	9	2	23	13	18	18	7	16	4	12	21	15
	1%	*1%*	*1%*	*3%*	**5%efgh**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**59**	2	43	14	1	59	41	15	16	19	2	41	18	34	24	25	21	13	25	40	17
	2%	*	*2%*	*3%*	*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*1%*
4	**171**	8	115	43	18	153	107	35	41	67	22	129	43	98	73	50	88	39	64	91	78
	6%	*3%*	*6%*	**9%a**	*9%*	*6%*	*6%*	*5%*	*5%*	*6%*	*7%*	*6%*	*5%*	*6%*	*5%*	*6%*	*6%*	*7%*	*6%*	*5%*	*7%*
5	**375**	34	271	66	26	350	230	90	111	155	47	271	105	184	189	102	178	58	149	197	169
	13%	*10%*	*13%*	*14%*	*12%*	*13%*	*13%*	*13%*	*13%*	*13%*	*14%*	*13%*	*13%*	*12%*	*14%*	*11%*	*12%*	*10%*	*14%*	*12%*	*14%*
6	**466**	45	327	87	31	435	284	116	142	191	50	353	113	235	232	163	232	79	187	258	199
	16%	*14%*	*16%*	*19%*	*15%*	*16%*	*16%*	*16%*	*17%*	*16%*	*15%*	*16%*	*14%*	*15%*	*17%*	*18%*	*16%*	*13%*	*17%*	*15%*	*17%*
7	**675**	75	499	93	45	630	436	155	188	291	81	528	147	402	271	218	353	147	260	394	273
	23%	*23%*	*24%*	*20%*	*21%*	*23%*	*24%*	*22%*	*22%*	*25%*	*24%*	**25%l**	*19%*	**26%n**	*20%*	*24%*	*24%*	*25%*	*24%*	*23%*	*23%*
8	**585**	81	413	85	33	552	371	146	175	214	60	425	160	312	271	192	267	131	209	352	228
	20%	*24%*	*20%*	*18%*	*16%*	*20%*	*20%*	*20%*	*20%*	*18%*	*18%*	*20%*	*20%*	*20%*	*20%*	*21%*	*19%*	*22%*	*19%*	*21%*	*19%*
9	**160**	30	111	19	15	145	86	46	59	58	14	112	49	75	83	40	80	27	51	92	62
	5%	*9%*	*5%*	*4%*	*7%*	*5%*	*5%*	*6%*	*7%*	*5%*	*4%*	*5%*	*6%*	*5%*	*6%*	*4%*	*6%*	*5%*	*5%*	*5%*	*5%*
10 - HIGHEST score	**91**	17	61	11	9	82	53	25	29	39	17	58	33	30	61	29	33	25	27	58	30
	3%	*5%*	*3%*	*2%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*5%*	*3%*	*4%*	*2%*	**5%m**	*3%*	*2%*	*4%*	*2%*	*3%*	*3%*
Don't know	**275**	25	212	30	17	258	178	74	78	128	36	187	88	153	121	66	151	59	105	176	97
	9%	*8%*	*10%*	*6%*	*8%*	*9%*	*10%*	*10%*	*9%*	*11%*	*11%*	*9%*	*11%*	*10%*	*9%*	*7%*	*10%*	*10%*	*10%*	*10%*	*8%*
SUMMARY: NET: 9-10	**251**	47	172	29	25	227	139	71	87	97	31	169	82	104	145	69	113	53	78	149	92
	9%	**14%bc**	*8%*	*6%*	*12%*	*8%*	*8%*	*10%*	*10%*	*8%*	*9%*	*8%*	*11%*	*7%*	**11%m**	*8%*	*8%*	*9%*	*7%*	*9%*	*8%*
NET: 7-10	**1511**	202	1084	207	102	1409	946	372	451	602	172	1123	388	819	686	478	733	331	547	896	594
	52%	**61%bc**	*52%*	*44%*	*49%*	*52%*	*52%*	*52%*	*53%*	*51%*	*51%*	*52%*	*50%*	*52%*	*50%*	*53%*	*51%*	*56%*	*50%*	*53%*	*50%*
NET: 4-6	**1013**	88	713	196	76	937	621	240	294	414	119	752	261	517	494	314	498	176	399	546	446
	35%	*26%*	*34%*	**42%ab**	*36%*	*34%*	*34%*	*34%*	*34%*	*35%*	*35%*	*35%*	*33%*	*33%*	*36%*	*35%*	*35%*	*30%*	*36%*	*32%*	**38%s**
NET: 1-3	**134**	16	84	34	15	119	83	30	35	43	10	89	45	73	59	37	62	25	52	86	47
	5%	*5%*	*4%*	*7%*	*7%*	*4%*	*5%*	*4%*	*4%*	*4%*	*3%*	*4%*	*6%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*4%*
Mean	**6.55**	6.88c	6.58c	6.19	6.36	6.56	6.54	6.64	6.64	6.56	6.59	6.55	6.55	6.50	6.60	6.61	6.51	6.68	6.46	6.59	6.49
Standard Deviation	**1.76**	1.90	1.71	1.85	2.04	1.74	1.74	1.76	1.74	1.71	1.78	1.71	1.92	1.72	1.81	1.66	1.75	1.78	1.73	1.79	1.72

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 511

Q16C How would you rate ALL the following channels combined -
It shows interesting programmes about history, science or the arts

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base	**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
1 - LOWEST score	**39**	4	5	-	6	2	7	-	1	2	8	5	1
	1%	*1%*	*3%*	-	*2%*	*1%*	**5%adl**	-	*1%*	*1%*	*2%*	*1%*	*1%*
2	**36**	2	2	6	8	2	-	3	1	-	6	6	1
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	-	*2%*	*	-	*2%*	*1%*	*1%*
3	**59**	6	6	6	6	2	5	-	2	2	8	15	2
	2%	*2%*	*4%*	*3%*	*2%*	*1%*	*4%*	-	*1%*	*1%*	*2%*	*3%*	*2%*
4	**171**	18	6	12	14	22	8	16	7	12	16	32	6
	6%	*7%*	*4%*	*5%*	*4%*	*8%*	*7%*	*9%*	*5%*	*5%*	*4%*	*6%*	*8%*
5	**375**	28	14	38	38	38	15	31	18	38	37	72	10
	13%	*11%*	*9%*	*15%*	*12%*	*14%*	*12%*	*17%*	*13%*	*15%*	*10%*	*14%*	*13%*
6	**466**	42	25	40	45	55	11	19	24	39	71	83	12
	16%	*16%*	*17%*	*16%*	*14%*	*20%*	*10%*	*11%*	*17%*	*15%*	*18%*	*16%*	*15%*
7	**675**	65	25	48	81	48	36	37	34	68	86	128	19
	23%	*25%*	*17%*	*19%*	*25%*	*18%*	*30%*	*21%*	*24%*	*27%*	*22%*	*24%*	*24%*
8	**585**	53	28	48	81	50	19	29	27	41	88	107	14
	20%	*20%*	*19%*	*19%*	*25%*	*19%*	*16%*	*17%*	*19%*	*16%*	*23%*	*20%*	*17%*
9	**160**	13	11	18	10	15	3	16	9	21	24	16	4
	5%	*5%*	*7%*	*7%*	*3%*	*6%*	*3%*	**9%l**	*7%*	*8%*	*6%*	*3%*	*5%*
10 - HIGHEST score	**91**	8	6	9	14	12	-	5	3	3	11	18	2
	3%	*3%*	*4%*	*4%*	*4%*	*5%*	-	*3%*	*2%*	*1%*	*3%*	*3%*	*2%*
Don't know	**275**	21	20	23	24	23	16	21	16	27	29	45	10
	9%	*8%*	*14%*	*9%*	*7%*	*9%*	*13%*	*12%*	*11%*	*11%*	*7%*	*9%*	*12%*
SUMMARY:													
NET: 9-10	**251**	21	17	27	23	28	3	21	12	24	35	34	6
	9%	*8%*	*11%*	*11%*	*7%*	*10%*	*3%*	*12%*	*9%*	*9%*	*9%*	*7%*	*7%*
NET: 7-10	**1511**	140	70	122	185	125	58	87	72	133	209	270	39
	52%	*54%*	*47%*	*49%*	*57%*	*47%*	*49%*	*49%*	*51%*	*53%*	*55%*	*51%*	*48%*
NET: 4-6	**1013**	88	45	91	97	114	34	66	49	89	123	187	28
	35%	*34%*	*31%*	*37%*	*30%*	**43%e**	*29%*	*37%*	*35%*	*35%*	*32%*	*35%*	*35%*
NET: 1-3	**134**	11	12	12	20	5	11	3	4	3	22	26	4
	5%	*4%*	**8%fj**	*5%*	*6%*	*2%*	**9%fj**	*2%*	*3%*	*1%*	*6%*	*5%*	*4%*
Mean	**6.55**	6.57	6.50	6.56	6.59	6.58	6.05	6.56	6.64	6.66	6.62	6.49	6.42
Standard Deviation	**1.76**	1.74	2.06	1.79	1.85	1.70	1.96	1.74	1.62	1.51	1.82	1.72	1.76

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 512

Q16D How would you rate ALL the following channels combined -
It shows high quality soaps or dramas made in the UK

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base	**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
1 - LOWEST score	**84**	59	25	7	8	23	12	17	17	20	46	18	16	68	9	72	72	8	2	2
	3%	***4%b***	*2%*	*2%*	*2%*	*4%*	*2%*	*4%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*
2	**53**	33	21	7	9	7	5	8	17	18	21	14	9	45	5	47	47	2	3	2
	2%	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*
3	**72**	43	29	4	11	19	14	10	15	23	28	21	16	56	14	58	63	5	2	2
	2%	*3%*	*2%*	*1%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	***6%o***	*2%*	*3%*	*2%*	*2%*	*2%*
4	**103**	55	49	13	16	20	17	17	20	36	35	33	20	83	10	92	85	12	4	2
	4%	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*5%*	*2%*	*4%*	*4%*	*3%*	*4%*	*3%*	*3%*	*5%*	*3%*	*3%*
5	**301**	163	138	46	49	54	41	41	69	77	158	67	59	242	23	276	248	28	17	7
	10%	*12%*	*9%*	*10%*	*11%*	*10%*	*8%*	*11%*	*11%*	*10%*	*11%*	*8%*	*12%*	*10%*	*9%*	*10%*	*10%*	*11%*	*12%*	*9%*
6	**438**	214	224	67	79	80	88	46	78	134	183	121	72	365	35	402	365	38	23	13
	15%	*15%*	*15%*	*15%*	*17%*	*15%*	*18%*	*12%*	*13%*	*18%*	*13%*	*15%*	*15%*	*15%*	*14%*	*15%*	*15%*	*15%*	*16%*	*15%*
7	**635**	293	342	137	115	103	92	84	103	167	305	163	84	551	58	572	529	62	25	18
	22%	*21%*	*23%*	***31%efgh***	***25%h***	*19%*	*19%*	*22%*	*17%*	*22%*	*22%*	*21%*	*17%*	*23%*	*23%*	*22%*	*22%*	*24%*	*18%*	*22%*
8	**542**	228	314	77	78	108	92	80	107	117	278	146	102	440	39	499	444	51	31	16
	18%	*16%*	***21%a***	*17%*	*17%*	*20%*	*19%*	*20%*	*18%*	*16%*	*20%*	*19%*	*21%*	*18%*	*16%*	*19%*	*18%*	*20%*	*22%*	*20%*
9	**195**	76	119	25	31	43	33	17	45	36	106	52	28	167	20	173	167	12	11	5
	7%	*5%*	*8%*	*6%*	*7%*	*8%*	*7%*	*4%*	*7%*	*5%*	*8%*	*7%*	*6%*	*7%*	*8%*	*6%*	*7%*	*5%*	*8%*	*6%*
10 - HIGHEST score	**128**	41	87	24	19	29	20	14	22	33	53	42	23	104	18	108	112	7	5	4
	4%	*3%*	***6%a***	*5%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*4%*	*7%*	*4%*	*5%*	*3%*	*4%*	*5%*
Don't know	**383**	210	173	34	48	57	74	57	114	85	185	113	60	323	21	361	320	34	18	11
	13%	*15%*	*11%*	*8%*	*10%*	*11%*	***15%c***	***15%c***	***19%cde***	*11%*	*13%*	*14%*	*12%*	*13%*	*8%*	*14%*	*13%*	*13%*	*13%*	*13%*
SUMMARY:																				
NET: 9-10	**323**	117	206	49	50	72	53	32	67	69	160	94	51	272	38	281	278	20	16	9
	11%	*8%*	***14%a***	*11%*	*11%*	*13%*	*11%*	*8%*	*11%*	*9%*	*11%*	*12%*	*10%*	*11%*	*15%*	*11%*	*11%*	*8%*	*11%*	*11%*
NET: 7-10	**1499**	637	862	264	244	282	236	195	277	353	742	404	236	1263	135	1353	1251	133	72	43
	51%	*45%*	***57%a***	***60%fh***	*53%*	*52%*	*49%*	*50%*	*46%*	*47%*	*53%*	*51%*	*48%*	*52%*	*54%*	*51%*	*51%*	*51%*	*51%*	*53%*
NET: 4-6	**842**	432	410	127	144	154	146	104	168	246	375	220	152	690	68	770	698	78	44	22
	29%	*31%*	*27%*	*29%*	*31%*	*28%*	*30%*	*27%*	*28%*	*33%*	*27%*	*28%*	*31%*	*28%*	*27%*	*29%*	*28%*	*30%*	*31%*	*27%*
NET: 1-3	**209**	135	74	18	27	49	31	35	50	61	95	54	41	169	28	177	182	15	7	5
	7%	***10%b***	*5%*	*4%*	*6%*	*9%*	*6%*	*9%*	*8%*	*8%*	*7%*	*7%*	*8%*	*7%*	*11%*	*7%*	*7%*	*6%*	*5%*	*6%*
Mean	**6.57**	6.26	***6.85a***	6.77	6.61	6.55	6.62	6.40	6.47	6.38	6.63	6.65	6.47	6.59	6.52	6.58	6.57	6.51	6.69	6.69
Standard Deviation	**1.99**	2.09	1.85	1.74	1.84	2.14	1.93	2.11	2.10	1.99	1.98	1.99	2.08	1.97	2.19	1.96	2.01	1.88	1.86	1.93

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 513

Q16D How would you rate ALL the following channels combined -
It shows high quality soaps or dramas made in the UK

Base : All watching at least one channel asked about, regularly or occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
1 - LOWEST score	**84**	9	51	25	16	68	48	13	20	11	8	62	22	38	46	21	51	18	29	52	31
	3%	*3%*	*2%*	***5%b***	***8%efgh***	*3%*	*3%*	*2%*	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*4%*	*3%*	*3%*	*3%*	*3%*
2	**53**	3	36	14	6	47	28	14	19	15	3	42	11	31	22	15	23	12	15	27	24
	2%	*1%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*
3	**72**	6	39	26	1	71	49	20	20	26	8	55	17	40	32	27	37	21	26	48	24
	2%	*2%*	*2%*	***6%b***	*1%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*4%*	*2%*	*3%*	*2%*
4	**103**	6	70	26	13	90	59	24	31	29	15	71	32	50	53	31	45	17	38	52	48
	4%	*2%*	*3%*	*6%*	*6%*	*3%*	*3%*	*3%*	*4%*	*2%*	*5%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*
5	**301**	34	212	51	17	284	177	89	96	100	32	208	93	145	152	90	150	43	118	154	140
	10%	*10%*	*10%*	*11%*	*8%*	*10%*	*10%*	*12%*	*11%*	*8%*	*10%*	*10%*	*12%*	*9%*	*11%*	*10%*	*10%*	*7%*	*11%*	*9%*	*12%*
6	**438**	28	344	58	33	405	278	109	119	182	45	322	115	233	205	130	221	95	167	228	204
	15%	*8%*	***16%a***	*13%*	*16%*	*15%*	*15%*	*15%*	*14%*	*15%*	*13%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*16%*	*15%*	*13%*	*17%*
7	**635**	60	478	88	27	608	421	144	183	280	69	471	164	348	284	206	327	111	273	353	275
	22%	*18%*	*23%*	*19%*	*13%*	***22%d***	***23%d***	*20%*	*21%*	*24%*	*20%*	*22%*	*21%*	*22%*	*21%*	*23%*	*23%*	*19%*	*25%*	*21%*	*23%*
8	**542**	85	384	70	32	509	347	125	159	271	64	408	134	308	233	163	252	119	194	341	194
	18%	***26%bc***	*18%*	*15%*	*15%*	*19%*	*19%*	*17%*	*19%*	*23%*	*19%*	*19%*	*17%*	*20%*	*17%*	*18%*	*17%*	*20%*	*18%*	*20%*	*16%*
9	**195**	39	137	18	11	183	125	43	53	100	21	146	48	111	81	52	94	53	68	136	51
	7%	***12%bc***	*7%*	*4%*	*5%*	*7%*	*7%*	*6%*	*6%*	*8%*	*6%*	*7%*	*6%*	*7%*	*6%*	*6%*	*7%*	*9%*	*6%*	***8%t***	*4%*
10 - HIGHEST score	**128**	33	86	7	14	114	84	28	30	70	28	97	31	70	58	40	55	29	50	90	36
	4%	***10%bc***	*4%*	*1%*	*6%*	*4%*	*5%*	*4%*	*3%*	*6%*	*8%*	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*5%*	*3%*
Don't know	**383**	30	257	83	39	344	211	107	128	103	43	269	114	187	194	120	188	74	126	223	156
	13%	*9%*	*12%*	***18%ab***	*19%*	*13%*	*12%*	*15%*	*15%*	*9%*	*13%*	*13%*	*15%*	*12%*	*14%*	*13%*	*13%*	*13%*	*11%*	*13%*	*13%*
SUMMARY: NET: 9-10	**323**	72	223	25	25	298	209	71	83	170	48	244	79	181	139	92	149	82	118	227	87
	11%	***22%bc***	***11%c***	*5%*	*12%*	*11%*	*11%*	*10%*	*10%*	*14%*	*14%*	*11%*	*10%*	*12%*	*10%*	*10%*	*10%*	*14%*	*11%*	***13%t***	*7%*
NET: 7-10	**1499**	217	1085	182	84	1415	977	340	425	720	182	1122	377	837	657	461	729	312	585	921	556
	51%	***65%bc***	***52%c***	*39%*	*40%*	***52%d***	***53%d***	*47%*	*50%*	*61%*	*54%*	*52%*	*48%*	*54%*	*48%*	*52%*	*50%*	*53%*	*53%*	***54%t***	*47%*
NET: 4-6	**842**	67	626	135	63	779	514	222	246	310	93	601	241	428	410	251	416	155	323	434	392
	29%	*20%*	***30%a***	*29%*	*30%*	*29%*	*28%*	*31%*	*29%*	*26%*	*27%*	*28%*	*31%*	*27%*	*30%*	*28%*	*29%*	*26%*	*29%*	*25%*	***33%s***
NET: 1-3	**209**	18	125	65	23	186	126	47	59	52	19	159	50	110	99	64	111	50	70	126	79
	7%	*5%*	*6%*	***14%ab***	*11%*	*7%*	*7%*	*7%*	*7%*	*4%*	*6%*	*7%*	*6%*	*7%*	*7%*	*7%*	*8%*	*8%*	*6%*	*7%*	*7%*
Mean	**6.57**	7.19bc	6.62c	5.86	6.17	6.60	6.64	6.52	6.53	6.97	6.79	6.60	6.50	6.65	6.48	6.58	6.51	6.68	6.60	6.70t	6.39
Standard Deviation	**1.99**	2.02	1.90	2.21	2.48	1.95	1.95	1.92	1.95	1.76	2.02	2.00	1.96	1.96	2.02	1.95	2.01	2.07	1.91	2.04	1.88

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 514

Q16D How would you rate ALL the following channels combined -
It shows high quality soaps or dramas made in the UK

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base	**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
1 - LOWEST score	**84**	8	5	6	9	5	6	6	2	5	12	18	2
	3%	*3%*	*3%*	*3%*	*3%*	*2%*	*5%*	*4%*	*2%*	*2%*	*3%*	*3%*	*2%*
2	**53**	2	1	5	6	8	-	8	3	1	10	8	2
	2%	*1%*	*1%*	*2%*	*2%*	*3%*	-	*4%*	*2%*	*1%*	*2%*	*1%*	*2%*
3	**72**	5	5	9	11	8	2	3	2	5	11	9	2
	2%	*2%*	*3%*	*4%*	*3%*	*3%*	*1%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*
4	**103**	12	5	8	14	6	8	-	4	9	13	23	2
	4%	**5%h**	*3%*	*3%*	*4%*	*2%*	**7%h**	-	*3%*	*4%*	*3%*	*4%*	**3%h**
5	**301**	28	12	18	37	31	10	21	17	22	37	61	7
	10%	*11%*	*8%*	*7%*	*11%*	*12%*	*8%*	*12%*	*12%*	*9%*	*10%*	*11%*	*9%*
6	**438**	38	23	39	42	39	14	36	23	30	69	73	13
	15%	*15%*	*16%*	*16%*	*13%*	*15%*	*12%*	*20%*	*16%*	*12%*	*18%*	*14%*	*15%*
7	**635**	62	36	52	68	62	27	40	25	60	79	105	18
	22%	*24%*	*24%*	*21%*	*21%*	*23%*	*23%*	*23%*	*18%*	*24%*	*21%*	*20%*	*22%*
8	**542**	51	25	40	51	45	25	19	31	70	71	98	16
	18%	*20%*	*17%*	*16%*	*16%*	*17%*	*21%*	*11%*	**22%h**	**28%aeh**	*19%*	*19%*	*20%*
9	**195**	12	20	22	27	14	3	13	11	17	23	28	5
	7%	*5%*	**14%abl**	*9%*	*8%*	*5%*	*3%*	*7%*	*8%*	*7%*	*6%*	*5%*	*6%*
10 - HIGHEST score	**128**	7	5	9	20	8	10	6	5	6	19	27	4
	4%	*3%*	*3%*	*4%*	*6%*	*3%*	*8%*	*4%*	*4%*	*3%*	*5%*	*5%*	*5%*
Don't know	**383**	34	11	40	42	42	14	24	18	28	41	79	11
	13%	*13%*	*7%*	*16%*	*13%*	*16%*	*12%*	*14%*	*13%*	*11%*	*11%*	*15%*	*13%*
SUMMARY:													
NET: 9-10	**323**	20	25	31	47	22	13	19	16	23	42	56	9
	11%	*8%*	**17%b**	*13%*	*14%*	*8%*	*11%*	*11%*	*11%*	*9%*	*11%*	*11%*	*11%*
NET: 7-10	**1499**	133	85	124	165	129	65	79	72	153	192	258	43
	51%	*51%*	*58%*	*50%*	*51%*	*48%*	*54%*	*45%*	*51%*	**61%h**	*50%*	*49%*	*53%*
NET: 4-6	**842**	78	40	65	93	76	32	56	44	60	118	157	22
	29%	*30%*	*27%*	*26%*	*28%*	*29%*	*27%*	*32%*	*31%*	*24%*	*31%*	*30%*	*27%*
NET: 1-3	**209**	15	11	20	26	20	8	18	7	11	33	35	5
	7%	*6%*	*7%*	*8%*	*8%*	*8%*	*7%*	*10%*	*5%*	*4%*	*8%*	*7%*	*6%*
Mean	**6.57**	6.51	6.74	6.59	6.57	6.46	6.61	6.32	6.69	6.85	6.51	6.54	6.69
Standard Deviation	**1.99**	1.88	1.98	2.02	2.11	1.90	2.17	2.08	1.86	1.74	2.04	2.04	1.93

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 515

Q16E How would you rate ALL the following channels combined -
It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK

Base : All watching at least one channel asked about, regularly or occasionally

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base	**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
1 - LOWEST score	**60**	32	28	5	6	13	10	14	11	22	22	15	15	45	7	51	49	6	3	2
	2%	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*4%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*
2	**54**	32	22	1	13	13	9	8	10	16	28	10	9	45	4	49	40	8	4	2
	2%	*2%*	*1%*	*	**3%c**	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*
3	**105**	52	53	8	14	25	23	15	20	27	44	34	27	78	8	97	88	9	5	3
	4%	*4%*	*3%*	*2%*	*3%*	*5%*	*5%*	*4%*	*3%*	*4%*	*3%*	*4%*	*6%*	*3%*	*3%*	*4%*	*4%*	*3%*	*4%*	*3%*
4	**163**	88	75	18	19	37	30	30	29	50	73	40	32	131	20	141	134	15	9	5
	6%	*6%*	*5%*	*4%*	*4%*	*7%*	*6%*	*8%*	*5%*	*7%*	*5%*	*5%*	*7%*	*5%*	*8%*	*5%*	*5%*	*6%*	*6%*	*6%*
5	**450**	213	237	65	80	83	84	52	87	122	194	134	70	381	46	401	381	36	19	13
	15%	*15%*	*16%*	*15%*	*17%*	*15%*	*17%*	*13%*	*14%*	*16%*	*14%*	*17%*	*14%*	*16%*	*18%*	*15%*	*16%*	*14%*	*14%*	*16%*
6	**515**	263	252	85	93	78	78	71	111	123	264	128	73	442	39	473	423	45	31	16
	18%	*19%*	*17%*	*19%*	*20%*	*14%*	*16%*	*18%*	*18%*	*17%*	*19%*	*16%*	*15%*	*18%*	*16%*	*18%*	*17%*	*17%*	*22%*	*20%*
7	**626**	310	316	107	102	110	89	87	131	152	298	176	93	533	44	578	507	67	31	20
	21%	*22%*	*21%*	*24%*	*22%*	*20%*	*18%*	*22%*	*21%*	*20%*	*21%*	*22%*	*19%*	*22%*	*18%*	*22%*	*21%*	*26%*	*22%*	*25%*
8	**447**	204	243	77	64	93	75	55	83	103	243	100	74	373	33	413	373	43	20	11
	15%	*14%*	*16%*	*17%*	*14%*	*17%*	*15%*	*14%*	*14%*	*14%*	*17%*	*13%*	*15%*	*15%*	*13%*	*16%*	*15%*	*16%*	*14%*	*13%*
9	**129**	54	76	19	16	20	23	16	35	22	70	38	22	107	12	117	111	9	6	4
	4%	*4%*	*5%*	*4%*	*4%*	*4%*	*5%*	*4%*	*6%*	*3%*	*5%*	*5%*	*4%*	*4%*	*5%*	*4%*	*5%*	*3%*	*4%*	*4%*
10 - HIGHEST score	**101**	39	62	10	19	22	17	10	23	26	35	40	23	78	14	85	88	8	3	3
	3%	*3%*	*4%*	*2%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	**5%j**	*5%*	*3%*	*6%*	*3%*	*4%*	*3%*	*2%*	*3%*
Don't know	**284**	127	157	48	37	50	48	32	69	81	127	77	53	231	24	255	256	14	10	4
	10%	*9%*	*10%*	*11%*	*8%*	*9%*	*10%*	*8%*	*11%*	*11%*	*9%*	*10%*	*11%*	*9%*	*10%*	*10%*	**10%qs**	*5%*	*7%*	*5%*
SUMMARY:																				
NET: 9-10	**230**	92	138	29	35	42	40	26	58	48	104	77	45	186	26	202	198	17	9	6
	8%	*7%*	*9%*	*7%*	*8%*	*8%*	*8%*	*7%*	*10%*	*6%*	*7%*	*10%*	*9%*	*8%*	*10%*	*8%*	*8%*	*6%*	*6%*	*8%*
NET: 7-10	**1303**	607	696	213	202	245	204	168	271	304	646	353	211	1092	103	1193	1079	127	61	37
	44%	*43%*	*46%*	*48%*	*44%*	*45%*	*42%*	*43%*	*45%*	*41%*	*46%*	*45%*	*43%*	*45%*	*41%*	*45%*	*44%*	*49%*	*43%*	*46%*
NET: 4-6	**1128**	564	564	167	192	198	192	153	227	295	531	302	175	953	104	1015	938	97	59	34
	38%	*40%*	*37%*	*38%*	*41%*	*36%*	*39%*	*39%*	*37%*	*40%*	*38%*	*38%*	*36%*	*39%*	*42%*	*38%*	*38%*	*37%*	*42%*	*42%*
NET: 1-3	**218**	116	103	14	33	51	43	37	41	66	93	59	50	168	20	197	178	23	11	6
	7%	*8%*	*7%*	*3%*	*7%*	**9%c**	**9%c**	**9%c**	*7%*	*9%*	*7%*	*7%*	*10%*	*7%*	*8%*	*7%*	*7%*	*9%*	*8%*	*7%*
Mean	**6.27**	6.16	6.37	**6.52g**	6.26	6.19	6.17	6.08	6.36	6.07	**6.35l**	6.30	6.17	6.29	6.17	6.28	6.28	6.22	6.16	6.21
Standard Deviation	**1.88**	1.88	1.88	1.59	1.83	2.00	1.96	1.97	1.87	1.97	1.81	1.92	2.08	1.84	2.04	1.86	1.89	1.90	1.83	1.86

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 516

Q16E How would you rate ALL the following channels combined -
It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK

Base : All watching at least one channel asked about, regularly or occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
1 - LOWEST score	**60**	6	37	17	5	55	34	14	18	18	12	45	14	34	24	19	34	14	19	30	26
	2%	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
2	**54**	*	36	17	9	45	32	13	13	15	4	35	18	24	30	15	28	8	20	27	26
	2%	*	*2%*	**4%a**	*4%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*
3	**105**	8	67	29	5	100	65	25	33	34	17	79	26	55	50	39	47	21	40	74	31
	4%	*3%*	*3%*	**6%b**	*2%*	*4%*	*4%*	*3%*	*4%*	*3%*	*5%*	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*
4	**163**	8	108	46	8	155	103	33	46	71	16	128	36	88	75	52	94	26	64	88	71
	6%	*2%*	*5%*	**10%ab**	*4%*	*6%*	*6%*	*5%*	*5%*	*6%*	*5%*	*6%*	*5%*	*6%*	*6%*	*6%*	*7%*	*4%*	*6%*	*5%*	*6%*
5	**450**	37	328	80	36	414	289	105	120	159	46	320	130	243	205	133	227	84	180	264	183
	15%	*11%*	*16%*	*17%*	*17%*	*15%*	*16%*	*15%*	*14%*	*13%*	*14%*	*15%*	*17%*	*16%*	*15%*	*15%*	*16%*	*14%*	*16%*	*15%*	*15%*
6	**515**	51	370	87	31	484	341	114	137	208	58	389	126	288	223	138	276	103	217	289	214
	18%	*15%*	*18%*	*19%*	*15%*	*18%*	*19%*	*16%*	*16%*	*18%*	*17%*	*18%*	*16%*	*18%*	*16%*	*15%*	*19%*	*17%*	*20%*	*17%*	*18%*
7	**626**	61	468	89	33	593	394	167	194	259	72	468	158	342	283	213	300	126	241	357	267
	21%	*19%*	*22%*	*19%*	*16%*	*22%*	*22%*	*23%*	*23%*	*22%*	*21%*	*22%*	*20%*	*22%*	*21%*	*24%*	*21%*	*21%*	*22%*	*21%*	*23%*
8	**447**	59	327	58	28	418	273	109	140	200	58	323	124	237	210	132	204	97	155	271	166
	15%	*18%*	*16%*	*12%*	*14%*	*15%*	*15%*	*15%*	*16%*	*17%*	*17%*	*15%*	*16%*	*15%*	*15%*	*15%*	*14%*	*16%*	*14%*	*16%*	*14%*
9	**129**	28	91	10	8	122	77	36	43	74	9	92	38	61	69	28	61	35	39	84	42
	4%	**9%bc**	*4%*	*2%*	*4%*	*4%*	*4%*	*5%*	*5%*	*6%*	*3%*	*4%*	*5%*	*4%*	*5%*	*3%*	*4%*	*6%*	*3%*	*5%*	*4%*
10 - HIGHEST score	**101**	37	52	8	9	92	61	25	30	58	19	72	29	49	51	33	41	17	39	61	37
	3%	**11%bc**	*2%*	*2%*	*4%*	*3%*	*3%*	*4%*	*3%*	*5%*	*6%*	*3%*	*4%*	*3%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*
Don't know	**284**	36	210	25	38	246	158	76	84	90	27	201	83	141	141	95	132	61	89	160	121
	10%	*11%*	**10%c**	*5%*	**18%efh**	*9%*	*9%*	*11%*	*10%*	*8%*	*8%*	*9%*	*11%*	*9%*	*10%*	*11%*	*9%*	*10%*	*8%*	*9%*	*10%*
SUMMARY: NET: 9-10	**230**	66	144	17	17	213	138	62	73	132	28	164	67	110	120	60	102	52	77	145	79
	8%	**20%bc**	*7%*	*4%*	*8%*	*8%*	*8%*	*9%*	*8%*	*11%*	*8%*	*8%*	*9%*	*7%*	*9%*	*7%*	*7%*	*9%*	*7%*	*9%*	*7%*
NET: 7-10	**1303**	186	938	164	79	1224	806	337	407	591	157	954	349	688	613	405	606	275	474	773	512
	44%	**56%bc**	**45%c**	*35%*	*37%*	*45%*	*44%*	*47%*	*47%*	*50%*	*47%*	*44%*	*45%*	*44%*	*45%*	*45%*	*42%*	*46%*	*43%*	*45%*	*43%*
NET: 4-6	**1128**	96	806	213	75	1054	732	251	304	438	119	836	292	620	503	323	597	212	462	641	467
	38%	*29%*	**38%a**	**46%a**	*36%*	*39%*	*40%*	*35%*	*35%*	*37%*	*35%*	*39%*	*37%*	*40%*	*37%*	*36%*	*41%*	*36%*	*42%*	*38%*	*39%*
NET: 1-3	**218**	15	140	63	19	199	131	52	64	68	34	160	58	113	103	72	109	43	79	131	83
	7%	*4%*	*7%*	**14%ab**	*9%*	*7%*	*7%*	*7%*	*7%*	*6%*	*10%*	*7%*	*7%*	*7%*	*8%*	*8%*	*8%*	*7%*	*7%*	*8%*	*7%*
Mean	**6.27**	7.02bc	6.28c	5.66	6.14	6.28	6.26	6.36	6.34	6.51	6.26	6.25	6.30	6.24	6.30	6.23	6.17	6.37	6.21	6.31	6.21
Standard Deviation	**1.88**	1.96	1.81	1.97	2.08	1.87	1.85	1.88	1.90	1.87	2.05	1.87	1.91	1.85	1.91	1.89	1.87	1.88	1.83	1.89	1.86

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 517

Q16E How would you rate ALL the following channels combined -
It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base	**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
1 - LOWEST score	**60**	6	9	6	8	3	3	-	3	5	6	9	2
	2%	*2%*	**6%ah**	*2%*	*2%*	*1%*	*3%*	*-*	*2%*	*2%*	*2%*	*2%*	*2%*
2	**54**	8	3	-	8	8	2	2	4	5	2	12	2
	2%	**3%dk**	*2%*	*-*	*2%*	*3%*	*1%*	*1%*	**2%dk**	*2%*	*	*2%*	**2%dk**
3	**105**	9	3	8	14	11	5	11	5	9	13	15	3
	4%	*3%*	*2%*	*3%*	*4%*	*4%*	*4%*	*6%*	*4%*	*4%*	*3%*	*3%*	*3%*
4	**163**	15	12	16	15	14	5	10	9	15	21	26	5
	6%	*6%*	*8%*	*6%*	*5%*	*5%*	*4%*	*6%*	*6%*	*6%*	*5%*	*5%*	*6%*
5	**450**	36	22	25	54	39	22	29	19	35	71	85	13
	15%	*14%*	*15%*	*10%*	*17%*	*15%*	*19%*	*16%*	*14%*	*14%*	*18%*	*16%*	*16%*
6	**515**	45	26	48	58	50	20	27	31	43	66	85	16
	18%	*17%*	*18%*	*19%*	*18%*	*19%*	*16%*	*15%*	*22%*	*17%*	*17%*	*16%*	*20%*
7	**626**	67	28	58	64	52	21	37	31	56	83	109	20
	21%	*26%*	*19%*	*23%*	*19%*	*19%*	*18%*	*21%*	*22%*	*22%*	*22%*	*21%*	*25%*
8	**447**	43	25	48	39	46	13	29	20	36	53	84	11
	15%	*16%*	*17%*	*19%*	*12%*	*17%*	*11%*	*16%*	*14%*	*14%*	*14%*	*16%*	*13%*
9	**129**	9	5	11	17	11	3	9	6	14	21	20	4
	4%	*3%*	*3%*	*4%*	*5%*	*4%*	*3%*	*5%*	*4%*	*6%*	*6%*	*4%*	*4%*
10 - HIGHEST score	**101**	8	8	9	11	13	7	3	3	3	17	17	3
	3%	*3%*	*5%*	*4%*	*3%*	*5%*	*5%*	*2%*	*2%*	*1%*	*5%*	*3%*	*3%*
Don't know	**284**	14	6	21	39	22	19	21	10	31	31	66	4
	10%bm	*5%*	*4%*	*9%*	**12%bm**	*8%*	**16%bcm**	*12%*	*7%*	**12%bm**	*8%*	**13%bm**	*5%*
SUMMARY:													
NET: 9-10	**230**	17	13	20	27	23	10	13	9	17	39	36	6
	8%	*6%*	*9%*	*8%*	*8%*	*9%*	*8%*	*7%*	*6%*	*7%*	*10%*	*7%*	*8%*
NET: 7-10	**1303**	127	65	126	130	121	44	79	61	110	174	229	37
	44%	*49%*	*45%*	*51%*	*40%*	*45%*	*37%*	*45%*	*43%*	*43%*	*45%*	*43%*	*46%*
NET: 4-6	**1128**	97	60	88	128	103	47	65	59	94	157	196	34
	38%	*37%*	*41%*	*35%*	*39%*	*38%*	*39%*	*37%*	*42%*	*37%*	*41%*	*37%*	*42%*
NET: 1-3	**218**	23	15	14	29	22	9	12	11	19	21	36	6
	7%	*9%*	*10%*	*6%*	*9%*	*8%*	*8%*	*7%*	*8%*	*7%*	*5%*	*7%*	*7%*
Mean	**6.27**	6.22	6.07	6.51	6.13	6.32	6.15	6.31	6.16	6.22	6.38	6.27	6.21
Standard Deviation	**1.88**	1.90	2.19	1.82	1.95	1.93	1.99	1.73	1.83	1.83	1.82	1.86	1.86

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 518

Q16F How would you rate ALL the following channels combined - Its programmes show different kinds of cultures within the UK

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base	**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
1 - LOWEST score	**38**	20	18	5	5	5	5	7	11	9	19	10	6	32	5	31	33	3	1	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**44**	24	20	4	7	6	7	13	8	13	21	11	3	41	4	39	37	4	2	1
	2%	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*
3	**89**	46	43	2	14	29	13	10	21	24	40	25	23	66	8	80	81	4	2	2
	3%	*3%*	*3%*	*	*3%*	***5%c***	*3%*	*3%*	***3%c***	*3%*	*3%*	*3%*	*5%*	*3%*	*3%*	*3%*	*3%*	*2%*	*1%*	*2%*
4	**187**	97	90	23	29	26	37	27	46	51	87	49	32	155	27	159	165	12	6	5
	6%	*7%*	*6%*	*5%*	*6%*	*5%*	*8%*	*7%*	*8%*	*7%*	*6%*	*6%*	*7%*	*6%*	*11%*	*6%*	*7%*	*5%*	*4%*	*6%*
5	**411**	207	204	40	61	77	70	70	92	104	192	114	69	342	24	383	344	37	19	10
	14%	*15%*	*13%*	*9%*	*13%*	*14%*	*14%*	***18%c***	*15%*	*14%*	*14%*	*14%*	*14%*	*14%*	*10%*	*14%*	*14%*	*14%*	*14%*	*12%*
6	**514**	274	240	104	96	80	84	66	84	136	250	129	84	431	43	467	427	44	26	17
	18%	*19%*	*16%*	***24%eh***	*21%*	*15%*	*17%*	*17%*	*14%*	*18%*	*18%*	*16%*	*17%*	*18%*	*17%*	*18%*	*17%*	*17%*	*19%*	*20%*
7	**624**	295	329	115	91	127	102	85	103	149	303	173	105	519	42	578	503	65	35	21
	21%	*21%*	*22%*	***26%h***	*20%*	*23%*	*21%*	*22%*	*17%*	*20%*	*22%*	*22%*	*21%*	*21%*	*17%*	*22%*	*21%*	*25%*	*25%*	*26%*
8	**492**	227	265	85	70	97	97	59	83	135	237	119	86	406	51	441	403	48	27	13
	17%	*16%*	*17%*	*19%*	*15%*	*18%*	*20%*	*15%*	*14%*	*18%*	*17%*	*15%*	*18%*	*17%*	*20%*	*17%*	*16%*	*19%*	*19%*	*16%*
9	**136**	59	76	28	32	20	16	9	31	26	74	36	24	111	15	121	118	10	5	3
	5%	*4%*	*5%*	*6%*	***7%g***	*4%*	*3%*	*2%*	*5%*	*4%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*4%*	*3%*	*4%*
10 - HIGHEST score	**95**	44	50	17	21	25	9	6	16	21	46	28	20	74	22	70	82	8	3	2
	3%	*3%*	*3%*	*4%*	*5%*	*5%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	***9%o***	*3%*	*3%*	*3%*	*2%*	*3%*
Don't know	**303**	120	184	20	37	52	45	39	111	77	129	97	37	267	10	292	258	23	15	7
	10%	*8%*	***12%a***	*5%*	*8%*	*10%*	*9%*	***10%c***	***18%cdefg***	*10%*	*9%*	*12%*	*8%*	*11%*	*4%*	***11%n***	*11%*	*9%*	*11%*	*8%*
SUMMARY:																				
NET: 9-10	**230**	104	127	45	53	45	25	15	47	48	119	64	45	186	37	191	200	18	8	5
	8%	*7%*	*8%*	***10%g***	***12%fg***	*8%*	*5%*	*4%*	*8%*	*6%*	*9%*	*8%*	*9%*	*8%*	***15%o***	*7%*	*8%*	*7%*	*5%*	*7%*
NET: 7-10	**1346**	626	721	244	215	269	225	160	234	331	660	355	236	1110	130	1210	1106	131	70	39
	46%	*44%*	*47%*	***55%gh***	*46%*	***50%h***	*46%*	*41%*	*38%*	*44%*	*47%*	*45%*	*48%*	*45%*	*52%*	*45%*	*45%*	*50%*	*49%*	*49%*
NET: 4-6	**1112**	578	534	167	186	183	191	162	223	291	529	292	184	928	94	1009	936	94	51	31
	38%	***41%b***	*35%*	*38%*	*40%*	*34%*	*39%*	*42%*	*37%*	*39%*	*38%*	*37%*	*38%*	*38%*	*38%*	*38%*	*38%*	*36%*	*36%*	*38%*
NET: 1-3	**171**	90	81	11	25	39	26	29	41	46	79	46	32	139	17	150	151	12	5	4
	6%	*6%*	*5%*	*2%*	*5%*	***7%c***	*5%*	***8%c***	***7%c***	*6%*	*6%*	*6%*	*7%*	*6%*	*7%*	*6%*	*6%*	*5%*	*3%*	*5%*
Mean	**6.37**	6.29	6.45	***6.72fgh***	***6.48g***	***6.44g***	6.32	6.05	6.18	6.31	6.41	6.36	6.41	6.36	6.56	6.36	6.35	6.49	6.52	6.44
Standard Deviation	**1.81**	1.81	1.80	1.61	1.84	1.84	1.73	1.80	1.93	1.80	1.81	1.82	1.84	1.80	2.09	1.77	1.83	1.71	1.60	1.67

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 519

Q16F How would you rate ALL the following channels combined - Its programmes show different kinds of cultures within the UK

Base : All watching at least one channel asked about, regularly or occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
1 - LOWEST score	**38**	5	25	8	7	31	20	9	11	12	4	26	12	21	17	10	19	11	9	24	13
	1%	*2%*	*1%*	*2%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*
2	**44**	*	25	19	5	39	25	7	12	10	5	36	8	24	20	26	13	7	15	27	17
	2%	*	*1%*	**4%ab**	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	**3%p**	*1%*	*1%*	*1%*	*2%*	*1%*
3	**89**	3	61	24	11	79	48	23	31	35	14	65	25	47	40	15	53	15	27	50	39
	3%	*1%*	*3%*	**5%a**	*5%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*	*4%*	*3%*	*2%*	*3%*	*3%*
4	**187**	19	122	43	17	170	108	52	58	60	20	141	46	105	83	60	104	29	71	118	64
	6%	*6%*	*6%*	*9%*	*8%*	*6%*	*6%*	*7%*	*7%*	*5%*	*6%*	*7%*	*6%*	*7%*	*6%*	*7%*	*7%*	*5%*	*6%*	*7%*	*5%*
5	**411**	30	289	87	29	382	255	100	119	166	41	292	118	221	188	125	209	78	156	228	172
	14%	*9%*	*14%*	**19%a**	*14%*	*14%*	*14%*	*14%*	*14%*	*14%*	*12%*	*14%*	*15%*	*14%*	*14%*	*14%*	*14%*	*13%*	*14%*	*13%*	*15%*
6	**514**	47	389	69	33	481	334	115	136	212	45	390	124	289	225	174	252	102	203	280	228
	18%	*14%*	*19%*	*15%*	*16%*	*18%*	*18%*	*16%*	*16%*	*18%*	*13%*	*18%*	*16%*	*18%*	*17%*	*19%*	*17%*	*17%*	*18%*	*16%*	*19%*
7	**624**	71	465	85	30	594	420	143	168	269	71	463	161	332	289	193	321	134	268	345	271
	21%	*21%*	*22%*	*18%*	*14%*	*22%*	*23%*	*20%*	*20%*	*23%*	*21%*	*22%*	*21%*	*21%*	*21%*	*22%*	*22%*	*23%*	*24%*	*20%*	*23%*
8	**492**	71	355	65	27	465	326	109	137	197	73	364	128	255	236	132	240	105	194	301	187
	17%	*21%*	*17%*	*14%*	*13%*	*17%*	*18%*	*15%*	*16%*	*17%*	*22%*	*17%*	*16%*	*16%*	*17%*	*15%*	*17%*	*18%*	*18%*	*18%*	*16%*
9	**136**	18	103	13	9	127	79	37	48	58	19	93	43	67	69	50	53	34	36	81	52
	5%	*5%*	*5%*	*3%*	*4%*	*5%*	*4%*	*5%*	*6%*	*5%*	*6%*	*4%*	*5%*	*4%*	*5%*	*6%*	*4%*	*6%*	*3%*	*5%*	*4%*
10 - HIGHEST score	**95**	27	57	6	11	83	66	11	17	39	16	72	23	44	50	32	36	30	34	67	24
	3%	**8%bc**	*3%*	*1%*	**5%g**	*3%*	*4%*	*2%*	*2%*	*3%*	*5%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*5%*	*3%*	*4%*	*2%*
Don't know	**303**	39	204	46	31	272	147	111	122	128	29	210	94	157	144	79	144	46	90	182	115
	10%	*12%*	*10%*	*10%*	**15%f**	*10%*	*8%*	**15%ef**	**14%ef**	*11%*	*9%*	*10%*	*12%*	*10%*	*11%*	*9%*	*10%*	*8%*	*8%*	*11%*	*10%*
SUMMARY: NET: 9-10	**230**	45	160	19	20	211	145	48	66	98	35	165	66	112	119	82	89	64	70	148	76
	8%	**14%bc**	*8%*	*4%*	*9%*	*8%*	*8%*	*7%*	*8%*	*8%*	*10%*	*8%*	*8%*	*7%*	*9%*	*9%*	*6%*	**11%r**	*6%*	*9%*	*6%*
NET: 7-10	**1346**	187	980	169	77	1269	891	300	370	564	179	992	355	699	644	406	650	302	532	795	535
	46%	**56%bc**	**47%c**	*36%*	*37%*	*47%*	**49%dg**	*42%*	*43%*	*48%*	*53%*	*46%*	*45%*	*45%*	*47%*	*45%*	*45%*	*51%*	*48%*	*47%*	*45%*
NET: 4-6	**1112**	97	799	199	79	1033	698	267	313	438	106	824	289	614	496	359	565	209	430	626	464
	38%	*29%*	**38%a**	**43%a**	*38%*	*38%*	*38%*	*37%*	*36%*	*37%*	*32%*	*38%*	*37%*	*39%*	*36%*	*40%*	*39%*	*35%*	*39%*	*37%*	*39%*
NET: 1-3	**171**	9	111	51	23	149	93	39	53	56	24	127	45	92	77	51	85	34	51	101	70
	6%	*3%*	*5%*	**11%ab**	**11%ef**	*5%*	*5%*	*5%*	*6%*	*5%*	*7%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*
Mean	**6.37**	6.92bc	6.41c	5.80	6.03	6.40	6.45	6.29	6.31	6.48	6.56	6.37	6.38	6.32	6.43	6.36	6.29	6.54	6.41	6.41	6.32
Standard Deviation	**1.81**	1.82	1.75	1.91	2.18	1.77	1.75	1.77	1.82	1.72	1.91	1.80	1.82	1.79	1.83	1.83	1.76	1.87	1.69	1.87	1.72

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 520

Q16F How would you rate ALL the following channels combined - Its programmes show different kinds of cultures within the UK

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base	**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
1 - LOWEST score	**38**	3	3	6	5	2	3	2	1	3	3	6	1
	1%	*1%*	*2%*	*2%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**44**	4	1	5	3	2	5	3	2	2	3	14	1
	2%	*2%*	*1%*	*2%*	*1%*	*1%*	*4%*	*2%*	*1%*	*1%*	*1%*	*3%*	*1%*
3	**89**	4	6	5	9	8	2	5	2	10	21	16	2
	3%	*2%*	*4%*	*2%*	*3%*	*3%*	*1%*	*3%*	*1%*	*4%*	**5%i**	*3%*	*2%*
4	**187**	12	8	17	29	19	11	13	6	15	21	32	5
	6%	*5%*	*5%*	*7%*	*9%*	*7%*	*9%*	*7%*	*4%*	*6%*	*5%*	*6%*	*6%*
5	**411**	37	31	31	41	42	18	29	19	40	30	83	10
	14%k	**14%k**	**21%k**	*12%*	*12%*	*15%*	*15%*	*17%*	*14%*	*16%*	*8%*	**16%k**	*12%*
6	**514**	44	31	42	51	41	20	29	26	42	74	99	17
	18%	*17%*	*21%*	*17%*	*16%*	*15%*	*16%*	*16%*	*19%*	*17%*	*19%*	*19%*	*20%*
7	**624**	65	18	54	79	47	21	42	35	52	85	105	21
	21%	**25%c**	*13%*	*22%*	*24%*	*17%*	*18%*	*24%*	**25%c**	*21%*	*22%*	*20%*	**26%c**
8	**492**	48	23	32	42	64	21	26	27	38	72	85	13
	17%	*19%*	*16%*	*13%*	*13%*	**24%e**	*18%*	*15%*	*19%*	*15%*	*19%*	*16%*	*16%*
9	**136**	10	3	24	14	12	-	5	5	19	20	21	3
	5%	*4%*	*2%*	**10%ag**	*4%*	*5%*	-	*3%*	*3%*	*8%*	*5%*	*4%*	*4%*
10 - HIGHEST score	**95**	8	3	3	6	6	7	9	3	6	25	15	2
	3%	*3%*	*2%*	*1%*	*2%*	*2%*	*6%*	*5%*	*2%*	*2%*	**7%a**	*3%*	*3%*
Don't know	**303**	23	19	31	48	27	13	14	15	26	30	51	7
	10%	*9%*	*13%*	*12%*	*15%*	*10%*	*11%*	*8%*	*11%*	*10%*	*8%*	*10%*	*8%*
SUMMARY:													
NET: 9-10	**230**	18	6	27	20	19	7	14	8	25	45	36	5
	8%	*7%*	*4%*	*11%*	*6%*	*7%*	*6%*	*8%*	*5%*	*10%*	**12%i**	*7%*	*7%*
NET: 7-10	**1346**	131	48	114	141	129	49	82	70	115	201	227	39
	46%	**50%c**	*33%*	*46%*	*43%*	*48%*	*41%*	*46%*	**49%c**	*45%*	**53%c**	*43%*	**49%c**
NET: 4-6	**1112**	94	69	90	121	101	48	71	51	97	125	214	31
	38%	*36%*	*47%*	*36%*	*37%*	*38%*	*41%*	*40%*	*36%*	*38%*	*33%*	*41%*	*38%*
NET: 1-3	**171**	12	11	15	17	11	10	10	5	14	27	36	4
	6%	*5%*	*7%*	*6%*	*5%*	*4%*	*8%*	*5%*	*3%*	*6%*	*7%*	*7%*	*5%*
Mean	**6.37**	6.49	6.00	6.35	6.24	6.50	6.10	6.33	6.52	6.39	**6.64c**	6.25	6.44
Standard Deviation	**1.81**	1.71	1.80	1.90	1.76	1.71	2.05	1.82	1.60	1.80	1.88	1.82	1.67

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 521

Q16G How would you rate ALL the following channels combined -
It shows well-made, high quality programmes

Base : All watching at least one channel asked about, regularly or occasionally

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base	**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
1 - LOWEST score	**34**	21	12	5	10	5	5	2	7	9	15	9	6	27	4	28	30	2	1	1
	1%	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**19**	10	9	2	3	2	3	2	7	3	11	6	2	17	2	17	14	3	1	1
	1%	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**49**	19	31	2	12	8	8	6	13	16	21	12	7	42	2	48	43	4	1	1
	2%	*1%*	*2%*	*	*3%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*
4	**99**	55	44	7	11	16	18	21	25	30	34	35	14	84	16	81	85	7	4	2
	3%	*4%*	*3%*	*2%*	*2%*	*3%*	*4%*	***5%c***	*4%*	*4%*	*2%*	*4%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*3%*	*3%*
5	**308**	175	132	35	46	57	60	41	70	78	142	88	55	253	21	285	260	26	12	9
	10%	***12%b***	*9%*	*8%*	*10%*	*10%*	*12%*	*11%*	*11%*	*10%*	*10%*	*11%*	*11%*	*10%*	*8%*	*11%*	*11%*	*10%*	*9%*	*11%*
6	**464**	246	218	76	78	85	81	59	84	117	235	112	74	390	37	427	381	50	22	12
	16%	*17%*	*14%*	*17%*	*17%*	*16%*	*17%*	*15%*	*14%*	*16%*	*17%*	*14%*	*15%*	*16%*	*15%*	*16%*	*16%*	*19%*	*15%*	*15%*
7	**844**	390	454	144	145	135	139	107	175	218	406	219	142	702	68	765	700	77	43	24
	29%	*28%*	*30%*	*32%*	*31%*	*25%*	*29%*	*28%*	*29%*	*29%*	*29%*	*28%*	*29%*	*29%*	*27%*	*29%*	*29%*	*30%*	*30%*	*29%*
8	**715**	324	391	122	103	152	122	95	120	189	350	176	119	596	58	653	592	64	38	21
	24%	*23%*	*26%*	*28%*	*22%*	***28%h***	*25%*	*24%*	*20%*	*25%*	*25%*	*22%*	*24%*	*24%*	*23%*	*25%*	*24%*	*25%*	*27%*	*26%*
9	**202**	89	113	21	33	44	31	33	40	45	97	61	36	167	20	182	173	14	12	4
	7%	*6%*	*7%*	*5%*	*7%*	*8%*	*6%*	*9%*	*7%*	*6%*	*7%*	*8%*	*7%*	*7%*	*8%*	*7%*	*7%*	*5%*	*9%*	*4%*
10 - HIGHEST score	**138**	55	83	25	20	29	15	15	34	30	57	51	28	110	19	117	121	9	4	4
	5%	*4%*	*5%*	*6%*	*4%*	*5%*	*3%*	*4%*	*6%*	*4%*	*4%*	*6%*	*6%*	*5%*	*8%*	*4%*	*5%*	*3%*	*3%*	*5%*
Don't know	**62**	30	32	4	2	11	6	7	32	11	28	23	6	56	5	57	52	5	2	2
	2%	*2%*	*2%*	*1%*	*	*2%*	*1%*	*2%*	***5%cdf***	*1%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*
SUMMARY:																				
NET: 9-10	**340**	144	196	46	53	73	46	48	75	75	154	112	64	277	39	299	294	23	16	8
	12%	*10%*	*13%*	*10%*	*11%*	*13%*	*9%*	*12%*	*12%*	*10%*	*11%*	*14%*	*13%*	*11%*	*16%*	*11%*	*12%*	*9%*	*12%*	*9%*
NET: 7-10	**1899**	858	1041	312	301	360	307	251	369	482	910	507	325	1575	166	1718	1585	164	97	52
	65%	*61%*	***68%a***	***71%h***	*65%*	*66%*	*63%*	*64%*	*61%*	*65%*	*65%*	*64%*	*66%*	*64%*	*66%*	*65%*	*65%*	*63%*	*69%*	*64%*
NET: 4-6	**870**	476	394	118	135	157	159	122	179	225	412	234	143	728	73	793	726	83	38	24
	30%	***34%b***	*26%*	*27%*	*29%*	*29%*	*33%*	*31%*	*29%*	*30%*	*29%*	*30%*	*29%*	*30%*	*29%*	*30%*	*30%*	*32%*	*27%*	*29%*
NET: 1-3	**102**	50	52	9	25	15	15	10	28	28	47	28	16	86	8	93	87	9	3	3
	3%	*4%*	*3%*	*2%*	*5%*	*3%*	*3%*	*3%*	*5%*	*4%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*2%*	*4%*
Mean	**6.88**	6.75	***7.01a***	7.06	6.79	7.02	6.79	6.87	6.77	6.83	6.90	6.90	6.94	6.87	6.96	6.88	6.88	6.82	7.00	6.84
Standard Deviation	**1.65**	1.67	1.62	1.48	1.73	1.62	1.59	1.62	1.77	1.64	1.60	1.74	1.67	1.64	1.81	1.63	1.66	1.55	1.52	1.66

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 522

Q16G How would you rate ALL the following channels combined -
It shows well-made, high quality programmes

Base : All watching at least one channel asked about, regularly or occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
1 - LOWEST score	**34**	3	19	11	9	25	20	6	6	5	3	20	14	16	17	8	15	6	14	18	16
	1%	*1%*	*1%*	*2%*	*4%efgh*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**19**	-	8	11	3	16	13	3	3	3	2	12	7	7	12	6	8	4	9	12	7
	1%	-	*	*2%b*	*1%*	*1%*	*1%*	*	*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**49**	-	25	23	7	43	27	13	14	15	3	39	11	32	17	12	25	14	12	38	10
	2%	-	*1%*	*5%ab*	*3%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*
4	**99**	10	58	31	17	82	52	21	29	33	11	64	35	40	56	24	52	13	29	51	43
	3%	*3%*	*3%*	*7%b*	*8%efg*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*	*2%*	*3%*	*3%*	*4%*
5	**308**	26	209	68	26	281	176	84	101	106	27	230	78	159	148	105	150	59	102	174	126
	10%	*8%*	*10%*	*15%*	*13%*	*10%*	*10%*	*12%*	*12%*	*9%*	*8%*	*11%*	*10%*	*10%*	*11%*	*12%*	*10%*	*10%*	*9%*	*10%*	*11%*
6	**464**	36	343	80	28	436	298	110	125	200	50	340	124	248	214	132	239	88	194	252	206
	16%	*11%*	*16%*	*17%*	*13%*	*16%*	*16%*	*15%*	*15%*	*17%*	*15%*	*16%*	*16%*	*16%*	*16%*	*15%*	*17%*	*15%*	*18%*	*15%*	*17%*
7	**844**	77	636	120	53	791	539	206	244	346	102	614	230	440	404	262	426	151	346	441	394
	29%	*23%*	*30%*	*26%*	*25%*	*29%*	*29%*	*29%*	*28%*	*29%*	*30%*	*29%*	*29%*	*28%*	*30%*	*29%*	*29%*	*26%*	*31%*	*26%*	*33%s*
8	**715**	90	537	85	32	682	454	187	224	303	83	554	161	415	299	226	346	171	257	451	258
	24%	*27%*	*26%c*	*18%*	*15%*	*25%d*	*25%*	*26%d*	*26%d*	*26%*	*25%*	*26%*	*21%*	*27%*	*22%*	*25%*	*24%*	*29%*	*23%*	*26%*	*22%*
9	**202**	34	141	21	7	195	144	40	49	92	29	156	46	122	78	58	109	56	72	141	58
	7%	*10%c*	*7%*	*4%*	*3%*	*7%*	*8%*	*6%*	*6%*	*8%*	*9%*	*7%*	*6%*	*8%*	*6%*	*7%*	*8%*	*10%*	*6%*	*8%t*	*5%*
10 - HIGHEST score	**138**	52	74	9	13	125	80	35	44	68	26	96	42	64	72	51	47	27	50	96	36
	5%	*16%bc*	*4%*	*2%*	*6%*	*5%*	*4%*	*5%*	*5%*	*6%*	*8%*	*4%*	*5%*	*4%*	*5%*	*6%*	*3%*	*5%*	*5%*	*6%t*	*3%*
Don't know	**62**	4	44	6	15	47	25	12	20	14	1	27	35	18	42	11	27	4	19	32	30
	2%	*1%*	*2%*	*1%*	*7%efgh*	*2%*	*1%*	*2%*	*2%*	*1%*	*	*1%*	*4%k*	*1%*	*3%m*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*
SUMMARY: NET: 9-10	**340**	86	215	30	21	320	224	75	93	160	55	253	88	187	150	109	156	83	122	236	94
	12%	*26%bc*	*10%*	*6%*	*10%*	*12%*	*12%*	*11%*	*11%*	*14%*	*16%*	*12%*	*11%*	*12%*	*11%*	*12%*	*11%*	*14%*	*11%*	*14%t*	*8%*
NET: 7-10	**1899**	253	1388	235	106	1793	1218	467	561	809	240	1420	479	1042	853	597	928	405	725	1128	745
	65%	*76%bc*	*66%c*	*51%*	*50%*	*66%d*	*67%d*	*65%d*	*65%d*	*68%*	*71%*	*66%*	*61%*	*67%*	*63%*	*67%*	*64%*	*69%*	*66%*	*66%*	*63%*
NET: 4-6	**870**	71	610	179	71	799	527	215	254	339	88	634	237	447	418	261	441	159	325	477	375
	30%	*21%*	*29%*	*38%ab*	*34%*	*29%*	*29%*	*30%*	*30%*	*29%*	*26%*	*29%*	*30%*	*29%*	*31%*	*29%*	*31%*	*27%*	*29%*	*28%*	*32%*
NET: 1-3	**102**	3	52	45	18	84	59	22	23	23	8	71	32	55	47	26	48	24	35	67	33
	3%	*1%*	*2%*	*10%ab*	*9%efgh*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*
Mean	**6.88**	7.54bc	6.93c	6.20	6.30	6.93d	6.94d	6.90d	6.92d	7.06	7.11	6.92	6.78	6.94	6.82	6.95	6.84	7.02	6.90	6.97t	6.76
Standard Deviation	**1.65**	1.71	1.52	1.88	2.10	1.60	1.61	1.59	1.59	1.52	1.64	1.61	1.75	1.61	1.68	1.62	1.60	1.65	1.59	1.70	1.55

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 523

Q16G How would you rate ALL the following channels combined -
It shows well-made, high quality programmes

Base : All watching at least one channel asked about, regularly or occasionally

		STANDARD REGION											
	TOTAL (a)	Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base	**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
1 - LOWEST score	**34**	2	1	5	6	2	2	2	1	5	3	5	1
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*
2	**19**	3	2	-	2	2	2	-	1	-	5	3	1
	1%	*1%*	*1%*	-	*	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*
3	**49**	4	3	5	6	3	2	3	1	3	6	12	1
	2%	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*
4	**99**	7	6	3	15	11	2	3	4	11	20	14	2
	3%	*3%*	*4%*	*1%*	*5%*	*4%*	*1%*	*2%*	*3%*	*4%*	*5%*	*3%*	*3%*
5	**308**	26	15	16	31	37	14	18	12	28	40	60	9
	10%	*10%*	*11%*	*6%*	*10%*	*14%*	*12%*	*10%*	*9%*	*11%*	*10%*	*11%*	*11%*
6	**464**	50	22	46	57	34	18	40	22	36	47	81	12
	16%	*19%*	*15%*	*18%*	*18%*	*13%*	*15%*	*23%*	*15%*	*14%*	*12%*	*15%*	*15%*
7	**844**	77	43	68	78	74	45	42	43	68	133	150	24
	29%	*30%*	*29%*	*27%*	*24%*	*27%*	*38%*	*24%*	*30%*	*27%*	*35%*	*28%*	*29%*
8	**715**	64	34	65	91	67	24	43	38	63	75	129	21
	24%	*25%*	*23%*	*26%*	*28%*	*25%*	*20%*	*24%*	*27%*	*25%*	*20%*	*25%*	*26%*
9	**202**	14	9	20	23	20	-	16	12	22	22	39	4
	7%	*5%*	*6%*	*8%*	*7%*	*7%*	-	***9%g***	***9%g***	***9%g***	*6%*	*7%*	***4%g***
10 - HIGHEST score	**138**	9	8	12	11	14	10	5	4	14	24	23	4
	5%	*3%*	*5%*	*5%*	*3%*	*5%*	*8%*	*3%*	*3%*	*6%*	*6%*	*4%*	*5%*
Don't know	**62**	5	3	9	6	5	2	5	2	3	8	12	2
	2%	*2%*	*2%*	*4%*	*2%*	*2%*	*1%*	*3%*	*2%*	*1%*	*2%*	*2%*	*3%*
SUMMARY:													
NET: 9-10	**340**	23	17	33	34	34	10	21	16	36	46	62	8
	12%	*9%*	*12%*	*13%*	*10%*	*13%*	*8%*	*12%*	*12%*	*14%*	*12%*	*12%*	*9%*
NET: 7-10	**1899**	164	94	166	203	175	79	106	97	167	254	341	52
	65%	*63%*	*64%*	*67%*	*62%*	*65%*	*66%*	*60%*	*69%*	*66%*	*66%*	*65%*	*64%*
NET: 4-6	**870**	83	43	65	104	82	34	61	38	75	107	155	24
	30%	*32%*	*30%*	*26%*	*32%*	*31%*	*28%*	*35%*	*27%*	*30%*	*28%*	*29%*	*29%*
NET: 1-3	**102**	9	6	9	14	6	5	5	3	8	15	20	3
	3%	*3%*	*4%*	*4%*	*4%*	*2%*	*4%*	*3%*	*2%*	*3%*	*4%*	*4%*	*4%*
Mean	**6.88**	6.82	6.84	7.05	6.80	6.92	6.81	6.89	7.00	6.93	6.82	6.89	6.84
Standard Deviation	**1.65**	1.55	1.71	1.63	1.72	1.64	1.67	1.53	1.52	1.73	1.72	1.63	1.66

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 524

Q16H How would you rate ALL the following channels combined -
It shows programmes with new ideas and different approaches

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base	**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
1 - LOWEST score	**28**	17	12	3	4	8	4	4	4	9	12	7	5	24	1	28	23	3	1	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**51**	27	24	5	11	10	6	6	13	15	21	14	10	41	6	44	46	2	1	1
	2%	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*
3	**78**	35	43	10	10	13	17	15	13	24	45	9	13	65	8	68	67	8	2	1
	3%	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*4%*	*2%*	*3%*	***3%k***	*1%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*1%*	*1%*
4	**134**	78	56	21	20	27	17	19	31	45	52	37	17	117	18	116	109	14	5	6
	5%	*6%*	*4%*	*5%*	*4%*	*5%*	*3%*	*5%*	*5%*	*6%*	*4%*	*5%*	*4%*	*5%*	*7%*	*4%*	*4%*	*5%*	*4%*	*7%*
5	**455**	227	228	73	70	80	79	64	89	105	233	117	73	382	30	418	384	40	20	11
	16%	*16%*	*15%*	*17%*	*15%*	*15%*	*16%*	*16%*	*15%*	*14%*	*17%*	*15%*	*15%*	*16%*	*12%*	*16%*	*16%*	*15%*	*14%*	*14%*
6	**580**	289	291	93	96	101	100	79	111	140	281	159	100	480	45	533	479	51	32	18
	20%	*20%*	*19%*	*21%*	*21%*	*19%*	*20%*	*20%*	*18%*	*19%*	*20%*	*20%*	*20%*	*20%*	*18%*	*20%*	*20%*	*20%*	*23%*	*22%*
7	**742**	362	380	111	134	142	120	91	143	193	342	206	120	621	53	681	612	70	37	22
	25%	*26%*	*25%*	*25%*	*29%*	*26%*	*25%*	*23%*	*24%*	*26%*	*25%*	*26%*	*25%*	*25%*	*21%*	*26%*	*25%*	*27%*	*26%*	*28%*
8	**441**	201	241	71	68	80	88	62	73	109	225	107	85	356	37	403	371	38	21	11
	15%	*14%*	*16%*	*16%*	*15%*	*15%*	*18%*	*16%*	*12%*	*15%*	*16%*	*14%*	*17%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*14%*
9	**109**	49	60	20	14	26	16	10	23	26	48	35	16	93	26	83	91	9	6	3
	4%	*3%*	*4%*	*5%*	*3%*	*5%*	*3%*	*3%*	*4%*	*4%*	*3%*	*4%*	*3%*	*4%*	***10%o***	*3%*	*4%*	*3%*	*4%*	*4%*
10 - HIGHEST score	**79**	35	44	22	10	17	8	7	15	19	33	27	14	65	19	59	71	4	2	2
	3%	*2%*	*3%*	*5%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	***8%o***	*2%*	*3%*	*1%*	*2%*	*2%*
Don't know	**237**	95	143	12	27	39	32	33	94	61	104	73	36	201	9	226	197	22	13	6
	8%	*7%*	*9%*	*3%*	*6%*	*7%*	*7%*	***8%c***	***15%cdefq***	*8%*	*7%*	*9%*	*7%*	*8%*	*4%*	*9%*	*8%*	*8%*	*9%*	*8%*
SUMMARY:																				
NET: 9-10	**188**	84	104	42	24	43	24	17	38	45	81	62	30	158	45	142	163	13	8	5
	6%	*6%*	*7%*	*9%*	*5%*	*8%*	*5%*	*4%*	*6%*	*6%*	*6%*	*8%*	*6%*	*6%*	***18%o***	*5%*	*7%*	*5%*	*6%*	*6%*
NET: 7-10	**1371**	646	725	224	225	266	232	170	254	347	649	375	236	1135	135	1226	1145	121	66	38
	47%	*46%*	*48%*	*51%*	*49%*	*49%*	*48%*	*44%*	*42%*	*47%*	*46%*	*47%*	*48%*	*46%*	*54%*	*46%*	*47%*	*47%*	*47%*	*47%*
NET: 4-6	**1169**	595	574	188	185	208	195	162	230	290	566	313	190	979	92	1068	972	105	58	34
	40%	*42%*	*38%*	*42%*	*40%*	*38%*	*40%*	*42%*	*38%*	*39%*	*41%*	*40%*	*39%*	*40%*	*37%*	*40%*	*40%*	*40%*	*41%*	*42%*
NET: 1-3	**156**	78	78	18	25	31	28	25	30	48	78	30	27	129	15	140	137	12	5	2
	5%	*6%*	*5%*	*4%*	*5%*	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*4%*	*6%*	*5%*	*6%*	*5%*	*6%*	*5%*	*3%*	*3%*
Mean	**6.36**	6.28	6.43	6.51	6.33	6.39	6.36	6.23	6.31	6.28	6.35	6.45	6.41	6.35	6.68	6.33	6.36	6.32	6.45	6.38
Standard Deviation	**1.68**	1.69	1.67	1.68	1.63	1.76	1.62	1.67	1.69	1.74	1.65	1.66	1.69	1.68	1.95	1.65	1.70	1.59	1.52	1.57

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 525

Q16H How would you rate ALL the following channels combined -
It shows programmes with new ideas and different approaches

Base : All watching at least one channel asked about, regularly or occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
1 - LOWEST score	**28**	4	15	10	3	25	14	10	11	8	3	16	12	13	15	10	14	6	6	15	12
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**51**	2	31	18	5	46	28	10	16	7	2	41	10	30	21	20	21	11	13	29	18
	2%	*1%*	*1%*	**4%b**	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*
3	**78**	2	42	34	10	67	39	23	28	19	8	49	29	29	48	17	44	12	27	41	36
	3%	*	*2%*	**7%ab**	*5%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*4%*	*2%*	*4%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*
4	**134**	9	90	32	17	117	80	32	34	37	13	97	37	67	64	46	59	17	61	83	49
	5%	*3%*	*4%*	*7%*	*8%*	*4%*	*4%*	*5%*	*4%*	*3%*	*4%*	*5%*	*5%*	*4%*	*5%*	*5%*	*4%*	*3%*	*6%*	*5%*	*4%*
5	**455**	35	318	94	32	423	283	103	135	180	43	313	141	235	218	120	240	97	165	255	190
	16%	*11%*	*15%*	**20%a**	*15%*	*16%*	*15%*	*14%*	*16%*	*15%*	*13%*	*15%*	*18%*	*15%*	*16%*	*13%*	*17%*	*16%*	*15%*	*15%*	*16%*
6	**580**	47	450	76	34	547	369	148	163	235	64	438	142	319	261	180	308	104	232	323	253
	20%	*14%*	**21%a**	*16%*	*16%*	*20%*	*20%*	*21%*	*19%*	*20%*	*19%*	*20%*	*18%*	*20%*	*19%*	*20%*	*21%*	*18%*	*21%*	*19%*	*21%*
7	**742**	87	542	108	38	704	504	161	194	322	81	574	167	421	320	241	362	174	313	432	301
	25%	*26%*	*26%*	*23%*	*18%*	*26%*	*28%*	*22%*	*23%*	*27%*	*24%*	*27%*	*21%*	*27%*	*24%*	*27%*	*25%*	*29%*	*28%*	*25%*	*25%*
8	**441**	76	311	48	27	414	274	115	135	183	65	322	120	238	200	152	193	86	162	261	172
	15%	**23%bc**	*15%*	*10%*	*13%*	*15%*	*15%*	*16%*	*16%*	*15%*	*19%*	*15%*	*15%*	*15%*	*15%*	*17%*	*13%*	*14%*	*15%*	*15%*	*15%*
9	**109**	21	72	16	3	106	71	22	35	51	13	84	25	49	59	35	51	35	27	71	36
	4%	*6%*	*3%*	*3%*	*2%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	**6%r**	*2%*	*4%*	*3%*
10 - HIGHEST score	**79**	32	44	*	12	67	43	18	24	41	19	58	21	33	45	28	27	13	26	53	22
	3%	**10%bc**	*2%*	*	*6%*	*2%*	*2%*	*3%*	*3%*	*3%*	*6%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*
Don't know	**237**	17	180	30	29	208	122	75	83	103	28	159	79	129	108	46	126	37	71	142	94
	8%	*5%*	*9%*	*6%*	**14%ef**	*8%*	*7%*	**10%f**	*10%*	*9%*	*8%*	*7%*	*10%*	*8%*	*8%*	*5%*	**9%o**	*6%*	*6%*	*8%*	*8%*
SUMMARY: NET: 9-10	**188**	53	116	16	15	173	114	40	59	92	32	142	46	82	104	64	78	49	53	124	57
	6%	**16%bc**	*6%*	*3%*	*7%*	*6%*	*6%*	*6%*	*7%*	*8%*	*9%*	*7%*	*6%*	*5%*	*8%*	*7%*	*5%*	*8%*	*5%*	*7%*	*5%*
NET: 7-10	**1371**	216	968	172	80	1291	892	316	387	597	177	1038	332	741	624	456	633	309	528	817	531
	47%	**65%bc**	**46%c**	*37%*	*38%*	*47%*	*49%*	*44%*	*45%*	*50%*	*53%*	*48%*	*43%*	*47%*	*46%*	**51%p**	*44%*	*52%*	*48%*	*48%*	*45%*
NET: 4-6	**1169**	91	858	203	82	1087	732	283	332	451	120	848	321	621	544	346	606	217	458	660	493
	40%	*27%*	**41%a**	**43%a**	*39%*	*40%*	*40%*	*40%*	*39%*	*38%*	*36%*	*39%*	*41%*	*40%*	*40%*	*39%*	*42%*	*37%*	*41%*	*39%*	*42%*
NET: 1-3	**156**	7	88	61	18	138	81	42	55	34	12	106	50	71	84	47	79	29	47	85	66
	5%	*2%*	*4%*	**13%ab**	*9%*	*5%*	*4%*	*6%*	*6%*	*3%*	*4%*	*5%*	*6%*	*5%*	*6%*	*5%*	*5%*	*5%*	*4%*	*5%*	*6%*
Mean	**6.36**	7.11bc	6.38c	5.71	6.09	6.38	6.41	6.32	6.33	6.58	6.68	6.40	6.24	6.38	6.34	6.44	6.28	6.48	6.36	6.41	6.29
Standard Deviation	**1.68**	1.71	1.58	1.83	1.99	1.65	1.61	1.71	1.76	1.55	1.69	1.65	1.75	1.61	1.75	1.71	1.62	1.66	1.56	1.70	1.62

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 526

Q16H How would you rate ALL the following channels combined - It shows programmes with new ideas and different approaches

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base	**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
1 - LOWEST score	**28**	3	-	5	3	-	2	3	1	3	3	5	1
	1%	*1%*	-	*2%*	*1%*	-	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**51**	2	-	6	9	5	5	-	1	1	10	10	1
	2%	*1%*	-	*3%*	*3%*	*2%*	*4%*	-	*1%*	*1%*	*3%*	*2%*	*1%*
3	**78**	8	5	5	11	8	6	5	2	6	8	14	1
	3%	*3%*	*3%*	*2%*	*3%*	*3%*	*5%*	*3%*	*1%*	*2%*	*2%*	*3%*	*1%*
4	**134**	14	9	3	15	13	2	8	5	9	19	31	6
	5%	*5%*	*6%*	*1%*	*5%*	*5%*	*1%*	*5%*	*4%*	*4%*	*5%*	*6%*	***7%d***
5	**455**	40	26	35	56	52	29	28	20	36	50	73	11
	16%	*15%*	*18%*	*14%*	*17%*	*19%*	*24%*	*16%*	*14%*	*14%*	*13%*	*14%*	*14%*
6	**580**	51	26	62	56	57	10	42	32	43	77	107	18
	20%	*20%*	*18%*	***25%g***	*17%*	*21%*	*8%*	***23%g***	***23%g***	*17%*	*20%*	*20%*	***22%g***
7	**742**	70	31	55	81	50	31	46	37	67	100	151	22
	25%	*27%*	*21%*	*22%*	*25%*	*19%*	*26%*	*26%*	*26%*	*26%*	*26%*	*29%*	*28%*
8	**441**	38	25	42	51	48	16	21	21	43	61	64	11
	15%	*15%*	*17%*	*17%*	*16%*	*18%*	*14%*	*12%*	*15%*	*17%*	*16%*	*12%*	*14%*
9	**109**	9	2	8	12	14	5	3	6	8	26	13	3
	4%	*3%*	*1%*	*3%*	*4%*	*5%*	*4%*	*2%*	*4%*	*3%*	*7%*	*3%*	*4%*
10 - HIGHEST score	**79**	4	8	5	5	6	7	5	2	8	16	12	2
	3%	*1%*	*5%*	*2%*	*1%*	*2%*	*6%*	*3%*	*2%*	*3%*	*4%*	*2%*	*2%*
Don't know	**237**	22	15	23	26	16	8	17	13	28	14	49	6
	8%	***8%k***	*10%*	*9%*	*8%*	*6%*	*7%*	*10%*	***9%k***	***11%k***	*4%*	***9%k***	*8%*
SUMMARY: NET: 9-10	**188**	13	9	12	17	20	12	8	8	16	42	26	5
	6%	*5%*	*6%*	*5%*	*5%*	*8%*	*10%*	*4%*	*6%*	*6%*	***11%abl***	*5%*	*6%*
NET: 7-10	**1371**	121	65	110	150	119	59	74	66	125	203	240	38
	47%	*47%*	*44%*	*44%*	*46%*	*44%*	*49%*	*42%*	*47%*	*50%*	*53%*	*45%*	*47%*
NET: 4-6	**1169**	105	62	100	127	121	40	77	58	89	146	210	34
	40%	*40%*	*42%*	*40%*	*39%*	*45%*	*34%*	*44%*	*41%*	*35%*	*38%*	*40%*	*42%*
NET: 1-3	**156**	12	5	16	23	12	13	8	5	11	21	29	2
	5%	*5%*	*3%*	*6%*	*7%*	*5%*	*11%*	*4%*	*3%*	*4%*	*5%*	*5%*	*3%*
Mean	**6.36**	6.32	6.43	6.35	6.23	6.38	6.24	6.27	6.45	6.49	6.54	6.27	6.38
Standard Deviation	**1.68**	1.59	1.64	1.70	1.73	1.65	2.02	1.59	1.52	1.66	1.77	1.64	1.57

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 527

Q16l How would you rate ALL the following channels combined -
It shows programmes I want to watch

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base	**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
1 - LOWEST score	**30**	17	13	6	8	8	2	1	4	10	14	6	6	24	7	22	24	4	1	1
	1%	*1%*	*1%*	*1%*	*2%*	*2%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	***3%o***	*1%*	*1%*	*2%*	*1%*	*1%*
2	**47**	22	25	3	9	13	3	8	11	15	21	12	6	41	1	46	42	3	2	1
	2%	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*
3	**104**	46	58	12	18	17	12	17	28	29	48	26	16	88	16	88	90	8	3	3
	4%	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*5%*	*4%*	*3%*	*3%*	*3%*	*4%*	*6%*	*3%*	*4%*	*3%*	*2%*	*4%*
4	**170**	90	80	26	17	32	27	34	35	42	73	56	35	135	10	157	147	15	4	5
	6%	*6%*	*5%*	*6%*	*4%*	*6%*	*6%*	***9%d***	*6%*	*6%*	*5%*	*7%*	*7%*	*6%*	*4%*	*6%*	*6%*	*6%*	*3%*	*6%*
5	**357**	190	167	50	49	67	67	47	77	107	146	103	58	299	37	316	303	29	14	11
	12%	*13%*	*11%*	*11%*	*11%*	*12%*	*14%*	*12%*	*13%*	*14%*	*10%*	*13%*	*12%*	*12%*	*15%*	*12%*	*12%*	*11%*	*10%*	*13%*
6	**533**	271	262	81	84	97	93	65	111	148	252	133	87	446	38	493	440	46	30	17
	18%	*19%*	*17%*	*18%*	*18%*	*18%*	*19%*	*17%*	*18%*	*20%*	*18%*	*17%*	*18%*	*18%*	*15%*	*19%*	*18%*	*18%*	*21%*	*21%*
7	**766**	374	392	134	155	130	117	85	145	186	396	184	122	644	54	705	629	74	43	21
	26%	*26%*	*26%*	*30%*	***34%efgh***	*24%*	*24%*	*22%*	*24%*	*25%*	*28%*	*23%*	*25%*	*26%*	*21%*	*26%*	*26%*	*28%*	*30%*	*26%*
8	**573**	260	313	71	76	114	114	85	114	120	288	165	97	476	45	526	473	54	32	14
	20%	*18%*	*21%*	*16%*	*16%*	*21%*	*23%*	*22%*	*19%*	*16%*	*21%*	*21%*	*20%*	*19%*	*18%*	*20%*	*19%*	*21%*	*22%*	*17%*
9	**175**	73	103	24	27	36	34	24	29	35	92	48	34	141	20	153	152	15	5	3
	6%	*5%*	*7%*	*5%*	*6%*	*7%*	*7%*	*6%*	*5%*	*5%*	*7%*	*6%*	*7%*	*6%*	*8%*	*6%*	*6%*	*6%*	*4%*	*4%*
10 - HIGHEST score	**126**	48	79	32	16	22	10	15	31	37	44	45	22	104	21	103	111	7	5	3
	4%	*3%*	*5%*	***7%f***	*3%*	*4%*	*2%*	*4%*	*5%*	*5%*	*3%*	*6%*	*4%*	*4%*	***9%o***	*4%*	*5%*	*3%*	*4%*	*3%*
Don't know	**52**	22	29	2	4	6	8	9	22	16	22	14	6	46	2	50	41	5	3	3
	2%	*2%*	*2%*	*	*1%*	*1%*	*2%*	*2%*	***4%c***	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*3%*
SUMMARY:																				
NET: 9-10	**301**	120	181	56	43	59	44	39	61	72	136	93	56	245	42	257	263	22	10	6
	10%	*8%*	***12%a***	*13%*	*9%*	*11%*	*9%*	*10%*	*10%*	*10%*	*10%*	*12%*	*11%*	*10%*	***17%o***	*10%*	*11%*	*8%*	*7%*	*7%*
NET: 7-10	**1640**	755	886	262	274	302	274	209	320	378	820	442	276	1365	140	1488	1365	150	85	41
	56%	*53%*	*58%*	*59%*	*59%*	*56%*	*56%*	*54%*	*53%*	*51%*	***59%i***	*56%*	*56%*	*56%*	*56%*	*56%*	*56%*	*57%*	***60%s***	*51%*
NET: 4-6	**1060**	551	509	157	150	197	187	146	224	297	472	291	180	880	85	966	889	90	48	32
	36%	***39%b***	*33%*	*35%*	*32%*	*36%*	*38%*	*37%*	*37%*	*40%*	*34%*	*37%*	*37%*	*36%*	*34%*	*36%*	*36%*	*35%*	*34%*	*40%*
NET: 1-3	**181**	85	96	22	35	38	18	26	43	54	84	44	28	154	25	157	156	15	6	5
	6%	*6%*	*6%*	*5%*	*7%*	*7%*	*4%*	*7%*	*7%*	*7%*	*6%*	*6%*	*6%*	*6%*	*10%*	*6%*	*6%*	*6%*	*4%*	*6%*
Mean	**6.55**	6.45	***6.65a***	6.67	6.53	6.52	6.63	6.48	6.49	6.40	6.60	6.60	6.57	6.55	6.56	6.55	6.55	6.54	***6.72s***	6.43
Standard Deviation	**1.79**	1.76	1.82	1.80	1.78	1.87	1.61	1.84	1.84	1.84	1.74	1.83	1.81	1.79	2.11	1.76	1.81	1.75	1.56	1.72

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 528

Q16l How would you rate ALL the following channels combined - It shows programmes I want to watch

Base : All watching at least one channel asked about, regularly or occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
1 - LOWEST score	**30**	2	18	10	5	25	23	2	2	3	2	20	10	17	13	5	24	3	20	24	6
	1%	*1%*	*1%*	*2%*	*2%h*	*1%*	*1%*	*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*
2	**47**	-	27	20	5	43	34	7	8	8	5	38	9	27	20	20	21	16	17	28	17
	2%	-	*1%*	*4%ab*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*	*2%*	*2%*	*1%*
3	**104**	5	60	36	7	97	60	27	36	21	5	66	38	48	57	26	61	22	35	58	46
	4%	*1%*	*3%*	*8%ab*	*3%*	*4%*	*3%*	*4%*	*4%*	*2%*	*1%*	*3%*	*5%*	*3%*	*4%*	*3%*	*4%*	*4%*	*3%*	*3%*	*4%*
4	**170**	12	115	42	26	144	78	52	57	61	10	103	67	74	96	46	80	27	41	92	78
	6%	*4%*	*5%*	*9%*	*12%ef*	*5%*	*4%*	*7%f*	*7%*	*5%*	*3%*	*5%*	*9%k*	*5%*	*7%*	*5%*	*6%*	*5%*	*4%*	*5%*	*7%*
5	**357**	25	235	88	28	329	223	81	103	127	35	266	91	187	166	114	168	82	128	214	128
	12%	*7%*	*11%*	*19%ab*	*13%*	*12%*	*12%*	*11%*	*12%*	*11%*	*10%*	*12%*	*12%*	*12%*	*12%*	*13%*	*12%*	*14%*	*12%*	*13%*	*11%*
6	**533**	41	399	85	25	509	332	145	170	199	62	407	126	298	235	174	254	90	223	298	230
	18%	*12%*	*19%*	*18%*	*12%*	*19%*	*18%*	*20%*	*20%*	*17%*	*18%*	*19%*	*16%*	*19%*	*17%*	*19%*	*18%*	*15%*	*20%*	*18%*	*19%*
7	**766**	85	582	91	42	724	502	177	212	340	88	568	199	430	336	228	390	149	311	417	344
	26%	*26%*	*28%c*	*19%*	*20%*	*27%*	*27%*	*25%*	*25%*	*29%*	*26%*	*26%*	*25%*	*28%*	*25%*	*26%*	*27%*	*25%*	*28%*	*24%*	*29%*
8	**573**	97	416	56	42	531	358	146	170	262	77	435	138	303	267	176	281	127	208	344	220
	20%	*29%bc*	*20%c*	*12%*	*20%*	*19%*	*20%*	*20%*	*20%*	*22%*	*23%*	*20%*	*18%*	*19%*	*20%*	*20%*	*19%*	*21%*	*19%*	*20%*	*19%*
9	**175**	30	127	16	9	166	117	36	47	100	27	129	47	91	80	51	87	41	66	113	57
	6%	*9%c*	*6%*	*3%*	*4%*	*6%*	*6%*	*5%*	*5%*	*8%*	*8%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*7%*	*6%*	*7%*	*5%*
10 - HIGHEST score	**126**	32	79	12	14	112	82	27	31	53	24	86	41	62	64	40	55	25	45	85	39
	4%	*10%bc*	*4%*	*3%*	*7%*	*4%*	*4%*	*4%*	*4%*	*4%*	*7%*	*4%*	*5%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*3%*
Don't know	**52**	4	36	10	9	43	19	17	22	12	3	35	16	25	26	15	23	10	10	31	18
	2%	*1%*	*2%*	*2%*	*4%f*	*2%*	*1%*	*2%*	*3%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*
SUMMARY: NET: 9-10	**301**	62	206	28	23	278	199	62	78	153	51	214	87	153	144	91	142	66	111	198	96
	10%	*19%bc*	*10%*	*6%*	*11%*	*10%*	*11%*	*9%*	*9%*	*13%*	*15%*	*10%*	*11%*	*10%*	*11%*	*10%*	*10%*	*11%*	*10%*	*12%t*	*8%*
NET: 7-10	**1640**	244	1204	175	107	1533	1059	385	459	755	215	1217	424	886	747	496	813	343	631	958	661
	56%	*74%bc*	*58%c*	*38%*	*51%*	*56%*	*58%*	*54%*	*54%*	*64%*	*64%*	*57%*	*54%*	*57%*	*55%*	*55%*	*56%*	*58%*	*57%*	*56%*	*56%*
NET: 4-6	**1060**	77	749	214	78	982	633	278	331	386	107	776	284	560	497	333	502	198	392	605	436
	36%	*23%*	*36%a*	*46%ab*	*37%*	*36%*	*35%*	*39%*	*39%*	*33%*	*32%*	*36%*	*36%*	*36%*	*37%*	*37%*	*35%*	*34%*	*36%*	*35%*	*37%*
NET: 1-3	**181**	7	105	66	16	165	117	36	46	32	11	124	58	91	90	51	106	41	72	110	69
	6%	*2%*	*5%*	*14%ab*	*8%*	*6%*	*6%*	*5%*	*5%*	*3%*	*3%*	*6%*	*7%*	*6%*	*7%*	*6%*	*7%*	*7%*	*6%*	*6%*	*6%*
Mean	**6.55**	7.29bc	6.62c	5.76	6.33	6.57	6.60	6.54	6.53	6.87	6.96	6.59	6.45	6.58	6.52	6.58	6.51	6.60	6.57	6.58	6.51
Standard Deviation	**1.79**	1.63	1.71	1.98	2.09	1.77	1.80	1.70	1.70	1.60	1.68	1.75	1.90	1.75	1.84	1.76	1.84	1.83	1.78	1.86	1.69

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 529

Q16l How would you rate ALL the following channels combined - It shows programmes I want to watch

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base	**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
1 - LOWEST score	**30**	4	2	6	2	2	-	3	1	3	5	2	1
	1%	*2%*	*1%*	*2%*	*	*1%*	-	*2%*	*1%*	*1%*	*1%*	*	*1%*
2	**47**	3	8	5	8	5	-	3	2	2	5	8	1
	2%	*1%*	*5%*	*2%*	*2%*	*2%*	-	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**104**	8	5	9	13	14	6	3	3	6	21	14	3
	4%	*3%*	*3%*	*4%*	*4%*	*5%*	*5%*	*2%*	*2%*	*2%*	*5%*	*3%*	*4%*
4	**170**	15	6	16	19	20	13	13	4	16	14	31	5
	6%	*6%*	*4%*	*6%*	*6%*	*8%*	*11%*	*7%*	*3%*	*6%*	*4%*	*6%*	*6%*
5	**357**	29	21	29	41	28	13	27	14	34	48	60	11
	12%	*11%*	*15%*	*12%*	*13%*	*11%*	*11%*	*16%*	*10%*	*14%*	*13%*	*11%*	*13%*
6	**533**	46	28	36	65	40	19	37	30	30	65	119	17
	18%	*18%*	*19%*	*14%*	*20%*	*15%*	*16%*	*21%*	**21%j**	*12%*	*17%*	**23%j**	**21%j**
7	**766**	74	31	64	73	61	35	36	43	75	94	161	21
	26%	*28%*	*21%*	*26%*	*22%*	*23%*	*29%*	*20%*	*30%*	*30%*	*24%*	*31%*	*26%*
8	**573**	54	26	49	72	67	24	29	32	51	85	69	14
	20%l	**21%l**	*18%*	*20%*	**22%l**	**25%l**	*20%*	*16%*	**22%l**	*20%*	**22%l**	*13%*	*17%*
9	**175**	15	11	19	17	17	3	16	5	16	26	27	3
	6%	*6%*	*7%*	*8%*	*5%*	*6%*	*3%*	*9%*	*4%*	*6%*	*7%*	*5%*	*4%*
10 - HIGHEST score	**126**	7	9	14	12	11	5	3	5	14	18	25	3
	4%	*3%*	*6%*	*6%*	*4%*	*4%*	*4%*	*2%*	*4%*	*6%*	*5%*	*5%*	*3%*
Don't know	**52**	5	-	3	5	3	2	6	3	6	3	13	3
	2%	*2%*	-	*1%*	*1%*	*1%*	*1%*	*4%*	*2%*	*2%*	*1%*	*3%*	**3%ck**
SUMMARY:													
NET: 9-10	**301**	22	20	33	30	28	8	19	10	30	43	52	6
	10%	*8%*	*14%*	*13%*	*9%*	*10%*	*7%*	*11%*	*7%*	*12%*	*11%*	*10%*	*7%*
NET: 7-10	**1640**	150	78	146	175	156	67	83	85	156	222	282	41
	56%	*57%*	*53%*	*59%*	*54%*	*58%*	*56%*	*47%*	**60%m**	*62%*	*58%*	*53%*	*51%*
NET: 4-6	**1060**	90	56	80	125	89	45	78	48	79	128	210	32
	36%	*35%*	*38%*	*32%*	*38%*	*33%*	*37%*	*44%*	*34%*	*31%*	*33%*	*40%*	*40%*
NET: 1-3	**181**	15	14	20	22	20	6	10	6	11	31	23	5
	6%	*6%*	*9%*	*8%*	*7%*	*7%*	*5%*	*5%*	*4%*	*4%*	*8%*	*4%*	*6%*
Mean	**6.55**	6.54	6.47	6.56	6.51	6.58	6.47	6.36	**6.72m**	6.71	6.60	6.54	6.43
Standard Deviation	**1.79**	1.75	2.02	2.00	1.79	1.86	1.70	1.82	1.56	1.79	1.85	1.64	1.72

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 530

Q16J How would you rate ALL the following channels combined -
It shows new programmes, made in the UK

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base	**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
1 - LOWEST score	**30**	14	17	5	9	-	1	5	11	4	15	11	4	26	4	26	27	2	1	*
	1%	*1%*	*1%*	*1%*	**2%e**	-	*	*1%*	**2%e**	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*
2	**29**	12	18	2	6	2	3	7	9	9	14	6	4	25	4	24	24	4	1	1
	1%	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*
3	**72**	43	29	3	9	19	11	11	18	18	30	24	15	57	5	67	59	9	2	1
	2%	*3%*	*2%*	*1%*	*2%*	**4%c**	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*4%*	*1%*	*1%*
4	**138**	66	72	13	16	23	26	23	37	32	59	47	22	115	11	125	119	10	5	4
	5%	*5%*	*5%*	*3%*	*3%*	*4%*	*5%*	*6%*	*6%*	*4%*	*4%*	*6%*	*5%*	*5%*	*4%*	*5%*	*5%*	*4%*	*3%*	*5%*
5	**362**	169	193	55	43	68	77	42	76	97	163	102	69	293	40	318	306	28	18	10
	12%	*12%*	*13%*	*13%*	*9%*	*12%*	*16%*	*11%*	*13%*	*13%*	*12%*	*13%*	*14%*	*12%*	*16%*	*12%*	*12%*	*11%*	*13%*	*13%*
6	**545**	289	256	94	109	91	83	62	106	135	255	154	89	456	48	496	462	43	26	13
	19%	*20%*	*17%*	*21%*	*23%*	*17%*	*17%*	*16%*	*17%*	*18%*	*18%*	*20%*	*18%*	*19%*	*19%*	*19%*	*19%*	*17%*	*19%*	*16%*
7	**713**	366	347	124	116	128	113	97	135	169	368	176	122	591	56	650	570	81	37	24
	24%	*26%*	*23%*	*28%*	*25%*	*24%*	*23%*	*25%*	*22%*	*23%*	*26%*	*22%*	*25%*	*24%*	*22%*	*24%*	*23%*	**31%p**	*26%*	**30%p**
8	**566**	252	314	69	96	123	94	76	109	162	275	128	89	477	42	523	474	47	29	16
	19%	*18%*	*21%*	*16%*	*21%*	*23%*	*19%*	*19%*	*18%*	*22%*	*20%*	*16%*	*18%*	*20%*	*17%*	*20%*	*19%*	*18%*	*21%*	*19%*
9	**159**	62	97	37	21	35	21	19	26	36	80	43	25	134	15	145	133	14	8	4
	5%	*4%*	*6%*	*8%*	*5%*	*6%*	*4%*	*5%*	*4%*	*5%*	*6%*	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*	*6%*	*6%*	*5%*
10 - HIGHEST score	**106**	46	60	22	15	16	19	8	26	23	40	43	16	90	22	82	95	6	3	1
	4%	*3%*	*4%*	*5%*	*3%*	*3%*	*4%*	*2%*	*4%*	*3%*	*3%*	*5%*	*3%*	*4%*	**9%o**	*3%*	*4%*	*2%*	*2%*	*1%*
Don't know	**214**	95	119	17	23	39	39	41	56	60	96	57	34	179	6	204	182	15	11	5
	7%	*7%*	*8%*	*4%*	*5%*	*7%*	*8%*	**10%cd**	**9%c**	*8%*	*7%*	*7%*	*7%*	*7%*	*2%*	*8%*	*7%*	*6%*	*8%*	*7%*
SUMMARY:																				
NET: 9-10	**265**	108	157	59	36	50	40	28	52	59	120	86	41	224	36	227	228	21	11	5
	9%	*8%*	*10%*	*13%*	*8%*	*9%*	*8%*	*7%*	*9%*	*8%*	*9%*	*11%*	*8%*	*9%*	*14%*	*9%*	*9%*	*8%*	*8%*	*6%*
NET: 7-10	**1544**	726	818	252	248	301	247	200	296	390	763	390	252	1292	134	1400	1272	149	78	45
	53%	*51%*	*54%*	*57%*	*54%*	*55%*	*51%*	*51%*	*49%*	*52%*	*55%*	*49%*	*51%*	*53%*	*53%*	*53%*	*52%*	*57%*	*55%*	*56%*
NET: 4-6	**1044**	524	520	163	168	182	186	127	219	264	477	303	180	864	99	939	887	82	49	27
	36%	*37%*	*34%*	*37%*	*36%*	*33%*	*38%*	*33%*	*36%*	*35%*	*34%*	*38%*	*37%*	*35%*	*39%*	*35%*	*36%*	*31%*	*34%*	*34%*
NET: 1-3	**132**	68	64	10	24	22	16	22	38	31	60	41	23	109	12	118	110	15	4	3
	4%	*5%*	*4%*	*2%*	*5%*	*4%*	*3%*	*6%*	*6%*	*4%*	*4%*	*5%*	*5%*	*4%*	*5%*	*4%*	*4%*	*6%*	*3%*	*4%*
Mean	**6.60**	6.53	6.66	**6.79h**	6.59	6.71	6.57	6.49	6.44	6.62	6.63	6.53	6.53	6.61	6.65	6.60	6.59	6.57	6.71	6.57
Standard Deviation	**1.71**	1.66	1.74	1.62	1.71	1.61	1.63	1.76	1.86	1.66	1.67	1.82	1.68	1.71	1.90	1.68	1.73	1.67	1.52	1.58

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 531

Q16J How would you rate ALL the following channels combined -
It shows new programmes, made in the UK

Base : All watching at least one channel asked about, regularly or occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
1 - LOWEST score	**30**	5	12	13	6	24	15	8	10	9	3	16	15	14	17	7	16	1	12	16	14
	1%	*2%*	*1%*	***3%b***	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*
2	**29**	2	21	5	5	25	15	6	8	6	4	25	5	16	13	10	14	8	7	18	8
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**72**	1	39	32	9	63	40	17	23	23	10	46	26	37	34	17	37	16	20	44	28
	2%	*	*2%*	***7%ab***	*4%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*
4	**138**	10	81	45	9	128	84	34	41	39	14	97	41	60	76	43	62	27	49	75	58
	5%	*3%*	*4%*	***10%ab***	*4%*	*5%*	*5%*	*5%*	*5%*	*3%*	*4%*	*5%*	*5%*	*4%*	*6%*	*5%*	*4%*	*5%*	*4%*	*4%*	*5%*
5	**362**	30	242	87	23	339	217	94	113	119	43	272	90	186	175	113	178	77	121	206	152
	12%	*9%*	*12%*	***19%ab***	*11%*	*12%*	*12%*	*13%*	*13%*	*10%*	*13%*	*13%*	*12%*	*12%*	*13%*	*13%*	*12%*	*13%*	*11%*	*12%*	*13%*
6	**545**	48	418	74	36	509	346	133	153	240	57	394	151	307	236	163	286	111	213	306	235
	19%	*14%*	*20%*	*16%*	*17%*	*19%*	*19%*	*19%*	*18%*	*20%*	*17%*	*18%*	*19%*	*20%*	*17%*	*18%*	*20%*	*19%*	*19%*	*18%*	*20%*
7	**713**	76	528	98	50	663	439	180	215	303	83	539	174	383	330	237	337	124	285	407	296
	24%	*23%*	*25%*	*21%*	*24%*	*24%*	*24%*	*25%*	*25%*	*26%*	*25%*	*25%*	*22%*	*25%*	*24%*	*27%*	*23%*	*21%*	*26%*	*24%*	*25%*
8	**566**	76	411	74	31	535	390	129	145	236	56	420	145	308	252	174	274	132	228	347	209
	19%	*23%*	*20%*	*16%*	*15%*	*20%*	*21%*	*18%*	*17%*	*20%*	*17%*	*20%*	*19%*	*20%*	*19%*	*19%*	*19%*	*22%*	*21%*	*20%*	*18%*
9	**159**	31	119	10	9	151	102	34	46	69	21	117	43	86	73	45	73	28	69	92	65
	5%	***9%c***	***6%c***	*2%*	*4%*	*6%*	*6%*	*5%*	*5%*	*6%*	*6%*	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	*5%*
10 - HIGHEST score	**106**	29	68	7	11	94	61	29	33	53	15	69	37	46	60	35	42	26	29	76	28
	4%	***9%bc***	*3%*	*2%*	*5%*	*3%*	*3%*	*4%*	*4%*	*4%*	*5%*	*3%*	*5%*	*3%*	*4%*	*4%*	*3%*	*4%*	*3%*	***4%t***	*2%*
Don't know	**214**	25	156	22	20	193	119	52	72	89	30	158	55	119	93	51	125	41	72	117	91
	7%	*8%*	*7%*	*5%*	*10%*	*7%*	*6%*	*7%*	*8%*	*7%*	*9%*	*7%*	*7%*	*8%*	*7%*	*6%*	*9%*	*7%*	*6%*	*7%*	*8%*
SUMMARY: NET: 9-10	**265**	60	187	17	20	245	163	62	79	121	37	185	80	132	133	80	115	54	97	168	93
	9%	***18%bc***	***9%c***	*4%*	*10%*	*9%*	*9%*	*9%*	*9%*	*10%*	*11%*	*9%*	*10%*	*8%*	*10%*	*9%*	*8%*	*9%*	*9%*	*10%*	*8%*
NET: 7-10	**1544**	211	1126	188	101	1443	991	372	439	661	175	1144	399	823	715	491	725	310	610	923	597
	53%	***64%bc***	***54%c***	*40%*	*48%*	*53%*	*54%*	*52%*	*51%*	*56%*	*52%*	*53%*	*51%*	*53%*	*53%*	*55%*	*50%*	*52%*	*55%*	*54%*	*50%*
NET: 4-6	**1044**	88	740	206	69	976	648	261	307	399	114	763	281	553	488	319	526	215	383	588	445
	36%	*26%*	***35%a***	***44%ab***	*33%*	*36%*	*35%*	*36%*	*36%*	*34%*	*34%*	*35%*	*36%*	*35%*	*36%*	*36%*	*36%*	*36%*	*35%*	*34%*	*38%*
NET: 1-3	**132**	8	72	50	20	112	70	32	40	38	18	86	46	67	64	34	67	25	39	77	50
	4%	*2%*	*3%*	***11%ab***	***10%ef***	*4%*	*4%*	*4%*	*5%*	*3%*	*5%*	*4%*	*6%*	*4%*	*5%*	*4%*	*5%*	*4%*	*4%*	*5%*	*4%*
Mean	**6.60**	7.14bc	6.68c	5.88	6.34	6.62	6.66	6.56	6.55	6.78	6.60	6.61	6.55	6.62	6.57	6.63	6.55	6.65	6.67	6.66	6.52
Standard Deviation	**1.71**	1.77	1.60	1.87	2.04	1.68	1.65	1.71	1.73	1.61	1.78	1.66	1.84	1.65	1.77	1.67	1.69	1.70	1.62	1.73	1.66

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 532

Q16J How would you rate ALL the following channels combined - It shows new programmes, made in the UK

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base	**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
1 - LOWEST score	**30**	2	3	3	5	-	3	2	1	5	3	3	*
	1%	*1%*	*2%*	*1%*	*1%*	-	*3%*	*1%*	*1%*	*2%*	*1%*	*1%*	*
2	**29**	4	-	2	-	2	5	3	1	-	11	2	1
	1%	*1%*	-	*1%*	-	*1%*	**4%el**	*2%*	*	-	**3%l**	*	**2%ejl**
3	**72**	9	-	8	8	9	2	3	2	6	11	12	1
	2%	*4%*	-	*3%*	*2%*	*3%*	*1%*	*2%*	*1%*	*3%*	*3%*	*2%*	*1%*
4	**138**	10	6	9	9	19	8	13	5	9	17	27	4
	5%	*4%*	*4%*	*4%*	*3%*	*7%*	*7%*	*7%*	*3%*	*4%*	*5%*	*5%*	*5%*
5	**362**	28	19	23	39	34	15	16	18	34	58	68	10
	12%	*11%*	*13%*	*9%*	*12%*	*13%*	*12%*	*9%*	*13%*	*13%*	*15%*	*13%*	*13%*
6	**545**	43	22	48	67	58	25	42	26	42	67	93	13
	19%	*17%*	*15%*	*19%*	*20%*	*21%*	*21%*	*24%*	*19%*	*17%*	*17%*	*18%*	*16%*
7	**713**	81	35	58	71	55	23	40	37	63	89	136	24
	24%	**31%aei**	*24%*	*23%*	*22%*	*20%*	*19%*	*23%*	*26%*	*25%*	*23%*	*26%*	**30%a**
8	**566**	47	30	53	66	58	13	32	29	54	72	97	16
	19%	*18%*	*20%*	*21%*	*20%*	*21%*	*11%*	*18%*	*21%*	*22%*	*19%*	*18%*	*19%*
9	**159**	14	8	16	20	12	8	9	8	14	18	26	4
	5%	*6%*	*5%*	*6%*	*6%*	*5%*	*7%*	*5%*	*6%*	*6%*	*5%*	*5%*	*5%*
10 - HIGHEST score	**106**	6	11	9	11	11	7	5	3	6	19	17	1
	4%	*2%*	*7%*	*4%*	*3%*	*4%*	*5%*	*3%*	*2%*	*2%*	*5%*	*3%*	*1%*
Don't know	**214**	15	14	20	31	11	12	11	11	18	17	48	5
	7%	*6%*	*9%*	*8%*	*10%*	*4%*	*10%*	*6%*	*8%*	*7%*	*5%*	*9%*	*7%*
SUMMARY:													
NET: 9-10	**265**	21	19	25	31	23	15	14	11	21	37	43	5
	9%	*8%*	*13%*	*10%*	*10%*	*9%*	*12%*	*8%*	*8%*	*8%*	*10%*	*8%*	*6%*
NET: 7-10	**1544**	149	84	137	168	136	50	87	78	137	198	275	45
	53%	*57%*	*57%*	*55%*	*52%*	*51%*	*42%*	*49%*	*55%*	*54%*	*52%*	*52%*	*56%*
NET: 4-6	**1044**	82	46	80	115	111	47	71	49	86	142	188	27
	36%	*31%*	*31%*	*32%*	*35%*	*41%*	*40%*	*40%*	*34%*	*34%*	*37%*	*36%*	*34%*
NET: 1-3	**132**	15	3	12	12	11	10	8	4	11	26	17	3
	4%	*6%*	*2%*	*5%*	*4%*	*4%*	*8%*	*4%*	*3%*	*4%*	*7%*	*3%*	*4%*
Mean	**6.60**	6.57	6.87	6.71	6.69	6.56	6.27	6.49	6.71	6.61	6.48	6.61	6.57
Standard Deviation	**1.71**	1.67	1.78	1.73	1.66	1.66	2.09	1.71	1.52	1.70	1.85	1.60	1.58

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 533

Q16K How would you rate ALL the following channels combined - It shows programmes that make me stop and think

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base	**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
1 - LOWEST score	**51**	32	19	11	8	3	4	7	17	8	26	16	12	39	10	40	42	5	2	1
	2%	*2%*	*1%*	*3%*	*2%*	*1%*	*1%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*1%*	*2%*
2	**70**	37	34	7	15	14	8	6	20	10	36	25	11	60	10	59	63	4	2	1
	2%	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*1%*	*3%*	*3%*	*2%*	*2%*	*4%*	*2%*	*3%*	*2%*	*2%*	*1%*
3	**95**	48	47	11	15	21	19	15	16	30	45	21	24	72	17	77	83	9	2	2
	3%	*3%*	*3%*	*2%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*3%*	*3%*	*5%*	*3%*	***7%o***	*3%*	*3%*	*3%*	*1%*	*3%*
4	**175**	90	85	22	22	29	35	28	39	53	71	51	29	146	12	161	147	16	8	4
	6%	*6%*	*6%*	*5%*	*5%*	*5%*	*7%*	*7%*	*6%*	*7%*	*5%*	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*6%*	*6%*	*5%*
5	**433**	226	207	57	64	81	82	67	82	111	223	100	77	356	43	387	357	42	22	13
	15%	*16%*	*14%*	*13%*	*14%*	*15%*	*17%*	*17%*	*13%*	*15%*	*16%*	*13%*	*16%*	*15%*	*17%*	*15%*	*15%*	*16%*	*15%*	*16%*
6	**554**	273	281	88	95	101	89	74	107	156	261	137	81	473	34	519	461	45	30	18
	19%	*19%*	*18%*	*20%*	*21%*	*19%*	*18%*	*19%*	*18%*	*21%*	*19%*	*17%*	*17%*	*19%*	*14%*	*20%*	*19%*	*17%*	*21%*	*22%*
7	**696**	325	371	124	124	129	107	80	132	188	314	194	125	571	51	639	571	70	33	22
	24%	*23%*	*24%*	*28%*	*27%*	*24%*	*22%*	*21%*	*22%*	*25%*	*22%*	*25%*	*26%*	*23%*	*20%*	*24%*	*23%*	*27%*	*23%*	*27%*
8	**512**	230	282	73	81	98	88	61	110	115	261	136	87	425	35	474	437	38	25	11
	17%	*16%*	*19%*	*17%*	*18%*	*18%*	*18%*	*16%*	*18%*	*15%*	*19%*	*17%*	*18%*	*17%*	*14%*	*18%*	*18%*	*15%*	*18%*	*14%*
9	**141**	61	81	26	14	29	26	22	24	29	70	42	18	123	18	123	120	12	7	2
	5%	*4%*	*5%*	*6%*	*3%*	*5%*	*5%*	*6%*	*4%*	*4%*	*5%*	*5%*	*4%*	*5%*	*7%*	*5%*	*5%*	*5%*	*5%*	*3%*
10 - HIGHEST score	**84**	30	54	12	12	21	13	9	18	16	37	31	14	70	18	63	72	6	3	3
	3%	*2%*	*4%*	*3%*	*3%*	*4%*	*3%*	*2%*	*3%*	*2%*	*3%*	*4%*	*3%*	*3%*	***7%o***	*2%*	*3%*	*2%*	*2%*	*3%*
Don't know	**122**	62	60	11	13	17	17	21	42	31	53	38	12	109	3	118	97	13	8	4
	4%	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*5%*	***7%cd***	*4%*	*4%*	*5%*	*2%*	*4%*	*1%*	*4%*	*4%*	*5%*	*5%*	*5%*
SUMMARY: NET: 9-10	**225**	91	135	38	27	50	39	31	42	45	107	74	32	193	36	186	193	18	10	5
	8%	*6%*	*9%*	*9%*	*6%*	*9%*	*8%*	*8%*	*7%*	*6%*	*8%*	*9%*	*7%*	*8%*	***14%o***	*7%*	*8%*	*7%*	*7%*	*6%*
NET: 7-10	**1433**	645	788	235	231	277	233	172	285	347	682	404	244	1189	122	1299	1200	127	68	38
	49%	*46%*	***52%a***	*53%*	*50%*	*51%*	*48%*	*44%*	*47%*	*47%*	*49%*	*51%*	*50%*	*49%*	*49%*	*49%*	*49%*	*49%*	*48%*	*47%*
NET: 4-6	**1162**	589	573	168	181	211	206	170	228	320	555	288	187	976	89	1067	965	102	60	35
	40%	*42%*	*38%*	*38%*	*39%*	*39%*	*42%*	*43%*	*37%*	*43%*	*40%*	*36%*	*38%*	*40%*	*35%*	*40%*	*39%*	*39%*	*42%*	*43%*
NET: 1-3	**216**	117	100	29	38	38	31	28	53	47	107	62	46	170	37	176	188	18	6	4
	7%	*8%*	*7%*	*6%*	*8%*	*7%*	*6%*	*7%*	*9%*	*6%*	*8%*	*8%*	*9%*	*7%*	***15%o***	*7%*	*8%*	*7%*	*4%*	*5%*
Mean	**6.31**	6.17	**6.44a**	6.41	6.28	6.42	6.32	6.21	6.22	6.26	6.31	6.36	6.21	6.33	6.16	6.33	6.31	6.27	6.40	6.31
Standard Deviation	**1.84**	1.85	1.81	1.80	1.80	1.80	1.77	1.82	1.97	1.70	1.85	1.94	1.90	1.82	2.29	1.78	1.85	1.80	1.67	1.69

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 534

Q16K How would you rate ALL the following channels combined - It shows programmes that make me stop and think

Base : All watching at least one channel asked about, regularly or occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
1 - LOWEST score	**51**	7	30	12	7	44	31	10	13	13	5	34	17	25	25	13	25	13	15	32	19
	2%	*2%*	*1%*	*3%*	*3%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*
2	**70**	*	46	24	8	62	40	19	20	19	10	48	23	40	31	17	40	16	19	45	22
	2%	*	*2%*	*5%ab*	*4%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*
3	**95**	4	61	30	11	84	53	25	30	30	12	64	31	44	50	26	46	14	31	51	42
	3%	*1%*	*3%*	*6%ab*	*5%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*
4	**175**	16	111	45	19	156	91	48	62	58	16	130	45	91	81	50	88	35	48	114	57
	6%	*5%*	*5%*	*10%b*	*9%*	*6%*	*5%*	*7%*	*7%*	*5%*	*5%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*4%*	*7%*	*5%*
5	**433**	43	296	86	23	411	276	103	124	162	40	323	111	245	189	147	209	74	187	265	164
	15%	*13%*	*14%*	*18%*	*11%*	*15%*	*15%*	*14%*	*14%*	*14%*	*12%*	*15%*	*14%*	*16%*	*14%*	*16%*	*14%*	*13%*	*17%*	*16%*	*14%*
6	**554**	49	402	93	27	527	364	124	156	215	45	411	142	315	237	173	283	110	226	305	238
	19%	*15%*	*19%*	*20%*	*13%*	*19%*	*20%*	*17%*	*18%*	*18%*	*13%*	*19%*	*18%*	*20%*	*17%*	*19%*	*20%*	*19%*	*20%*	*18%*	*20%*
7	**696**	74	521	92	48	648	454	166	188	309	85	533	163	369	327	221	353	159	265	385	303
	24%	*22%*	*25%*	*20%*	*23%*	*24%*	*25%*	*23%*	*22%*	*26%*	*25%*	*25%*	*21%*	*24%*	*24%*	*25%*	*24%*	*27%*	*24%*	*23%*	*26%*
8	**512**	88	365	57	34	477	323	123	152	213	73	371	141	269	241	162	238	114	186	312	194
	17%	*27%bc*	*17%*	*12%*	*16%*	*18%*	*18%*	*17%*	*18%*	*18%*	*22%*	*17%*	*18%*	*17%*	*18%*	*18%*	*16%*	*19%*	*17%*	*18%*	*16%*
9	**141**	25	105	9	5	136	85	41	48	62	17	98	43	69	70	38	63	23	57	79	61
	5%	*8%c*	*5%*	*2%*	*2%*	*5%*	*5%*	*6%*	*6%*	*5%*	*5%*	*5%*	*6%*	*4%*	*5%*	*4%*	*4%*	*4%*	*5%*	*5%*	*5%*
10 - HIGHEST score	**84**	20	56	6	13	71	50	18	21	48	21	51	33	30	54	19	35	17	27	47	33
	3%	*6%bc*	*3%*	*1%*	*6%*	*3%*	*3%*	*3%*	*2%*	*4%*	*6%*	*2%*	*4%*	*2%*	*4%m*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*
Don't know	**122**	5	100	12	14	107	62	40	44	57	13	89	33	67	54	31	63	16	42	69	50
	4%	*2%*	*5%*	*2%*	*7%*	*4%*	*3%*	*6%*	*5%*	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*3%*	*4%*	*4%*	*4%*
SUMMARY: NET: 9-10	**225**	45	161	15	18	207	135	60	69	109	38	149	77	99	125	57	98	40	85	126	94
	8%	*14%bc*	*8%c*	*3%*	*9%*	*8%*	*7%*	*8%*	*8%*	*9%*	*11%*	*7%*	*10%*	*6%*	*9%*	*6%*	*7%*	*7%*	*8%*	*7%*	*8%*
NET: 7-10	**1433**	207	1047	164	101	1332	912	349	409	631	196	1053	380	736	693	441	689	313	535	823	592
	49%	*62%bc*	*50%c*	*35%*	*48%*	*49%*	*50%*	*49%*	*48%*	*53%*	*58%*	*49%*	*49%*	*47%*	*51%*	*49%*	*48%*	*53%*	*48%*	*48%*	*50%*
NET: 4-6	**1162**	108	809	225	69	1094	731	274	342	435	100	864	298	650	507	369	580	219	461	685	459
	40%	*33%*	*39%*	*48%ab*	*33%*	*40%*	*40%*	*38%*	*40%*	*37%*	*30%*	*40%*	*38%*	*42%*	*37%*	*41%*	*40%*	*37%*	*42%*	*40%*	*39%*
NET: 1-3	**216**	11	137	66	26	190	124	53	63	63	28	146	71	109	106	56	111	43	65	128	82
	7%	*3%*	*7%*	*14%ab*	*13%*	*7%*	*7%*	*7%*	*7%*	*5%*	*8%*	*7%*	*9%*	*7%*	*8%*	*6%*	*8%*	*7%*	*6%*	*8%*	*7%*
Mean	**6.31**	6.87bc	6.38c	5.63	6.12	6.33	6.35	6.32	6.29	6.53	6.59	6.31	6.32	6.26	6.37	6.33	6.25	6.36	6.37	6.27	6.37
Standard Deviation	**1.84**	1.79	1.78	1.91	2.20	1.81	1.78	1.85	1.85	1.75	1.97	1.78	1.98	1.78	1.90	1.73	1.82	1.84	1.72	1.86	1.78

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 535

Q16K How would you rate ALL the following channels combined - It shows programmes that make me stop and think

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base	**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
1 - LOWEST score	**51**	5	5	8	3	2	5	-	2	3	8	9	1
	2%	*2%*	*3%*	*3%*	*1%*	*1%*	*4%*	-	*1%*	*1%*	*2%*	*2%*	*2%*
2	**70**	4	2	5	16	6	3	8	2	3	10	11	1
	2%	*2%*	*1%*	*2%*	*5%*	*2%*	*3%*	*4%*	*2%*	*1%*	*3%*	*2%*	*1%*
3	**95**	9	8	6	9	8	-	1	2	11	14	26	2
	3%	*3%*	*5%*	*2%*	*3%*	*3%*	-	*1%*	*1%*	*4%*	*4%*	**5%i**	*3%*
4	**175**	16	12	11	22	20	8	13	8	6	32	22	4
	6%	*6%*	*8%*	*4%*	*7%*	*7%*	*7%*	*7%*	*6%*	*2%*	*8%*	*4%*	*5%*
5	**433**	42	23	37	54	26	18	23	22	35	62	79	13
	15%	*16%*	*16%*	*15%*	*17%*	*10%*	*15%*	*13%*	*15%*	*14%*	*16%*	*15%*	*16%*
6	**554**	45	26	43	51	64	19	36	30	41	63	119	18
	19%	*17%*	*18%*	*17%*	*16%*	*24%*	*16%*	*20%*	*21%*	*16%*	*16%*	*22%*	*22%*
7	**696**	70	23	65	67	58	31	45	33	78	88	116	22
	24%	*27%*	*16%*	*26%*	*20%*	*22%*	*26%*	*25%*	*23%*	**31%c**	*23%*	*22%*	*27%*
8	**512**	38	29	45	58	57	22	31	25	47	60	86	11
	17%	*15%*	*20%*	*18%*	*18%*	*21%*	*19%*	*17%*	*18%*	*19%*	*16%*	*16%*	*14%*
9	**141**	12	11	12	19	11	5	5	7	10	25	23	2
	5%	*5%*	*7%*	*5%*	*6%*	*4%*	*4%*	*3%*	*5%*	*4%*	*7%*	*4%*	*3%*
10 - HIGHEST score	**84**	6	5	8	11	9	5	5	3	3	16	11	3
	3%	*2%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*2%*	*1%*	*4%*	*2%*	*3%*
Don't know	**122**	13	3	9	17	6	3	11	8	16	5	27	4
	4%	**5%k**	*2%*	*4%*	*5%*	*2%*	*3%*	**6%k**	**5%k**	**6%k**	*1%*	*5%*	**5%k**
SUMMARY:													
NET: 9-10	**225**	18	16	21	30	20	10	10	10	13	41	34	5
	8%	*7%*	*11%*	*8%*	*9%*	*8%*	*8%*	*5%*	*7%*	*5%*	*11%*	*6%*	*6%*
NET: 7-10	**1433**	127	68	131	155	135	64	85	68	137	189	236	38
	49%	*49%*	*46%*	*53%*	*47%*	*50%*	*53%*	*48%*	*48%*	*54%*	*49%*	*45%*	*47%*
NET: 4-6	**1162**	102	62	90	127	111	45	71	60	82	157	220	35
	40%	*39%*	*42%*	*36%*	*39%*	*41%*	*38%*	*40%*	*42%*	*33%*	*41%*	*42%*	*43%*
NET: 1-3	**216**	18	14	19	28	15	8	9	6	17	32	45	4
	7%	*7%*	*9%*	*7%*	*9%*	*6%*	*7%*	*5%*	*4%*	*7%*	*8%*	*9%*	*5%*
Mean	**6.31**	6.27	6.23	6.38	6.25	6.46	6.35	6.34	6.40	6.43	6.26	6.22	6.31
Standard Deviation	**1.84**	1.80	2.03	1.89	1.95	1.75	1.98	1.71	1.67	1.66	1.96	1.80	1.69

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 536

Q16L How would you rate BBC1 and ITV1 combined on this statement? -
Its regional news programmes provide a wide range of good quality news about my area

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base	**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
1 - LOWEST score	**40**	21	18	10	6	4	10	7	3	14	16	10	10	30	12	27	31	6	2	1
	1%	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	***5%o***	*1%*	*1%*	*2%*	*1%*	*1%*
2	**43**	25	18	3	7	5	10	9	9	12	14	17	7	36	4	39	38	2	2	1
	1%	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*
3	**72**	37	35	8	15	8	15	10	16	14	35	23	12	60	8	62	64	4	3	1
	2%	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*1%*	*2%*	*1%*
4	**111**	57	54	15	16	19	25	16	20	38	56	16	20	91	14	95	100	5	3	2
	4%	*4%*	*4%*	*3%*	*3%*	*3%*	*5%*	*4%*	*3%*	***5%k***	*4%*	*2%*	*4%*	*4%*	*6%*	*4%*	*4%*	*2%*	*2%*	*3%*
5	**256**	120	135	42	27	59	50	32	47	61	126	69	45	210	24	232	217	24	9	6
	9%	*9%*	*9%*	*9%*	*6%*	*11%*	*10%*	*8%*	*8%*	*8%*	*9%*	*9%*	*9%*	*9%*	*10%*	*9%*	*9%*	*9%*	*6%*	*7%*
6	**396**	195	201	66	66	68	60	56	79	111	178	107	60	335	26	370	329	38	20	8
	13%	*14%*	*13%*	*15%*	*14%*	*13%*	*12%*	*14%*	*13%*	*15%*	*13%*	*13%*	*12%*	*14%*	*10%*	*14%*	*13%*	*15%*	*14%*	*10%*
7	**670**	333	338	118	131	123	81	80	137	179	311	181	103	567	48	613	565	55	33	17
	23%	*24%*	*22%*	***27%f***	***28%f***	*23%*	*17%*	*20%*	*22%*	*24%*	*22%*	*23%*	*21%*	*23%*	*19%*	*23%*	*23%*	*21%*	*24%*	*21%*
8	**723**	339	385	92	113	140	123	99	157	163	376	185	121	603	50	665	586	76	38	23
	25%	*24%*	*25%*	*21%*	*24%*	*26%*	*25%*	*25%*	*26%*	*22%*	*27%*	*23%*	*25%*	*25%*	*20%*	*25%*	*24%*	*29%*	*27%*	*29%*
9	**306**	138	168	44	48	49	65	41	59	71	145	90	53	253	30	274	249	27	17	12
	10%	*10%*	*11%*	*10%*	*10%*	*9%*	*13%*	*10%*	*10%*	*10%*	*10%*	*11%*	*11%*	*10%*	*12%*	*10%*	*10%*	*11%*	*12%*	*14%*
10 - HIGHEST score	**188**	81	108	27	22	45	27	20	47	47	79	63	39	149	26	162	159	13	8	8
	6%	*6%*	*7%*	*6%*	*5%*	*8%*	*6%*	*5%*	*8%*	*6%*	*6%*	*8%*	*8%*	*6%*	*10%*	*6%*	*6%*	*5%*	*6%*	***9%q***
Don't know	**129**	67	62	16	13	23	21	21	35	36	62	32	20	110	8	121	113	10	5	2
	4%	*5%*	*4%*	*4%*	*3%*	*4%*	*4%*	*5%*	*6%*	*5%*	*4%*	*4%*	*4%*	*4%*	*3%*	*5%*	*5%*	*4%*	*4%*	*2%*
SUMMARY:																				
NET: 9-10	**494**	219	275	72	70	94	93	61	105	118	223	153	92	402	56	436	408	41	26	19
	17%	*15%*	*18%*	*16%*	*15%*	*17%*	*19%*	*16%*	*17%*	*16%*	*16%*	*19%*	*19%*	*16%*	*22%*	*16%*	*17%*	*16%*	*18%*	***24%pq***
NET: 7-10	**1888**	890	998	282	314	357	297	239	399	460	909	519	316	1572	155	1714	1559	171	97	60
	64%	*63%*	*66%*	*64%*	*68%*	*66%*	*61%*	*61%*	*66%*	*62%*	*65%*	*66%*	*65%*	*64%*	*62%*	*64%*	*64%*	*66%*	*69%*	***74%p***
NET: 4-6	**762**	372	390	123	109	146	135	104	146	210	361	192	125	637	64	696	646	67	32	17
	26%	*26%*	*26%*	*28%*	*23%*	*27%*	*28%*	*27%*	*24%*	*28%*	*26%*	*24%*	*26%*	*26%*	*25%*	*26%*	*26%*	*26%*	*23%*	*21%*
NET: 1-3	**155**	84	71	22	28	17	34	26	27	40	65	49	29	126	24	129	133	12	7	3
	5%	*6%*	*5%*	*5%*	*6%*	*3%*	*7%*	*7%*	*5%*	*5%*	*5%*	*6%*	*6%*	*5%*	*10%*	*5%*	*5%*	*5%*	*5%*	*4%*
Mean	**6.97**	6.89	7.05	6.90	6.95	7.09	6.86	6.85	7.10	6.85	7.00	7.04	6.98	6.97	6.80	6.99	6.94	7.02	7.14	***7.35pq***
Standard Deviation	**1.86**	1.89	1.83	1.85	1.79	1.77	2.04	1.95	1.79	1.91	1.80	1.91	1.97	1.84	2.32	1.81	1.87	1.81	1.76	1.80

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 537

Q16L How would you rate BBC1 and ITV1 combined on this statement? -
Its regional news programmes provide a wide range of good quality news about my area

Base : All watching at least one channel asked about, regularly or occasionally

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
1 - LOWEST score	**40**	8	21	10	3	37	26	5	10	12	5	34	6	26	13	14	22	13	13	31	9
	1%	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*
2	**43**	3	23	17	6	37	19	11	16	17	4	31	12	22	19	20	16	6	10	22	19
	1%	*1%*	*1%*	**4%b**	*3%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*
3	**72**	6	36	28	17	55	35	21	21	15	6	44	28	35	37	25	25	10	23	40	31
	2%	*2%*	*2%*	**6%b**	**8%efgh**	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	*4%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*
4	**111**	5	74	28	9	102	66	23	34	37	16	88	23	61	50	33	55	16	46	63	46
	4%	*2%*	*4%*	**6%a**	*4%*	*4%*	*4%*	*3%*	*4%*	*3%*	*5%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*
5	**256**	16	194	44	23	233	153	66	76	82	23	179	76	125	130	78	121	57	86	141	113
	9%	*5%*	*9%*	*9%*	*11%*	*9%*	*8%*	*9%*	*9%*	*7%*	*7%*	*8%*	*10%*	*8%*	*10%*	*9%*	*8%*	*10%*	*8%*	*8%*	*10%*
6	**396**	32	297	63	32	363	258	84	97	155	36	285	110	213	180	119	206	82	160	211	178
	13%	*10%*	*14%*	*13%*	*15%*	*13%*	*14%*	*12%*	*11%*	*13%*	*11%*	*13%*	*14%*	*14%*	*13%*	*13%*	*14%*	*14%*	*14%*	*12%*	*15%*
7	**670**	45	504	115	37	633	441	154	185	279	78	496	175	347	321	209	331	120	287	361	304
	23%	*14%*	**24%a**	**25%a**	*18%*	*23%*	*24%*	*21%*	*22%*	*23%*	*23%*	*23%*	*22%*	*22%*	*24%*	*23%*	*23%*	*20%*	*26%*	*21%*	*26%*
8	**723**	91	527	96	42	681	444	191	230	303	80	543	180	395	327	199	371	145	265	438	273
	25%	*28%*	*25%*	*21%*	*20%*	*25%*	*24%*	*27%*	*27%*	*26%*	*24%*	*25%*	*23%*	*25%*	*24%*	*22%*	*26%*	*24%*	*24%*	*26%*	*23%*
9	**306**	55	215	34	19	286	182	86	101	151	49	228	78	164	140	99	141	78	93	188	114
	10%	**17%bc**	*10%*	*7%*	*9%*	*11%*	*10%*	*12%*	*12%*	*13%*	*15%*	*11%*	*10%*	*10%*	*10%*	*11%*	*10%*	**13%r**	*8%*	*11%*	*10%*
10 - HIGHEST score	**188**	54	116	12	12	176	125	44	51	97	28	131	57	102	87	61	86	42	74	129	55
	6%	**16%bc**	*6%*	*3%*	*6%*	*6%*	*7%*	*6%*	*6%*	*8%*	*8%*	*6%*	*7%*	*7%*	*6%*	*7%*	*6%*	*7%*	*7%*	**8%t**	*5%*
Don't know	**129**	17	87	18	10	120	80	31	37	37	13	93	36	72	57	39	69	23	48	80	43
	4%	*5%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*5%*	*5%*	*4%*	*4%*	*5%*	*4%*	*4%*	*5%*	*4%*
SUMMARY: NET: 9-10	**494**	109	331	46	31	463	307	130	152	248	77	359	135	265	227	160	227	119	166	317	169
	17%	**33%bc**	**16%c**	*10%*	*15%*	*17%*	*17%*	*18%*	*18%*	*21%*	*23%*	*17%*	*17%*	*17%*	*17%*	*18%*	*16%*	*20%*	*15%*	**19%t**	*14%*
NET: 7-10	**1888**	245	1361	257	111	1777	1192	475	567	829	236	1398	490	1007	874	568	929	384	718	1116	745
	64%	**74%bc**	**65%c**	*55%*	*53%*	**65%d**	**65%d**	**66%d**	**66%d**	*70%*	*70%*	*65%*	*63%*	*64%*	*64%*	*63%*	*64%*	*65%*	*65%*	*65%*	*63%*
NET: 4-6	**762**	52	564	135	64	698	476	174	208	274	74	552	210	399	359	230	382	155	291	416	337
	26%	*16%*	**27%a**	**29%a**	*30%*	*26%*	*26%*	*24%*	*24%*	*23%*	*22%*	*26%*	*27%*	*26%*	*26%*	*26%*	*26%*	*26%*	*26%*	*24%*	*28%*
NET: 1-3	**155**	17	80	55	26	129	80	37	46	45	14	109	46	84	69	58	63	29	46	93	58
	5%	*5%*	*4%*	**12%ab**	**12%efgh**	*5%*	*4%*	*5%*	*5%*	*4%*	*4%*	*5%*	*6%*	*5%*	*5%*	*7%*	*4%*	*5%*	*4%*	*5%*	*5%*
Mean	**6.97**	7.63bc	7.01c	6.34	6.48	7.01d	7.02d	7.06d	7.02d	7.21	7.19	6.98	6.96	6.98	6.96	6.91	6.99	7.06	6.98	7.04	6.87
Standard Deviation	**1.86**	2.02	1.74	2.06	2.14	1.83	1.81	1.82	1.87	1.79	1.88	1.86	1.86	1.89	1.83	1.95	1.81	1.90	1.77	1.92	1.76

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 538

Q16L How would you rate BBC1 and ITV1 combined on this statement? -
Its regional news programmes provide a wide range of good quality news about my area

Base : All watching at least one channel asked about, regularly or occasionally

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base	**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
1 - LOWEST score	**40**	6	1	3	2	-	-	-	2	5	13	8	1
	1%	*2%*	*1%*	*1%*	*	-	-	-	*1%*	*2%*	*3%*	*1%*	*1%*
2	**43**	2	7	3	5	5	2	2	2	-	1	14	1
	1%	*1%*	**5%ajk**	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*	*3%*	*1%*
3	**72**	4	3	5	11	6	3	7	3	3	13	14	1
	2%	*1%*	*2%*	*2%*	*3%*	*2%*	*3%*	*4%*	*2%*	*1%*	*3%*	*3%*	*1%*
4	**111**	5	6	7	19	4	7	8	3	13	14	21	2
	4%	*2%*	*4%*	*3%*	*6%*	*2%*	*5%*	*5%*	*2%*	*5%*	*4%*	*4%*	*3%*
5	**256**	24	5	23	30	19	11	13	9	20	35	61	6
	9%	*9%*	*3%*	*9%*	*9%*	*7%*	*10%*	*7%*	*6%*	*8%*	*9%*	*12%*	*7%*
6	**396**	38	28	26	43	31	11	23	20	42	56	68	8
	13%	*15%*	*19%*	*10%*	*13%*	*12%*	*9%*	*13%*	*14%*	*17%*	*15%*	*13%*	*10%*
7	**670**	55	28	54	64	76	33	32	33	56	83	139	17
	23%	*21%*	*19%*	*22%*	*19%*	*28%*	*27%*	*18%*	*24%*	*22%*	*22%*	*26%*	*21%*
8	**723**	76	31	73	81	73	26	48	38	61	88	106	23
	25%	**29%l**	*21%*	*29%*	*25%*	*27%*	*22%*	*27%*	*27%*	*24%*	*23%*	*20%*	**29%l**
9	**306**	27	20	21	37	31	13	27	17	16	45	39	12
	10%	*11%*	*14%*	*9%*	*11%*	*12%*	*11%*	*15%*	*12%*	*6%*	*12%*	*7%*	**14%jl**
10 - HIGHEST score	**188**	13	14	21	21	14	7	13	8	15	24	30	8
	6%	*5%*	*10%*	*8%*	*7%*	*5%*	*5%*	*7%*	*6%*	*6%*	*6%*	*6%*	**9%b**
Don't know	**129**	10	3	12	16	8	8	5	5	22	11	29	2
	4%	*4%*	*2%*	*5%*	*5%*	*3%*	*7%*	*3%*	*4%*	**9%km**	*3%*	*5%*	*2%*
SUMMARY:													
NET: 9-10	**494**	41	34	42	58	45	20	40	26	32	68	69	19
	17%	*16%*	*23%*	*17%*	*18%*	*17%*	*16%*	*22%*	*18%*	*12%*	*18%*	*13%*	**24%abj**
NET: 7-10	**1888**	171	93	169	203	194	78	120	97	148	239	314	60
	64%	*66%*	*63%*	*68%*	*62%*	**73%jl**	*65%*	*68%*	**69%l**	*59%*	*62%*	*60%*	**74%aejkl**
NET: 4-6	**762**	67	39	57	92	55	29	44	32	74	106	150	17
	26%	*26%*	*26%*	*23%*	*28%*	*20%*	*24%*	*25%*	*23%*	*29%*	*28%*	*28%*	*21%*
NET: 1-3	**155**	12	12	11	17	11	5	8	7	8	27	35	3
	5%	*5%*	*8%*	*4%*	*5%*	*4%*	*4%*	*5%*	*5%*	*3%*	*7%*	*7%*	*4%*
Mean	**6.97**	7.02	7.00	7.13	6.95	**7.18l**	6.98	7.18	**7.14l**	6.91	6.85	6.71	**7.35abkl**
Standard Deviation	**1.86**	1.81	2.10	1.83	1.88	1.62	1.75	1.81	1.76	1.77	2.01	1.91	1.80

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 539

Q17A How important do you think it is, in general that all those TV channels combined do this?
Its programmes help me understand what's going on in the world today

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**42**	21	21	11	7	4	4	10	7	7	24	11	6	36	4	38	36	4	2	1
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**33**	17	16	10	9	5	3	1	6	6	20	7	5	28	5	28	28	2	2	1
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*
3	**41**	21	20	14	7	5	3	8	5	9	21	12	6	35	5	36	36	3	2	1
	1%	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
4	**56**	26	30	16	11	10	9	3	7	17	29	11	6	50	12	43	44	7	4	1
	2%	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	***5%o***	*2%*	*2%*	*3%*	*2%*	*2%*
5	**168**	79	89	28	26	34	31	21	29	35	96	37	21	147	14	155	134	20	10	5
	6%	*5%*	*6%*	*6%*	*5%*	*6%*	*6%*	*5%*	*5%*	*5%*	*7%*	*5%*	*4%*	*6%*	*5%*	*6%*	*5%*	*7%*	*7%*	*6%*
6	**222**	94	128	44	42	34	21	25	56	44	97	80	34	188	18	198	187	17	11	6
	7%	*6%*	*8%*	***10%f***	*9%*	*6%*	*4%*	*6%*	***9%f***	*6%*	*7%*	***10%i***	*7%*	*7%*	*7%*	*7%*	*7%*	*6%*	*7%*	*8%*
7	**421**	226	195	54	65	95	67	45	95	115	196	110	75	346	32	385	366	26	17	11
	14%	*15%*	*13%*	*12%*	*13%*	*17%*	*13%*	*11%*	*15%*	*15%*	*14%*	*14%*	*15%*	*14%*	*12%*	*14%*	***14%q***	*10%*	*12%*	*13%*
8	**747**	386	362	92	128	142	136	106	143	197	325	225	122	626	55	684	616	75	35	21
	25%	*26%*	*23%*	*20%*	*26%*	*25%*	*27%*	*26%*	*23%*	*26%*	*22%*	*28%*	*24%*	*25%*	*21%*	*25%*	*24%*	*28%*	*24%*	*25%*
9	**610**	297	312	95	94	110	97	76	138	166	313	131	105	505	35	573	503	56	33	18
	20%	*20%*	*20%*	*21%*	*19%*	*19%*	*20%*	*19%*	*22%*	*22%*	***22%k***	*16%*	*21%*	*20%*	*13%*	*21%*	*20%*	*21%*	*22%*	*21%*
10 - Extremely important	**624**	278	347	90	86	121	117	97	113	162	304	158	107	518	76	543	525	54	28	17
	21%	*19%*	*22%*	*20%*	*18%*	*21%*	*24%*	*24%*	*18%*	*21%*	*21%*	*19%*	*21%*	*20%*	***29%o***	*20%*	*21%*	*20%*	*19%*	*21%*
Don't know	**64**	29	35	2	11	11	9	11	21	9	26	29	13	51	5	58	54	4	4	1
	2%	*2%*	*2%*	*	*2%*	*2%*	*2%*	*3%*	***3%c***	*1%*	*2%*	***4%i***	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*
SUMMARY:																				
NET: 9-10	**1234**	575	659	185	180	231	214	173	251	328	617	289	211	1023	111	1116	1028	109	61	35
	41%	*39%*	*42%*	*41%*	*37%*	*41%*	*43%*	*43%*	*41%*	*43%*	***43%k***	*36%*	*42%*	*40%*	*43%*	*41%*	*41%*	*41%*	*41%*	*42%*
NET: 7-10	**2402**	1186	1215	331	373	468	417	324	489	639	1138	624	407	1994	199	2186	2010	210	114	68
	79%	*81%*	*78%*	*73%*	*77%*	***82%c***	***84%c***	*80%*	*79%*	***83%k***	*78%*	*77%*	*82%*	*79%*	*76%*	*80%*	*79%*	*79%*	*77%*	*80%*
NET: 4-6	**446**	199	247	87	79	77	61	49	92	96	222	129	61	385	44	396	365	44	24	13
	15%	*14%*	*16%*	*19%*	*16%*	*14%*	*12%*	*12%*	*15%*	*13%*	*15%*	*16%*	*12%*	*15%*	*17%*	*14%*	*14%*	*17%*	*16%*	*15%*
NET: 1-3	**116**	59	57	34	22	14	9	19	17	22	65	29	17	99	14	102	99	8	6	2
	4%	*4%*	*4%*	***7%efh***	*5%*	*2%*	*2%*	*5%*	*3%*	*3%*	*4%*	*4%*	*3%*	*4%*	*5%*	*4%*	*4%*	*3%*	*4%*	*3%*
Mean	**7.85**	7.82	7.88	7.53	7.72	***7.94c***	***8.07c***	7.95	7.89	7.98	7.81	7.80	7.97	7.83	7.80	7.86	7.85	7.87	7.80	7.91
Standard Deviation	**1.93**	1.91	1.95	2.26	1.97	1.79	1.75	2.02	1.80	1.81	2.02	1.87	1.85	1.95	2.20	1.90	1.93	1.92	2.00	1.84

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 540

Q17A How important do you think it is, in general that all those TV channels combined do this?
Its programmes help me understand what's going on in the world today

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**42**	6	26	8	3	39	24	11	15	10	6	31	11	23	19	15	20	5	19	21	21
	1%	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*
2	**33**	*	27	6	2	31	23	7	9	4	2	13	20	11	22	6	10	2	20	17	16
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	**2%k**	*1%*	*2%*	*1%*	*1%*	*	*2%*	*1%*	*1%*
3	**41**	-	29	10	3	38	25	10	12	10	3	25	16	25	15	13	16	8	16	23	15
	1%	-	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
4	**56**	3	37	13	3	53	43	8	10	16	2	41	15	26	30	14	28	4	39	25	31
	2%	*1%*	*2%*	*3%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	**3%q**	*1%*	*3%*
5	**168**	10	113	29	11	158	100	46	53	53	15	113	55	81	87	44	83	32	62	96	68
	6%	*3%*	*5%*	*6%*	*5%*	*6%*	*5%*	*6%*	*6%*	*5%*	*5%*	*5%*	*7%*	*5%*	*6%*	*5%*	*6%*	*5%*	*5%*	*5%*	*6%*
6	**222**	13	155	34	16	206	154	39	50	90	28	154	67	120	100	72	90	57	84	137	81
	7%	*4%*	*7%*	*7%*	*7%*	*7%*	*8%*	*5%*	*6%*	*8%*	*8%*	*7%*	*8%*	*7%*	*7%*	*8%*	*6%*	*9%*	*7%*	*8%*	*7%*
7	**421**	42	287	65	29	391	271	92	116	169	39	316	104	225	196	122	216	93	155	238	172
	14%	*13%*	*14%*	*14%*	*13%*	*14%*	*14%*	*13%*	*13%*	*14%*	*12%*	*14%*	*13%*	*14%*	*14%*	*13%*	*15%*	*15%*	*14%*	*13%*	*14%*
8	**747**	90	518	120	53	694	459	191	224	297	96	554	193	400	346	230	379	136	280	413	326
	25%	*27%*	*25%*	*26%*	*24%*	*25%*	*24%*	*26%*	*26%*	*25%*	*29%*	*25%*	*24%*	*25%*	*25%*	*25%*	*25%*	*22%*	*25%*	*23%*	*27%*
9	**610**	61	451	76	34	576	389	154	176	249	62	454	156	321	285	181	328	119	250	353	251
	20%	*18%*	*22%*	*16%*	*15%*	*21%*	*21%*	*21%*	*20%*	*21%*	*18%*	*20%*	*19%*	*20%*	*20%*	*20%*	*22%*	*19%*	*22%*	*20%*	*21%*
10 - Extremely important	**624**	103	410	93	52	572	372	161	196	261	78	482	142	347	277	212	290	149	191	407	208
	21%	**31%bc**	*20%*	*20%*	*24%*	*20%*	*20%*	*22%*	*22%*	*22%*	*23%*	*22%*	*18%*	*22%*	*20%*	*23%*	*19%*	**24%r**	*17%*	**23%t**	*17%*
Don't know	**64**	3	40	13	15	50	29	17	17	25	6	37	27	31	32	11	29	5	24	34	29
	2%	*1%*	*2%*	*3%*	**7%efgh**	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*
SUMMARY: NET: 9-10	**1234**	164	861	169	86	1148	761	315	373	509	140	936	298	667	563	393	618	267	441	760	459
	41%	**49%c**	*41%*	*36%*	*39%*	*41%*	*40%*	*43%*	*42%*	*43%*	*42%*	*42%*	*37%*	*41%*	*40%*	*43%*	*41%*	*44%*	*39%*	*43%*	*38%*
NET: 7-10	**2402**	295	1667	354	169	2233	1491	598	713	976	276	1806	595	1292	1104	745	1213	496	876	1411	957
	79%	**89%bc**	*80%*	*76%*	*76%*	*80%*	*79%*	*81%*	*81%*	*82%*	*82%*	**81%l**	*74%*	*80%*	*78%*	*81%*	*81%*	*81%*	*77%*	*80%*	*79%*
NET: 4-6	**446**	27	305	76	29	417	298	93	112	159	45	309	137	227	218	131	202	94	184	259	180
	15%	*8%*	**15%a**	**16%a**	*13%*	*15%*	*16%*	*13%*	*13%*	*13%*	*13%*	*14%*	*17%*	*14%*	*15%*	*14%*	*14%*	*15%*	*16%*	*15%*	*15%*
NET: 1-3	**116**	6	82	23	8	108	72	28	36	24	10	69	47	59	55	34	46	15	54	61	52
	4%	*2%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	*2%*	*3%*	*3%*	**6%k**	*4%*	*4%*	*4%*	*3%*	*3%*	*5%*	*3%*	*4%*
Mean	**7.85**	8.34bc	7.85	7.67	7.93	7.85	7.81	7.95	7.92	8.04	8.01	7.94l	7.61	7.90	7.80	7.94	7.91	8.01r	7.68	7.94	7.74
Standard Deviation	**1.93**	1.72	1.92	2.05	1.94	1.93	1.93	1.91	1.95	1.73	1.84	1.86	2.09	1.90	1.96	1.91	1.85	1.78	2.03	1.90	1.97

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 541

Q17A How important do you think it is, in general that all those TV channels combined do this?
Its programmes help me understand what's going on in the world today

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**42**	4	1	8	5	5	3	2	2	3	3	6	1
	1%	*1%*	*1%*	*3%*	*1%*	*2%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**33**	2	-	6	3	-	2	2	2	2	5	9	1
	1%	*1%*	-	*2%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	***1%l***
3	**41**	3	1	2	2	9	2	-	2	3	8	9	1
	1%	*1%*	*1%*	*1%*	*	*3%*	*1%*	-	*1%*	*1%*	*2%*	*2%*	*1%*
4	**56**	7	3	3	2	2	2	5	4	6	13	9	1
	2%	*3%*	*2%*	*1%*	*	*1%*	*1%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*
5	**168**	20	3	14	19	16	5	5	10	22	11	39	5
	6%	***7%k***	*2%*	*5%*	*6%*	*6%*	*4%*	*3%*	*7%*	***8%k***	*3%*	*7%*	*6%*
6	**222**	17	9	22	25	23	3	15	11	8	32	50	6
	7%	*6%*	*6%*	*8%*	*7%*	*9%*	*3%*	*8%*	*7%*	*3%*	*8%*	*9%*	*8%*
7	**421**	26	25	40	60	36	13	24	17	29	59	79	11
	14%	*10%*	*17%*	*15%*	***18%b***	*13%*	*11%*	*14%*	*12%*	*11%*	*15%*	*15%*	*13%*
8	**747**	75	31	56	76	69	32	40	35	79	113	120	21
	25%	*28%*	*21%*	*21%*	*22%*	*25%*	*26%*	*22%*	*24%*	*30%*	*28%*	*22%*	*25%*
9	**610**	56	29	46	61	52	38	51	33	59	66	99	18
	20%	*21%*	*20%*	*17%*	*18%*	*19%*	***31%k***	***29%k***	*22%*	*23%*	*16%*	*18%*	*21%*
10 - Extremely important	**624**	54	39	65	78	58	21	34	28	42	83	106	17
	21%	*20%*	*26%*	*24%*	*23%*	*21%*	*17%*	*19%*	*19%*	*16%*	*21%*	*20%*	*21%*
Don't know	**64**	4	6	5	12	3	2	2	4	6	6	12	1
	2%	*2%*	*4%*	*2%*	*4%*	*1%*	*1%*	*1%*	*3%*	*2%*	*2%*	*2%*	*1%*
SUMMARY:													
NET: 9-10	**1234**	109	68	111	139	110	59	85	61	101	149	205	35
	41%	*41%*	*46%*	*42%*	*41%*	*40%*	*48%*	*48%*	*41%*	*39%*	*37%*	*38%*	*42%*
NET: 7-10	**2402**	210	123	208	275	215	103	149	114	210	321	404	68
	79%	*79%*	*83%*	*78%*	*80%*	*79%*	*85%*	*84%*	*77%*	*81%*	*80%*	*75%*	*80%*
NET: 4-6	**446**	44	16	39	45	40	10	25	24	36	56	99	13
	15%	*17%*	*11%*	*14%*	*13%*	*15%*	*8%*	*14%*	*16%*	*14%*	*14%*	*18%*	*15%*
NET: 1-3	**116**	8	3	16	9	14	6	3	6	8	16	24	2
	4%	*3%*	*2%*	*6%*	*3%*	*5%*	*5%*	*2%*	*4%*	*3%*	*4%*	*4%*	*3%*
Mean	**7.85**	7.87	8.17	7.77	7.96	7.83	7.99	8.06	7.80	7.84	7.83	7.69	7.91
Standard Deviation	**1.93**	1.92	1.74	2.18	1.83	1.96	2.00	1.73	2.00	1.86	1.90	1.99	1.84

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 542

Q17B How important do you think it is, in general that all those TV channels combined do this?
It's news programmes are trustworthy

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**25**	10	15	7	5	3	6	5	*	6	14	5	6	19	7	18	20	3	1	1
	1%	*1%*	*1%*	*2%*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%o*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**12**	7	5	6	-	2	2	2	*	2	7	4	2	11	5	7	11	1	-	*
	**	*1%*	*	*1%*	-	*	*	*	*	*	*	*	*	*	*2%o*	*	*	*	-	*
3	**21**	15	6	2	2	2	*	3	12	2	7	12	-	21	1	19	19	2	*	*
	1%	*1%*	*	*	*	*	*	*1%*	*2%*	*	*	*1%*	-	*1%*	*	*1%*	*1%*	*1%*	*	*
4	**36**	17	19	3	5	3	8	6	12	7	17	12	7	29	6	28	31	3	2	*
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
5	**110**	51	59	26	18	13	13	17	23	19	58	34	11	99	16	95	95	7	5	3
	4%	*3%*	*4%*	*6%*	*4%*	*2%*	*3%*	*4%*	*4%*	*2%*	*4%*	*4%*	*2%*	*4%*	*6%*	*3%*	*4%*	*3%*	*3%*	*4%*
6	**122**	76	47	11	17	24	16	15	39	21	58	44	19	104	16	105	106	8	5	3
	4%	*5%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*6%*	*3%*	*4%*	*5%*	*4%*	*4%*	*6%*	*4%*	*4%*	*3%*	*3%*	*4%*
7	**279**	123	157	46	34	67	39	35	58	71	122	86	51	228	22	257	234	20	16	9
	9%	*8%*	*10%*	*10%*	*7%*	*12%*	*8%*	*9%*	*9%*	*9%*	*8%*	*11%*	*10%*	*9%*	*8%*	*9%*	*9%*	*8%*	*11%*	*10%*
8	**515**	265	250	68	80	86	92	75	114	108	273	134	79	436	36	470	427	48	27	13
	17%	*18%*	*16%*	*15%*	*17%*	*15%*	*18%*	*19%*	*18%*	*14%*	*19%*	*17%*	*16%*	*17%*	*14%*	*17%*	*17%*	*18%*	*18%*	*16%*
9	**622**	306	316	84	119	116	99	78	125	148	292	183	99	523	43	577	516	53	32	21
	21%	*21%*	*20%*	*19%*	*25%*	*20%*	*20%*	*19%*	*20%*	*19%*	*20%*	*22%*	*20%*	*21%*	*17%*	*21%*	*20%*	*20%*	*21%*	*25%*
10 - Extremely important	**1227**	577	650	201	192	246	216	157	215	371	577	279	220	1007	106	1116	1017	119	58	32
	41%	*39%*	*42%*	*44%h*	*40%*	*43%*	*43%*	*39%*	*35%*	*48%jk*	*40%*	*34%*	*44%*	*40%*	*40%*	*41%*	*40%*	*45%*	*39%*	*38%*
Don't know	**57**	26	31	-	13	7	7	11	19	11	27	19	5	52	3	50	52	2	2	1
	2%	*2%*	*2%*	-	*3%c*	*1%*	*1%*	*3%c*	*3%c*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*
SUMMARY:																				
NET: 9-10	**1849**	883	966	285	311	362	315	235	340	520	868	461	319	1530	149	1693	1533	173	90	54
	61%	*60%*	*62%*	*63%*	*64%h*	*64%*	*63%*	*58%*	*55%*	*68%jk*	*60%*	*57%*	*64%*	*60%*	*57%*	*62%*	*61%*	*65%*	*61%*	*63%*
NET: 7-10	**2644**	1271	1373	399	425	516	446	345	513	699	1264	681	450	2194	207	2419	2194	241	133	76
	87%	*86%*	*88%*	*88%*	*88%*	*91%h*	*90%h*	*86%*	*83%*	*91%k*	*87%*	*84%*	*90%*	*87%*	*79%*	*88%n*	*87%*	*90%*	*90%*	*89%*
NET: 4-6	**269**	144	125	41	39	41	36	37	74	47	132	90	37	232	38	228	233	18	11	7
	9%	*10%*	*8%*	*9%*	*8%*	*7%*	*7%*	*9%*	*12%*	*6%*	*9%*	*11%i*	*7%*	*9%*	*15%o*	*8%*	*9%*	*7%*	*8%*	*8%*
NET: 1-3	**58**	33	26	15	7	6	8	10	12	9	28	21	8	51	13	44	50	5	2	1
	2%	*2%*	*2%*	*3%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*5%o*	*2%*	*2%*	*2%*	*1%*	*2%*
Mean	**8.58**	8.53	8.62	8.51	8.67	8.71h	8.69	8.50	8.40	8.84jk	8.56	8.37	8.68	8.56	8.18	8.62n	8.56	8.72	8.62	8.61
Standard Deviation	**1.75**	1.76	1.73	1.97	1.67	1.57	1.71	1.84	1.74	1.59	1.76	1.83	1.71	1.75	2.27	1.68	1.76	1.70	1.64	1.67

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 543

Q17B How important do you think it is, in general that all those TV channels combined do this?
It's news programmes are trustworthy

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**25**	5	12	5	3	22	15	5	7	10	10	18	7	14	11	12	11	5	10	14	11
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	***3%i***	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**12**	-	9	4	-	12	6	6	6	5	2	7	5	6	6	3	5	5	1	7	5
	** *	-	*	*1%*	-	*	*	*1%*	*1%*	*	*	*	*1%*	*	*	*	*	*1%*	*	*	*
3	**21**	-	11	10	3	18	10	8	8	*	*	13	8	13	8	2	12	-	9	12	9
	1%	-	*1%*	***2%b***	*2%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*
4	**36**	4	27	3	5	32	21	7	11	16	6	25	11	14	23	8	19	7	12	17	17
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
5	**110**	15	55	31	8	102	65	23	30	29	8	77	33	43	64	28	53	20	37	60	43
	4%	*4%*	*3%*	***7%b***	*4%*	*4%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*4%*	*3%*	*5%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*
6	**122**	7	69	25	9	114	73	32	41	47	19	78	44	48	74	20	61	28	42	70	51
	4%	*2%*	*3%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*6%*	*4%*	*6%*	*3%*	***5%m***	*2%*	*4%*	*5%*	*4%*	*4%*	*4%*
7	**279**	33	189	39	20	259	178	68	78	122	31	193	86	136	138	81	147	60	102	151	119
	9%	*10%*	*9%*	*8%*	*9%*	*9%*	*9%*	*9%*	*9%*	*10%*	*9%*	*9%*	*11%*	*8%*	*10%*	*9%*	*10%*	*10%*	*9%*	*9%*	*10%*
8	**515**	57	355	80	28	488	326	127	154	234	69	373	143	278	237	138	270	111	196	275	234
	17%	*17%*	*17%*	*17%*	*12%*	*17%*	*17%*	*17%*	*18%*	*20%*	*20%*	*17%*	*18%*	*17%*	*17%*	*15%*	*18%*	*18%*	*17%*	*16%*	*19%*
9	**622**	61	450	89	49	574	392	146	171	253	69	476	146	359	261	186	325	121	241	368	248
	21%	*18%*	*22%*	*19%*	*22%*	*20%*	*21%*	*20%*	*19%*	*21%*	*21%*	*21%*	*18%*	*22%*	*19%*	*20%*	*22%*	*20%*	*21%*	*21%*	*20%*
10 - Extremely important	**1227**	148	882	172	82	1145	777	299	357	454	117	924	303	672	554	433	558	246	473	765	449
	41%	*45%*	*42%*	*37%*	*37%*	*41%*	*41%*	*41%*	*41%*	*38%*	*35%*	*42%*	*38%*	*42%*	*39%*	***47%p***	*37%*	*40%*	*42%*	***43%t***	*37%*
Don't know	**57**	3	35	8	14	43	26	13	15	15	5	35	22	25	32	9	28	8	15	24	32
	2%	*1%*	*2%*	*2%*	***6%efgh***	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*3%*
SUMMARY: NET: 9-10	**1849**	209	1332	261	131	1718	1169	445	528	707	186	1400	449	1031	816	620	884	367	715	1133	697
	61%	*63%*	***64%c***	*56%*	*59%*	*61%*	*62%*	*60%*	*60%*	*60%*	*55%*	***63%l***	*56%*	***64%n***	*58%*	***67%p***	*59%*	*60%*	*63%*	***64%t***	*57%*
NET: 7-10	**2644**	298	1877	380	179	2465	1673	640	761	1063	286	1966	678	1445	1191	839	1301	538	1013	1559	1050
	87%	***90%c***	***90%c***	*82%*	*81%*	*88%*	***89%d***	*87%*	*87%*	*90%*	*85%*	***89%l***	*84%*	***90%n***	*85%*	*91%*	*87%*	*88%*	*89%*	*88%*	*86%*
NET: 4-6	**269**	25	151	59	21	248	160	63	82	92	33	180	88	105	161	56	133	54	91	147	111
	9%	*8%*	*7%*	***13%b***	*10%*	*9%*	*8%*	*9%*	*9%*	*8%*	*10%*	*8%*	*11%*	*7%*	***11%m***	*6%*	*9%*	*9%*	*8%*	*8%*	*9%*
NET: 1-3	**58**	5	31	19	6	52	31	20	21	15	12	39	19	33	25	16	27	11	20	33	25
	2%	*1%*	*2%*	***4%b***	*3%*	*2%*	*2%*	*3%*	*2%*	*1%*	*4%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
Mean	**8.58**	8.66	8.69c	8.29	8.46	8.59	8.62	8.55	8.54	8.59	8.31	8.64l	8.41	8.69n	8.47	8.78p	8.53	8.57	8.64	8.66	8.49
Standard Deviation	**1.75**	1.75	1.64	2.00	1.94	1.73	1.70	1.80	1.80	1.65	2.02	1.71	1.84	1.68	1.81	1.70	1.72	1.74	1.69	1.72	1.77

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 544

Q17B How important do you think it is, in general that all those TV channels combined do this?
It's news programmes are trustworthy

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**25**	3	-	-	-	5	2	-	1	2	5	7	1
	1%	*1%*	-	-	-	*2%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	***1%e***
2	**12**	1	-	2	2	-	-	-	-	2	5	2	*
	*	*	-	*1%*	*	-	-	-	-	*1%*	*1%*	*	*
3	**21**	2	-	2	5	3	-	3	*	-	3	3	*
	1%	*1%*	-	*1%*	*1%*	*1%*	-	*2%*	*	-	*1%*	*1%*	*
4	**36**	3	-	3	6	5	3	-	2	2	5	8	*
	1%	*1%*	-	*1%*	*2%*	*2%*	*3%*	-	*1%*	*1%*	*1%*	*1%*	*1%*
5	**110**	7	3	8	16	6	5	5	5	13	21	19	3
	4%	*3%*	*2%*	*3%*	*5%*	*2%*	*4%*	*3%*	*3%*	*5%*	*5%*	*4%*	*4%*
6	**122**	8	16	16	19	8	5	3	5	6	11	23	3
	4%	*3%*	***11%abfhjk***	*6%*	*5%*	*3%*	*4%*	*2%*	*3%*	*2%*	*3%*	*4%*	*4%*
7	**279**	20	18	20	37	24	7	10	16	20	36	61	9
	9%	*8%*	*12%*	*8%*	*11%*	*9%*	*5%*	*6%*	*11%*	*8%*	*9%*	*11%*	*10%*
8	**515**	48	25	39	65	49	24	30	27	45	71	79	13
	17%	*18%*	*17%*	*15%*	*19%*	*18%*	*20%*	*17%*	*18%*	*17%*	*18%*	*15%*	*16%*
9	**622**	53	23	53	51	62	29	55	32	52	85	105	21
	21%	*20%*	*16%*	*20%*	*15%*	*23%*	*24%*	***31%ae***	*21%*	*20%*	*21%*	*19%*	***25%e***
10 - Extremely important	**1227**	119	57	117	131	109	47	72	58	111	154	218	32
	41%	*45%*	*39%*	*44%*	*38%*	*40%*	*39%*	*40%*	*39%*	*43%*	*39%*	*41%*	*38%*
Don't know	**57**	2	6	7	11	1	-	-	2	9	3	14	1
	2%	*1%*	*4%*	*3%*	*3%*	*1%*	-	-	*1%*	*3%*	*1%*	*3%*	*1%*
SUMMARY:													
NET: 9-10	**1849**	173	80	171	182	171	76	127	90	163	239	323	54
	61%	***65%e***	*54%*	*64%*	*53%*	*63%*	*63%*	***71%e***	*61%*	*63%*	*60%*	*60%*	*63%*
NET: 7-10	**2644**	241	124	229	285	245	107	167	133	228	346	464	76
	87%	***90%e***	*83%*	*86%*	*83%*	*90%*	*88%*	***94%e***	*90%*	*87%*	*87%*	*86%*	*89%*
NET: 4-6	**269**	18	19	27	40	18	13	8	11	20	37	50	7
	9%	*7%*	*13%*	*10%*	*12%*	*7%*	*11%*	*4%*	*8%*	*8%*	*9%*	*9%*	*8%*
NET: 1-3	**58**	5	-	3	6	8	2	3	2	3	13	12	1
	2%	*2%*	-	*1%*	*2%*	*3%*	*1%*	*2%*	*1%*	*1%*	*3%*	*2%*	*2%*
Mean	**8.58**	8.72	8.56	8.71	8.40	8.57	8.56	8.85	8.62	8.70	8.44	8.51	8.61
Standard Deviation	**1.75**	1.70	1.50	1.64	1.78	1.83	1.76	1.42	1.64	1.67	1.93	1.85	1.67

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 545

Q17C How important do you think it is, in general that all those TV channels combined do this?
It shows interesting programmes about history, science or the arts

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**93**	38	55	28	9	15	10	16	15	17	53	23	12	80	12	79	80	7	4	2
	3%	*3%*	*4%*	**6%df**	*2%*	*3%*	*2%*	*4%*	*2%*	*2%*	*4%*	*3%*	*2%*	*3%*	*5%*	*3%*	*3%*	*3%*	*2%*	*2%*
2	**52**	24	28	14	10	12	5	3	8	10	27	14	2	50	8	44	42	6	2	2
	2%	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*2%*
3	**58**	33	25	15	11	13	10	5	5	19	27	12	8	50	8	51	48	6	3	1
	2%	*2%*	*2%*	**3%h**	*2%*	*2%*	*2%*	*1%*	*1%*	*3%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*
4	**88**	42	46	23	23	10	11	6	16	22	39	27	12	76	10	75	76	5	4	4
	3%	*3%*	*3%*	**5%e**	*5%*	*2%*	*2%*	*1%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	**4%q**
5	**222**	97	125	42	27	44	29	32	48	41	122	60	38	184	31	189	184	20	11	8
	7%	*7%*	*8%*	*9%*	*6%*	*8%*	*6%*	*8%*	*8%*	*5%*	*8%*	*7%*	*8%*	*7%*	*12%*	*7%*	*7%*	*7%*	*7%*	*9%*
6	**268**	141	128	37	57	42	49	32	52	54	130	85	37	231	15	253	228	20	14	6
	9%	*10%*	*8%*	*8%*	*12%*	*7%*	*10%*	*8%*	*8%*	*7%*	*9%*	*10%*	*7%*	*9%*	*6%*	*9%*	*9%*	*8%*	*9%*	*8%*
7	**512**	272	240	77	77	120	81	65	92	127	262	123	98	414	38	470	427	47	23	15
	17%	*18%*	*15%*	*17%*	*16%*	*21%*	*16%*	*16%*	*15%*	*17%*	*18%*	*15%*	*20%*	*16%*	*15%*	*17%*	*17%*	*18%*	*15%*	*17%*
8	**700**	347	353	95	98	133	118	110	146	165	342	193	120	580	60	633	584	64	33	19
	23%	*24%*	*23%*	*21%*	*20%*	*23%*	*24%*	*27%*	*24%*	*22%*	*24%*	*24%*	*24%*	*23%*	*23%*	*23%*	*23%*	*24%*	*22%*	*23%*
9	**451**	230	221	60	85	70	69	61	106	146	190	115	65	386	27	422	377	38	24	12
	15%	*16%*	*14%*	*13%*	*17%*	*12%*	*14%*	*15%*	*17%*	**19%j**	*13%*	*14%*	*13%*	*15%*	*10%*	*15%*	*15%*	*14%*	*16%*	*14%*
10 - Extremely important	**430**	196	234	48	63	83	87	58	91	136	190	105	75	356	44	383	358	41	21	10
	14%	*13%*	*15%*	*11%*	*13%*	*15%*	*17%*	*14%*	*15%*	*18%*	*13%*	*13%*	*15%*	*14%*	*17%*	*14%*	*14%*	*15%*	*14%*	*12%*
Don't know	**153**	52	101	15	25	29	30	16	38	29	68	56	32	121	9	143	124	13	10	6
	5%	*4%*	**6%a**	*3%*	*5%*	*5%*	*6%*	*4%*	*6%*	*4%*	*5%*	*7%*	*6%*	*5%*	*3%*	*5%*	*5%*	*5%*	*7%*	*7%*
SUMMARY:																				
NET: 9-10	**881**	426	456	109	148	153	155	119	198	282	380	219	139	742	71	805	735	79	45	22
	29%	*29%*	*29%*	*24%*	*30%*	*27%*	*31%*	*29%*	*32%*	**37%jk**	*26%*	*27%*	*28%*	*29%*	*27%*	*29%*	*29%*	*30%*	*31%*	*26%*
NET: 7-10	**2094**	1045	1048	280	323	405	354	294	436	574	985	535	358	1736	169	1908	1746	190	101	56
	69%	*71%*	*67%*	*62%*	*67%*	**71%c**	**71%c**	**73%c**	**71%c**	**75%jk**	*68%*	*66%*	*72%*	*69%*	*65%*	*70%*	*69%*	*71%*	*68%*	*66%*
NET: 4-6	**578**	280	298	102	107	96	89	69	116	116	290	172	87	491	56	517	487	45	29	18
	19%	*19%*	*19%*	*22%*	*22%*	*17%*	*18%*	*17%*	*19%*	*15%*	*20%*	**21%i**	*17%*	*19%*	*21%*	*19%*	*19%*	*17%*	*19%*	*21%*
NET: 1-3	**203**	95	108	57	29	40	25	24	28	47	107	49	22	181	28	174	171	19	9	5
	7%	*6%*	*7%*	**13%dfgh**	*6%*	*7%*	*5%*	*6%*	*5%*	*6%*	*7%*	*6%*	*4%*	*7%*	*11%*	*6%*	*7%*	*7%*	*6%*	*6%*
Mean	**7.30**	7.32	7.29	6.71	**7.29c**	**7.30c**	**7.54c**	**7.42c**	**7.49c**	**7.58j**	7.17	7.26	7.45	7.27	6.98	7.34	7.29	7.37	7.39	7.19
Standard Deviation	**2.18**	2.11	2.25	2.50	2.13	2.14	2.03	2.13	2.07	2.12	2.21	2.15	2.00	2.21	2.48	2.14	2.19	2.16	2.12	2.13

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 546

Q17C How important do you think it is, in general that all those TV channels combined do this?
It shows interesting programmes about history, science or the arts

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**93**	11	67	13	5	87	70	14	18	26	14	63	30	48	43	24	48	15	50	53	39
	3%	*3%*	*3%*	*3%*	*2%*	*3%*	*4%*	*2%*	*2%*	*2%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*	*4%*	*3%*	*3%*
2	**52**	4	38	8	6	46	37	5	8	18	5	36	16	29	23	20	16	10	25	39	13
	2%	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*
3	**58**	4	42	12	3	55	47	6	6	18	4	44	15	37	20	20	28	10	35	32	25
	2%	*1%*	*2%*	*3%*	*2%*	*2%*	***3%h***	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*
4	**88**	6	55	22	2	86	53	28	29	29	6	58	30	44	44	23	40	16	37	50	37
	3%	*2%*	*3%*	*5%*	*1%*	*3%*	*3%*	*4%*	*3%*	*2%*	*2%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*
5	**222**	24	147	39	16	206	138	53	68	87	25	154	68	111	111	52	110	37	93	126	87
	7%	*7%*	*7%*	*8%*	*7%*	*7%*	*7%*	*7%*	*8%*	*7%*	*7%*	*7%*	*8%*	*7%*	*8%*	*6%*	*7%*	*6%*	*8%*	*7%*	*7%*
6	**268**	20	174	50	21	247	171	61	74	106	40	184	84	132	135	70	133	57	104	143	121
	9%	*6%*	*8%*	*11%*	*10%*	*9%*	*9%*	*8%*	*8%*	*9%*	*12%*	*8%*	*10%*	*8%*	*10%*	*8%*	*9%*	*9%*	*9%*	*8%*	*10%*
7	**512**	48	378	64	34	478	316	120	153	215	49	389	123	295	217	169	255	110	181	287	220
	17%	*15%*	*18%*	*14%*	*15%*	*17%*	*17%*	*16%*	*17%*	*18%*	*15%*	*18%*	*15%*	*18%*	*15%*	*18%*	*17%*	*18%*	*16%*	*16%*	*18%*
8	**700**	79	501	94	46	655	436	180	208	288	84	532	168	385	312	210	363	143	244	418	269
	23%	*24%*	*24%*	*20%*	*21%*	*23%*	*23%*	*24%*	*24%*	*24%*	*25%*	*24%*	*21%*	*24%*	*22%*	*23%*	*24%*	*23%*	*21%*	*24%*	*22%*
9	**451**	50	301	84	28	423	284	107	135	159	47	341	110	249	200	142	230	89	173	254	191
	15%	*15%*	*14%*	*18%*	*13%*	*15%*	*15%*	*15%*	*15%*	*13%*	*14%*	*15%*	*14%*	*15%*	*14%*	*15%*	*15%*	*15%*	*15%*	*14%*	*16%*
10 - Extremely important	**430**	70	280	63	45	385	243	118	136	160	43	319	111	198	232	154	187	92	137	263	163
	14%	***21%b***	*13%*	*14%*	***20%f***	*14%*	*13%*	*16%*	*15%*	*14%*	*13%*	*14%*	*14%*	*12%*	***16%m***	*17%*	*13%*	*15%*	*12%*	*15%*	*13%*
Don't know	**153**	15	110	17	13	140	94	43	44	79	20	101	52	82	71	36	79	30	60	101	52
	5%	*5%*	*5%*	*4%*	*6%*	*5%*	*5%*	*6%*	*5%*	*7%*	*6%*	*5%*	*6%*	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	*6%*	*4%*
SUMMARY: NET: 9-10	**881**	121	582	147	73	808	527	225	270	319	90	661	221	447	432	296	417	181	310	517	354
	29%	***36%b***	*28%*	*31%*	*33%*	*29%*	*28%*	*31%*	*31%*	*27%*	*27%*	*30%*	*27%*	*28%*	*31%*	*32%*	*28%*	*30%*	*27%*	*29%*	*29%*
NET: 7-10	**2094**	248	1461	305	153	1941	1279	526	631	822	223	1582	512	1126	962	675	1034	434	736	1221	844
	69%	*75%*	*70%*	*65%*	*69%*	*69%*	*68%*	*71%*	*72%*	*69%*	*66%*	***71%l***	*63%*	*70%*	*68%*	*73%*	*69%*	*71%*	*65%*	*69%*	*69%*
NET: 4-6	**578**	49	376	111	40	539	362	142	171	223	70	396	183	287	290	144	284	111	234	318	245
	19%	*15%*	*18%*	***24%a***	*18%*	*19%*	*19%*	*19%*	*19%*	*19%*	*21%*	*18%*	*23%*	*18%*	*21%*	*16%*	*19%*	*18%*	*21%*	*18%*	*20%*
NET: 1-3	**203**	19	146	33	15	188	154	26	32	63	24	142	61	114	86	64	92	35	110	124	77
	7%	*6%*	*7%*	*7%*	*7%*	***7%gh***	***8%gh***	*4%*	*4%*	*5%*	*7%*	*6%*	*8%*	*7%*	*6%*	*7%*	*6%*	*6%*	*10%*	*7%*	*6%*
Mean	**7.30**	7.65	7.28	7.20	7.49	7.29	7.19	***7.52f***	***7.49f***	7.36	7.22	7.37	7.12	7.27	7.35	7.44	7.30	***7.41r***	7.04	7.32	7.29
Standard Deviation	**2.18**	2.19	2.17	2.24	2.22	2.17	2.25	1.99	2.00	2.05	2.21	2.13	2.29	2.15	2.20	2.17	2.12	2.09	2.35	2.21	2.14

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 547

Q17C How important do you think it is, in general that all those TV channels combined do this?
It shows interesting programmes about history, science or the arts

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**93**	7	8	11	5	6	10	5	4	15	8	14	2
	3%	*3%*	*5%*	*4%*	*1%*	*2%*	***8%e***	*3%*	*2%*	*6%*	*2%*	*3%*	*2%*
2	**52**	6	3	6	8	3	3	3	2	3	5	8	2
	2%	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*
3	**58**	6	-	3	8	5	3	3	3	6	8	12	1
	2%	*2%*	-	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
4	**88**	5	6	9	10	5	-	8	4	13	11	14	4
	3%	*2%*	*4%*	*3%*	*3%*	*2%*	-	*5%*	*3%*	*5%*	*3%*	*3%*	***4%bg***
5	**222**	20	8	22	14	17	8	18	11	17	38	42	8
	7%	*7%*	*5%*	*8%*	*4%*	*6%*	*7%*	*10%*	*7%*	*7%*	*10%*	*8%*	***9%e***
6	**268**	20	13	22	37	30	8	15	14	23	18	62	6
	9%	*8%*	*8%*	*8%*	***11%k***	***11%k***	*7%*	*8%*	***9%k***	*9%*	*4%*	***12%k***	*8%*
7	**512**	47	20	34	49	48	28	35	23	50	72	90	15
	17%	*18%*	*14%*	*13%*	*14%*	*18%*	*23%*	*20%*	*15%*	*19%*	*18%*	*17%*	*17%*
8	**700**	64	37	49	92	71	24	47	33	64	103	97	19
	23%	*24%*	*25%*	*18%*	*27%*	*26%*	*20%*	*26%*	*22%*	*25%*	*26%*	*18%*	*23%*
9	**451**	38	20	50	52	32	19	23	24	30	56	96	12
	15%	*14%*	*13%*	*19%*	*15%*	*12%*	*16%*	*13%*	*16%*	*12%*	*14%*	*18%*	*14%*
10 - Extremely important	**430**	41	19	50	49	40	8	13	21	26	68	85	10
	14%	*15%*	*13%*	***19%h***	*14%*	*15%*	*6%*	*7%*	*14%*	*10%*	*17%*	*16%*	*12%*
Don't know	**153**	13	16	11	20	14	10	10	10	12	13	19	6
	5%	*5%*	***10%kl***	*4%*	*6%*	*5%*	*8%*	*5%*	*7%*	*5%*	*3%*	*4%*	***7%kl***
SUMMARY:													
NET: 9-10	**881**	79	39	100	101	73	27	35	45	56	124	180	22
	29%	*30%*	*26%*	***37%hjm***	*30%*	*27%*	*23%*	*20%*	*31%*	*22%*	*31%*	***33%hj***	*26%*
NET: 7-10	**2094**	190	96	182	242	192	80	117	101	171	299	368	56
	69%	*71%*	*64%*	*68%*	*71%*	*70%*	*66%*	*66%*	*68%*	*66%*	*75%*	*68%*	*66%*
NET: 4-6	**578**	45	26	53	60	52	16	41	29	53	67	118	18
	19%	*17%*	*18%*	*20%*	*18%*	*19%*	*13%*	*23%*	*19%*	*20%*	*17%*	*22%*	*21%*
NET: 1-3	**203**	19	11	20	20	14	16	11	9	24	21	34	5
	7%	*7%*	*7%*	*8%*	*6%*	*5%*	*13%*	*6%*	*6%*	*9%*	*5%*	*6%*	*6%*
Mean	**7.30**	7.37	7.19	7.37	7.47	7.40	6.79	6.99	7.39	6.92	7.48	7.35	7.19
Standard Deviation	**2.18**	2.16	2.36	2.39	2.03	2.02	2.49	2.06	2.12	2.32	2.07	2.16	2.13

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 548

Q17D How important do you think it is, in general that all those TV channels combined do this?
It shows high quality soaps or dramas made in the UK

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**224**	146	78	30	28	49	29	38	49	52	111	61	34	190	20	199	188	22	7	6
	7%	**10%b**	*5%*	*7%*	*6%*	*9%*	*6%*	*10%*	*8%*	*7%*	*8%*	*7%*	*7%*	*8%*	*8%*	*7%*	*7%*	*8%*	*5%*	*7%*
2	**84**	56	29	13	16	14	16	11	14	25	45	14	15	69	10	74	70	8	5	3
	3%	**4%b**	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*
3	**93**	48	44	20	19	12	13	14	15	29	32	31	10	83	10	82	76	9	5	3
	3%	*3%*	*3%*	*4%*	*4%*	*2%*	*3%*	*3%*	*2%*	*4%*	*2%*	*4%*	*2%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*
4	**122**	59	63	23	14	34	25	12	13	40	60	22	31	91	15	105	104	7	7	4
	4%	*4%*	*4%*	*5%*	*3%*	**6%h**	*5%*	*3%*	*2%*	*5%*	*4%*	*3%*	*6%*	*4%*	*6%*	*4%*	*4%*	*3%*	*4%*	*5%*
5	**270**	138	133	37	46	49	47	31	60	78	126	66	43	227	25	244	223	26	13	7
	9%	*9%*	*9%*	*8%*	*9%*	*9%*	*9%*	*8%*	*10%*	*10%*	*9%*	*8%*	*9%*	*9%*	*10%*	*9%*	*9%*	*10%*	*9%*	*9%*
6	**256**	120	135	51	42	44	36	37	46	60	125	71	38	217	20	235	208	25	15	8
	8%	*8%*	*9%*	*11%*	*9%*	*8%*	*7%*	*9%*	*7%*	*8%*	*9%*	*9%*	*8%*	*9%*	*8%*	*9%*	*8%*	*9%*	*10%*	*10%*
7	**456**	208	248	77	75	103	81	48	73	112	224	119	73	383	33	421	375	39	27	14
	15%	*14%*	*16%*	*17%*	*15%*	**18%h**	*16%*	*12%*	*12%*	*15%*	*15%*	*15%*	*15%*	*15%*	*13%*	*15%*	*15%*	*15%*	*18%*	*17%*
8	**594**	290	304	72	109	100	89	96	128	142	284	168	102	492	47	541	496	52	29	17
	20%	*20%*	*20%*	*16%*	*23%*	*18%*	*18%*	*24%*	*21%*	*19%*	*20%*	*21%*	*20%*	*19%*	*18%*	*20%*	*20%*	*20%*	*19%*	*20%*
9	**378**	161	217	67	54	71	62	40	84	89	184	105	55	323	26	351	318	31	19	10
	12%	*11%*	*14%*	*15%*	*11%*	*12%*	*12%*	*10%*	*14%*	*12%*	*13%*	*13%*	*11%*	*13%*	*10%*	*13%*	*13%*	*12%*	*13%*	*12%*
10 - Extremely important	**343**	128	215	53	52	63	60	49	66	95	150	98	63	280	40	301	294	27	14	8
	11%	*9%*	**14%a**	*12%*	*11%*	*11%*	*12%*	*12%*	*11%*	*12%*	*10%*	*12%*	*13%*	*11%*	*15%*	*11%*	*12%*	*10%*	*10%*	*10%*
Don't know	**209**	119	91	11	31	30	40	27	70	44	108	57	36	174	15	189	175	20	9	5
	7%	*8%*	*6%*	*3%*	*6%*	*5%*	**8%c**	*7%*	**11%ce**	*6%*	*7%*	*7%*	*7%*	*7%*	*6%*	*7%*	*7%*	*8%*	*6%*	*6%*
SUMMARY:																				
NET: 9-10	**721**	289	432	120	106	134	122	89	150	184	335	203	118	603	66	652	613	57	33	18
	24%	*20%*	**28%a**	*26%*	*22%*	*24%*	*25%*	*22%*	*24%*	*24%*	*23%*	*25%*	*24%*	*24%*	*25%*	*24%*	*24%*	*22%*	*22%*	*21%*
NET: 7-10	**1770**	787	983	268	289	338	292	233	351	438	843	490	293	1478	146	1613	1484	149	88	49
	58%	*53%*	**63%a**	*59%*	*60%*	*59%*	*59%*	*58%*	*57%*	*57%*	*58%*	*60%*	*59%*	*58%*	*56%*	*59%*	*59%*	*56%*	*60%*	*58%*
NET: 4-6	**647**	317	330	111	102	127	108	80	119	178	311	159	111	536	60	584	535	59	34	20
	21%	*22%*	*21%*	*24%*	*21%*	*22%*	*22%*	*20%*	*19%*	*23%*	*21%*	*20%*	*22%*	*21%*	*23%*	*21%*	*21%*	*22%*	*23%*	*23%*
NET: 1-3	**401**	251	150	64	63	75	58	63	78	106	189	106	59	342	40	356	334	39	17	11
	13%	**17%b**	*10%*	*14%*	*13%*	*13%*	*12%*	*16%*	*13%*	*14%*	*13%*	*13%*	*12%*	*14%*	*15%*	*13%*	*13%*	*15%*	*11%*	*13%*
Mean	**6.67**	6.32	**7.01a**	6.64	6.72	6.59	6.74	6.59	6.75	6.60	6.65	6.79	6.71	6.67	6.56	6.69	6.69	6.54	6.73	6.58
Standard Deviation	**2.60**	2.73	2.42	2.57	2.49	2.62	2.54	2.72	2.63	2.62	2.59	2.58	2.59	2.60	2.75	2.57	2.60	2.63	2.41	2.55

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 549

Q17D How important do you think it is, in general that all those TV channels combined do this?
It shows high quality soaps or dramas made in the UK

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**224**	25	147	43	27	196	132	42	61	50	26	156	68	102	121	64	107	33	90	121	101
	7%	*7%*	*7%*	*9%*	***12%g***	*7%*	*7%*	*6%*	*7%*	*4%*	*8%*	*7%*	*8%*	*6%*	*9%*	*7%*	*7%*	*5%*	*8%*	*7%*	*8%*
2	**84**	6	57	15	4	80	54	26	26	25	4	57	28	43	41	22	45	17	32	44	38
	3%	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*2%*	*1%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*
3	**93**	1	66	25	2	91	66	18	22	23	11	69	24	49	44	43	34	22	39	52	41
	3%	*	*3%*	***5%a***	*1%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	***5%p***	*2%*	*4%*	*3%*	*3%*	*3%*
4	**122**	10	84	25	6	116	80	26	33	41	14	91	31	67	54	48	54	34	44	75	45
	4%	*3%*	*4%*	*5%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*6%*	*4%*	*4%*	*4%*
5	**270**	36	167	45	20	250	182	52	63	94	20	213	57	148	118	70	143	55	108	172	88
	9%	*11%*	*8%*	*10%*	*9%*	*9%*	*10%*	*7%*	*7%*	*8%*	*6%*	*10%*	*7%*	*9%*	*8%*	*8%*	*10%*	*9%*	*10%*	*10%*	*7%*
6	**256**	21	172	46	22	234	159	63	71	102	22	182	74	121	134	93	111	51	95	135	119
	8%	*6%*	*8%*	*10%*	*10%*	*8%*	*8%*	*9%*	*8%*	*9%*	*7%*	*8%*	*9%*	*8%*	*10%*	*10%*	*7%*	*8%*	*8%*	*8%*	*10%*
7	**456**	42	346	48	22	433	263	137	168	185	56	320	135	227	226	152	208	91	151	248	203
	15%	*13%*	***17%c***	*10%*	*10%*	*15%*	*14%*	***19%f***	***19%df***	*16%*	*17%*	*14%*	*17%*	*14%*	*16%*	*17%*	*14%*	*15%*	*13%*	*14%*	*17%*
8	**594**	54	440	81	41	553	370	151	176	273	67	437	157	325	266	157	321	116	226	334	248
	20%	*16%*	*21%*	*17%*	*18%*	*20%*	*20%*	*21%*	*20%*	*23%*	*20%*	*20%*	*19%*	*20%*	*19%*	*17%*	*22%*	*19%*	*20%*	*19%*	*20%*
9	**378**	54	254	52	21	356	244	90	106	187	51	283	95	218	160	106	195	76	151	216	156
	12%	*16%*	*12%*	*11%*	*10%*	*13%*	*13%*	*12%*	*12%*	*16%*	*15%*	*13%*	*12%*	*14%*	*11%*	*11%*	*13%*	*12%*	*13%*	*12%*	*13%*
10 - Extremely important	**343**	68	224	40	26	317	219	80	96	154	41	262	81	196	147	117	156	75	127	244	91
	11%	***20%bc***	*11%*	*9%*	*12%*	*11%*	*12%*	*11%*	*11%*	*13%*	*12%*	*12%*	*10%*	*12%*	*10%*	*13%*	*10%*	*12%*	*11%*	***14%t***	*8%*
Don't know	**209**	15	136	45	29	180	120	51	58	51	25	150	59	112	96	50	116	40	75	122	87
	7%	*5%*	*6%*	*10%*	***13%efh***	*6%*	*6%*	*7%*	*7%*	*4%*	*7%*	*7%*	*7%*	*7%*	*7%*	*5%*	*8%*	*7%*	*7%*	*7%*	*7%*
SUMMARY: NET: 9-10	**721**	122	478	93	48	673	462	170	202	341	93	545	176	413	307	223	351	151	278	460	248
	24%	***37%bc***	*23%*	*20%*	*22%*	*24%*	*24%*	*23%*	*23%*	*29%*	*27%*	*25%*	*22%*	*26%*	*22%*	*24%*	*24%*	*25%*	*24%*	***26%t***	*20%*
NET: 7-10	**1770**	218	1263	222	110	1660	1096	459	545	800	215	1303	468	966	799	531	880	358	655	1042	699
	58%	***66%c***	***60%c***	*48%*	*50%*	*59%*	*58%*	***62%d***	***62%d***	*67%*	*64%*	*59%*	*58%*	*60%*	*57%*	*58%*	*59%*	*59%*	*57%*	*59%*	*57%*
NET: 4-6	**647**	66	423	116	48	600	421	141	168	237	56	486	161	337	307	211	308	140	248	383	252
	21%	*20%*	*20%*	*25%*	*22%*	*21%*	*22%*	*19%*	*19%*	*20%*	*17%*	*22%*	*20%*	*21%*	*22%*	*23%*	*21%*	*23%*	*22%*	*22%*	*21%*
NET: 1-3	**401**	32	271	83	34	367	252	86	108	98	41	282	119	194	207	128	186	73	162	218	180
	13%	*10%*	*13%*	***18%a***	*15%*	*13%*	*13%*	*12%*	*12%*	*8%*	*12%*	*13%*	*15%*	*12%*	*15%*	*14%*	*12%*	*12%*	*14%*	*12%*	*15%*
Mean	**6.67**	7.19bc	6.71c	6.20	6.42	6.69	6.68	6.81	6.75	7.16	6.90	6.72	6.56	6.80	6.53	6.63	6.72	6.75	6.63	6.78	6.51
Standard Deviation	**2.60**	2.63	2.55	2.74	2.88	2.57	2.59	2.47	2.52	2.30	2.59	2.58	2.64	2.55	2.64	2.59	2.57	2.52	2.65	2.60	2.58

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 550

Q17D How important do you think it is, in general that all those TV channels combined do this?
It shows high quality soaps or dramas made in the UK

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**224**	22	8	23	31	25	13	14	7	9	27	38	6
	7%	*8%*	*5%*	*9%*	*9%*	*9%*	*11%*	*8%*	*5%*	*4%*	*7%*	*7%*	*7%*
2	**84**	8	-	8	11	5	2	5	5	9	11	20	3
	3%	*3%*	-	*3%*	*3%*	*2%*	*1%*	*3%*	*3%*	*3%*	*3%*	*4%*	**3%c**
3	**93**	9	5	3	14	11	5	8	5	5	14	12	3
	3%	*3%*	*3%*	*1%*	*4%*	*4%*	*4%*	*4%*	*3%*	*2%*	*4%*	*2%*	*3%*
4	**122**	7	6	6	14	3	2	6	7	6	22	38	4
	4%	*3%*	*4%*	*2%*	*4%*	*1%*	*1%*	*4%*	*4%*	*2%*	*6%*	**7%bf**	**5%f**
5	**270**	26	5	29	32	17	5	21	13	33	30	51	7
	9%	*10%*	*3%*	*11%*	*9%*	*6%*	*4%*	*12%*	*9%*	*13%*	*8%*	*10%*	*9%*
6	**256**	25	16	16	26	24	11	10	15	17	41	47	8
	8%	*9%*	*11%*	*6%*	*8%*	*9%*	*9%*	*5%*	*10%*	*7%*	*10%*	*9%*	*10%*
7	**456**	39	22	39	56	42	16	32	27	43	61	64	14
	15%	*15%*	*15%*	*15%*	*16%*	*15%*	*13%*	*18%*	*18%*	*17%*	*15%*	*12%*	*17%*
8	**594**	52	28	57	57	56	24	38	29	57	89	91	17
	20%	*20%*	*19%*	*21%*	*17%*	*20%*	*20%*	*21%*	*19%*	*22%*	*22%*	*17%*	*20%*
9	**378**	31	29	33	36	46	18	16	19	39	27	75	10
	12%k	*12%*	**20%k**	*12%*	*10%*	**17%k**	*15%*	*9%*	**13%k**	**15%k**	*7%*	**14%k**	*12%*
10 - Extremely important	**343**	27	20	37	39	24	17	16	14	25	51	65	8
	11%	*10%*	*14%*	*14%*	*11%*	*9%*	*14%*	*9%*	*10%*	*10%*	*13%*	*12%*	*10%*
Don't know	**209**	20	10	15	27	22	10	13	9	17	24	38	5
	7%	*8%*	*7%*	*6%*	*8%*	*8%*	*8%*	*7%*	*6%*	*7%*	*6%*	*7%*	*6%*
SUMMARY:													
NET: 9-10	**721**	57	49	70	75	69	35	32	33	64	79	140	18
	24%	*22%*	**33%k**	*26%*	*22%*	*25%*	*29%*	*18%*	*22%*	*25%*	*20%*	*26%*	*21%*
NET: 7-10	**1770**	149	99	166	188	167	75	102	88	164	229	295	49
	58%	*56%*	*67%*	*62%*	*55%*	*61%*	*62%*	*57%*	*60%*	*63%*	*57%*	*55%*	*58%*
NET: 4-6	**647**	59	27	51	72	44	18	37	34	56	94	136	20
	21%	*22%*	*18%*	*19%*	*21%*	*16%*	*14%*	*21%*	*23%*	*22%*	*24%*	*25%*	*23%*
NET: 1-3	**401**	39	12	34	55	40	19	27	17	23	53	70	11
	13%	*15%*	*8%*	*13%*	*16%*	*15%*	*16%*	*15%*	*11%*	*9%*	*13%*	*13%*	*13%*
Mean	**6.67**	6.54	7.28	6.81	6.43	6.74	6.82	6.44	6.73	6.95	6.60	6.60	6.58
Standard Deviation	**2.60**	2.63	2.35	2.67	2.72	2.64	2.80	2.59	2.41	2.30	2.56	2.66	2.55

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 551

Q17E How important do you think it is, in general that all those TV channels combined do this?
It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**56**	31	25	12	7	13	9	7	9	18	22	16	13	43	9	46	49	4	2	1
	2%	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*1%*	*1%*	*1%*
2	**52**	29	23	6	18	6	10	4	8	15	27	9	6	46	8	44	47	3	1	1
	2%	*2%*	*1%*	*1%*	*4%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*3%*	*2%*	*2%*	*1%*	*1%*	*1%*
3	**55**	27	28	11	9	9	10	12	5	17	28	10	6	50	5	51	47	4	3	1
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*
4	**87**	47	40	17	12	18	16	11	12	22	41	24	15	72	12	73	76	6	3	1
	3%	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*5%*	*3%*	*3%*	*2%*	*2%*	*2%*
5	**309**	148	161	58	40	70	55	33	53	81	153	74	48	260	36	272	271	20	14	4
	10%	*10%*	*10%*	*13%*	*8%*	*12%*	*11%*	*8%*	*8%*	*11%*	*11%*	*9%*	*10%*	*10%*	*14%*	*10%*	11%s	*7%*	10%s	*5%*
6	**242**	144	98	36	38	44	33	49	42	57	120	65	34	208	28	211	203	19	15	6
	8%	10%b	*6%*	*8%*	*8%*	*8%*	*7%*	*12%*	*7%*	*7%*	*8%*	*8%*	*7%*	*8%*	*11%*	*8%*	*8%*	*7%*	*10%*	*7%*
7	**482**	237	246	71	76	97	79	68	91	134	221	127	87	396	32	445	407	43	20	12
	16%	*16%*	*16%*	*16%*	*16%*	*17%*	*16%*	*17%*	*15%*	*18%*	*15%*	*16%*	*17%*	*16%*	*12%*	*16%*	*16%*	*16%*	*14%*	*14%*
8	**718**	359	358	109	118	119	124	88	159	169	349	200	112	606	50	665	609	54	36	18
	24%	*24%*	*23%*	*24%*	*24%*	*21%*	*25%*	*22%*	*26%*	*22%*	*24%*	*25%*	*22%*	*24%*	*19%*	*24%*	*24%*	*20%*	*24%*	*22%*
9	**426**	193	233	71	78	73	58	55	91	93	215	118	74	352	32	391	335	49	26	17
	14%	*13%*	*15%*	*16%*	*16%*	*13%*	*12%*	*14%*	*15%*	*12%*	*15%*	*15%*	*15%*	*14%*	*12%*	*14%*	*13%*	18%p	*17%*	20%p
10 - Extremely important	**442**	179	264	51	61	96	76	60	99	119	204	120	79	363	40	400	338	58	24	22
	15%	*12%*	17%a	*11%*	*13%*	*17%*	*15%*	*15%*	*16%*	*16%*	*14%*	*15%*	*16%*	*14%*	*15%*	*15%*	*13%*	22%p	*16%*	26%pr
Don't know	**159**	79	80	13	27	25	28	17	49	40	69	50	26	133	10	145	146	7	4	2
	5%	*5%*	*5%*	*3%*	*6%*	*4%*	*6%*	*4%*	8%c	*5%*	*5%*	*6%*	*5%*	*5%*	*4%*	*5%*	6%rs	*3%*	*3%*	*2%*
SUMMARY:																				
NET: 9-10	**868**	372	496	122	139	170	134	115	190	212	419	237	152	716	73	791	673	107	50	38
	29%	*25%*	32%a	*27%*	*29%*	*30%*	*27%*	*28%*	*31%*	*28%*	*29%*	*29%*	*31%*	*28%*	*28%*	*29%*	*27%*	40%p	33%p	45%pr
NET: 7-10	**2068**	968	1100	301	333	386	337	271	440	515	990	564	351	1718	154	1902	1690	204	106	69
	68%	*66%*	*71%*	*66%*	*69%*	*68%*	*68%*	*67%*	*71%*	*67%*	*68%*	*69%*	*70%*	*68%*	*59%*	69%n	*67%*	77%p	*71%*	81%pr
NET: 4-6	**638**	339	298	111	91	132	104	93	106	160	315	162	98	540	76	555	550	44	32	11
	21%	*23%*	*19%*	*25%*	*19%*	*23%*	*21%*	*23%*	*17%*	*21%*	*22%*	*20%*	*20%*	*21%*	29%o	*20%*	22%s	*17%*	22%s	*13%*
NET: 1-3	**163**	87	76	29	34	27	28	22	22	50	77	36	24	139	21	140	143	11	7	3
	5%	*6%*	*5%*	*6%*	*7%*	*5%*	*6%*	*6%*	*4%*	*7%*	*5%*	*4%*	*5%*	*5%*	*8%*	*5%*	*6%*	*4%*	*4%*	*4%*
Mean	**7.33**	7.19	7.47a	7.12	7.29	7.33	7.29	7.31	7.60c	7.24	7.33	7.43	7.40	7.32	6.96	7.38	7.25	7.77p	7.51	8.01pr
Standard Deviation	**2.09**	2.10	2.08	2.14	2.14	2.12	2.12	2.05	1.96	2.19	2.07	2.04	2.11	2.09	2.37	2.06	2.10	2.01	2.00	1.94

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 552

Q17E How important do you think it is, in general that all those TV channels combined do this?
It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**56**	11	39	6	3	53	40	10	13	18	9	43	13	33	21	20	28	14	20	33	18
	2%	*3%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
2	**52**	2	38	10	5	47	36	8	10	11	6	32	20	29	22	20	18	9	26	32	20
	2%	*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*
3	**55**	7	35	13	7	48	29	14	18	17	6	45	10	29	26	22	25	9	20	38	17
	2%	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*
4	**87**	3	70	13	6	81	49	23	29	36	19	64	22	41	46	38	36	10	34	48	38
	3%	*1%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*6%*	*3%*	*3%*	*3%*	*3%*	*4%*	*2%*	*2%*	*3%*	*3%*	*3%*
5	**309**	25	202	61	21	287	200	68	80	93	25	226	83	155	150	92	152	63	120	188	117
	10%	*7%*	*10%*	*13%*	*10%*	*10%*	*11%*	*9%*	*9%*	*8%*	*7%*	*10%*	*10%*	*10%*	*11%*	*10%*	*10%*	*10%*	*11%*	*11%*	*10%*
6	**242**	23	149	53	21	221	151	53	66	82	21	179	63	128	114	69	114	42	96	129	108
	8%	*7%*	*7%*	*11%*	*10%*	*8%*	*8%*	*7%*	*8%*	*7%*	*6%*	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*	*7%*	*8%*	*7%*	*9%*
7	**482**	55	325	82	35	448	299	123	148	183	56	358	124	262	217	151	254	105	169	295	183
	16%	*17%*	*16%*	*18%*	*16%*	*16%*	*16%*	*17%*	*17%*	*15%*	*17%*	*16%*	*15%*	*16%*	*15%*	*16%*	*17%*	*17%*	*15%*	*17%*	*15%*
8	**718**	66	533	97	46	672	455	172	210	322	89	524	194	393	325	212	354	135	288	392	313
	24%	*20%*	*25%*	*21%*	*21%*	*24%*	*24%*	*23%*	*24%*	*27%*	*27%*	*24%*	*24%*	*24%*	*23%*	*23%*	*24%*	*22%*	*25%*	*22%*	*26%*
9	**426**	47	313	53	17	409	271	112	129	181	44	320	106	238	186	116	227	84	164	238	183
	14%	*14%*	*15%*	*11%*	*8%*	*15%*	*14%*	*15%*	*15%*	*15%*	*13%*	*14%*	*13%*	*15%*	*13%*	*13%*	*15%*	*14%*	*14%*	*13%*	*15%*
10 - Extremely important	**442**	71	290	62	34	409	278	109	127	195	48	325	118	227	215	140	206	106	152	277	158
	15%	**22%b**	*14%*	*13%*	*15%*	*15%*	*15%*	*15%*	*14%*	*16%*	*14%*	*15%*	*15%*	*14%*	*15%*	*15%*	*14%*	*17%*	*13%*	*16%*	*13%*
Don't know	**159**	23	100	16	26	133	82	43	48	48	13	105	54	73	86	40	77	32	49	95	62
	5%	*7%*	*5%*	*3%*	**12%efh**	*5%*	*4%*	*6%*	*5%*	*4%*	*4%*	*5%*	*7%*	*5%*	*6%*	*4%*	*5%*	*5%*	*4%*	*5%*	*5%*
SUMMARY: NET: 9-10	**868**	118	603	116	50	818	549	221	257	377	92	644	224	465	401	256	433	190	316	515	341
	29%	**36%c**	*29%*	*25%*	*23%*	*29%*	*29%*	*30%*	*29%*	*32%*	*27%*	*29%*	*28%*	*29%*	*29%*	*28%*	*29%*	*31%*	*28%*	*29%*	*28%*
NET: 7-10	**2068**	239	1462	295	131	1938	1304	517	615	881	238	1527	542	1120	943	619	1041	430	774	1202	837
	68%	*72%*	*70%*	*63%*	*59%*	*69%*	*69%*	*70%*	*70%*	*74%*	*71%*	*69%*	*67%*	*70%*	*67%*	*67%*	*70%*	*71%*	*68%*	*68%*	*69%*
NET: 4-6	**638**	51	420	126	49	589	399	144	176	211	65	469	168	325	309	199	301	116	250	365	263
	21%	*15%*	*20%*	**27%ab**	*22%*	*21%*	*21%*	*20%*	*20%*	*18%*	*19%*	*21%*	*21%*	*20%*	*22%*	*22%*	*20%*	*19%*	*22%*	*21%*	*22%*
NET: 1-3	**163**	19	112	28	15	148	104	32	41	46	21	120	43	91	70	62	71	32	66	102	56
	5%	*6%*	*5%*	*6%*	*7%*	*5%*	*6%*	*4%*	*5%*	*4%*	*6%*	*5%*	*5%*	*6%*	*5%*	*7%*	*5%*	*5%*	*6%*	*6%*	*5%*
Mean	**7.33**	7.62c	7.35	7.10	7.14	7.35	7.33	7.45	7.41	7.58	7.27	7.34	7.33	7.34	7.34	7.22	7.38	7.44	7.28	7.33	7.36
Standard Deviation	**2.09**	2.18	2.08	2.08	2.17	2.08	2.11	2.00	2.02	1.97	2.18	2.09	2.10	2.09	2.08	2.20	2.03	2.12	2.10	2.13	2.01

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 553

Q17E How important do you think it is, in general that all those TV channels combined do this?
It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	3028	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	3028	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	56	4	3	2	9	3	3	3	2	3	8	15	1
	2%	1%	2%	1%	3%	1%	3%	2%	1%	1%	2%	3%	1%
2	52	3	2	6	3	3	3	3	1	2	10	15	1
	2%	1%	1%	2%	1%	1%	3%	2%	1%	1%	2%	3%	1%
3	55	4	2	2	9	11	3	3	3	-	9	8	1
	2%	2%	1%	1%	3%	4%j	3%	2%	2%j	-	2%	1%	1%j
4	87	6	1	6	14	9	5	2	3	11	16	12	1
	3%	2%	1%	2%	4%	3%	4%	1%	2%	4%	4%	2%	2%
5	309	20	14	15	32	27	15	31	14	26	49	62	4
	10%m	7%	9%	6%	9%	10%	12%	17%bdm	10%m	10%	12%m	12%m	5%
6	242	19	8	17	22	37	10	15	15	15	34	45	6
	8%	7%	5%	6%	6%	14%a	8%	8%	10%	6%	8%	8%	7%
7	482	43	26	42	54	36	11	30	20	36	72	100	12
	16%	16%	18%	16%	16%	13%	9%	17%	14%	14%	18%	19%	14%
8	718	54	23	72	94	59	36	47	36	74	78	127	18
	24%	20%	16%	27%	28%	22%	29%	26%	24%	28%	20%	23%	22%
9	426	49	34	31	40	36	17	21	26	44	56	55	17
	14%	18%l	23%l	12%	12%	13%	14%	12%	17%l	17%	14%	10%	20%ael
10 - Extremely important	442	58	31	59	38	41	11	13	24	31	53	62	22
	15%	22%aeghjkl	21%h	22%aehl	11%	15%	9%	7%	16%h	12%	13%	12%	26%aefghijkl
Don't know	159	7	5	14	25	11	8	11	4	19	16	38	2
	5%m	3%	3%	5%	7%	4%	7%	6%	3%	7%	4%	7%bim	2%
SUMMARY: NET: 9-10	868	107	65	90	79	76	28	34	50	75	109	117	38
	29%l	40%aefghjkl	44%aefghkl	34%hl	23%	28%	23%	19%	33%ehl	29%	27%	22%	45%adefghijkl
NET: 7-10	2068	204	115	205	227	171	75	111	106	184	259	344	69
	68%	77%aefghkl	77%	77%fhkl	66%	63%	62%	62%	71%	71%	65%	64%	81%aefghikl
NET: 4-6	638	44	23	39	69	74	29	47	32	53	98	120	11
	21%m	17%	15%	15%	20%	27%bdm	24%	26%m	22%m	20%	25%m	22%m	13%
NET: 1-3	163	11	6	9	22	18	10	9	7	5	27	38	3
	5%	4%	4%	3%	6%	6%	8%	5%	4%	2%	7%	7%	4%
Mean	7.33	7.77aefghkl	7.78hl	7.79aefghkl	7.17	7.20	7.02	7.00	7.51l	7.52	7.10	7.04	8.01aefghijkl
Standard Deviation	2.09	2.01	2.06	1.93	2.13	2.11	2.23	1.96	2.00	1.86	2.18	2.17	1.94

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 554

Q17F How important do you think it is, in general that all those TV channels combined do this?
Its programmes show different kinds of cultures within the UK

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**82**	43	39	8	7	20	14	10	23	16	39	26	17	65	5	75	68	7	5	3
	3%	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*4%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*
2	**54**	30	24	4	13	15	5	7	10	8	25	21	11	43	5	49	48	3	2	1
	2%	*2%*	*2%*	*1%*	*3%*	*3%*	*1%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*
3	**84**	38	46	10	8	12	19	14	20	11	51	21	9	75	5	77	73	6	3	1
	3%	*3%*	*3%*	*2%*	*2%*	*2%*	*4%*	*4%*	*3%*	*1%*	*4%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*1%*
4	**95**	41	54	15	13	21	14	11	21	28	40	28	20	76	9	85	82	5	5	4
	3%	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*4%*
5	**280**	155	125	27	45	44	48	41	75	72	135	72	45	235	17	263	232	27	12	8
	9%	*11%*	*8%*	*6%*	*9%*	*8%*	*10%*	*10%*	**12%c**	*9%*	*9%*	*9%*	*9%*	*9%*	*6%*	*10%*	*9%*	*10%*	*8%*	*10%*
6	**271**	137	133	40	39	50	43	49	49	60	124	87	45	226	16	253	233	18	13	7
	9%	*9%*	*9%*	*9%*	*8%*	*9%*	*9%*	*12%*	*8%*	*8%*	*9%*	*11%*	*9%*	*9%*	*6%*	*9%*	*9%*	*7%*	*9%*	*9%*
7	**487**	245	241	81	78	97	76	67	88	131	239	117	72	414	31	453	391	52	28	16
	16%	*17%*	*16%*	*18%*	*16%*	*17%*	*15%*	*17%*	*14%*	*17%*	*16%*	*14%*	*15%*	*16%*	*12%*	*17%*	*15%*	*19%*	*19%*	*19%*
8	**662**	349	313	104	112	126	131	81	108	175	333	154	119	543	44	613	548	61	36	18
	22%	*24%*	*20%*	*23%*	*23%*	*22%*	**26%h**	*20%*	*17%*	*23%*	*23%*	*19%*	*24%*	*21%*	*17%*	*22%*	*22%*	*23%*	*24%*	*21%*
9	**394**	179	214	75	69	75	61	43	72	113	170	111	69	324	43	349	335	32	16	11
	13%	*12%*	*14%*	*16%*	*14%*	*13%*	*12%*	*11%*	*12%*	*15%*	*12%*	*14%*	*14%*	*13%*	*17%*	*13%*	*13%*	*12%*	*11%*	*13%*
10 - Extremely important	**413**	171	242	75	64	84	63	50	76	111	204	97	71	341	75	335	339	40	21	13
	14%	*12%*	**16%a**	*17%*	*13%*	*15%*	*13%*	*12%*	*12%*	*15%*	*14%*	*12%*	*14%*	*13%*	**29%o**	*12%*	*13%*	*15%*	*14%*	*15%*
Don't know	**207**	83	124	15	38	26	21	28	79	40	90	77	19	188	12	191	179	16	8	3
	7%	*6%*	*8%*	*3%*	*8%*	*4%*	*4%*	*7%*	**13%cef**	*5%*	*6%*	**10%i**	*4%*	*7%*	*4%*	*7%*	*7%*	*6%*	*6%*	*4%*
SUMMARY:																				
NET: 9-10	**806**	350	456	150	133	158	124	93	148	224	374	208	140	666	118	683	674	72	37	23
	27%	*24%*	**29%a**	**33%gh**	*27%*	*28%*	*25%*	*23%*	*24%*	*29%*	*26%*	*26%*	*28%*	*26%*	**45%o**	*25%*	*27%*	*27%*	*25%*	*28%*
NET: 7-10	**1955**	944	1011	335	322	381	331	242	343	530	946	479	332	1623	193	1749	1613	184	101	57
	65%	*64%*	*65%*	**74%gh**	**66%h**	**67%h**	**67%h**	*60%*	*56%*	**69%k**	*65%*	*59%*	*67%*	*64%*	**74%o**	*64%*	*64%*	*69%*	*68%*	*67%*
NET: 4-6	**646**	334	312	82	97	116	106	102	144	160	299	187	110	536	42	601	547	50	30	19
	21%	*23%*	*20%*	*18%*	*20%*	*20%*	*21%*	*25%*	*23%*	*21%*	*21%*	*23%*	*22%*	*21%*	*16%*	*22%*	*22%*	*19%*	*20%*	*23%*
NET: 1-3	**220**	112	108	23	28	47	39	31	52	35	115	69	37	182	15	202	189	16	9	5
	7%	*8%*	*7%*	*5%*	*6%*	*8%*	*8%*	*8%*	*8%*	*5%*	*8%*	**8%i**	*8%*	*7%*	*6%*	*7%*	*7%*	*6%*	*6%*	*6%*
Mean	**7.17**	7.06	7.27	**7.52gh**	7.31	7.15	7.15	7.00	6.92	**7.37k**	7.15	7.00	7.17	7.17	**7.82o**	7.11	7.15	7.30	7.23	7.19
Standard Deviation	**2.21**	2.19	2.22	2.03	2.10	2.30	2.18	2.19	2.35	2.07	2.22	2.31	2.27	2.20	2.26	2.19	2.22	2.11	2.15	2.21

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 555

Q17F How important do you think it is, in general that all those TV channels combined do this?
Its programmes show different kinds of cultures within the UK

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**82**	7	59	13	9	73	50	20	23	30	14	64	18	50	32	28	36	18	31	49	32
	3%	*2%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*
2	**54**	3	38	9	5	49	33	13	16	18	8	32	21	24	30	18	19	13	18	33	21
	2%	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*
3	**84**	7	53	24	5	79	50	24	29	33	9	60	23	41	41	17	48	15	31	55	27
	3%	*2%*	*3%*	*5%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*
4	**95**	10	66	16	5	90	58	26	31	37	10	64	31	52	44	22	55	11	38	59	32
	3%	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*4%*	*2%*	*3%*	*3%*	*3%*
5	**280**	28	172	56	24	256	163	72	87	100	25	196	84	145	133	88	132	49	101	154	121
	9%	*8%*	*8%*	*12%*	*11%*	*9%*	*9%*	*10%*	*10%*	*8%*	*7%*	*9%*	*10%*	*9%*	*9%*	*10%*	*9%*	*8%*	*9%*	*9%*	*10%*
6	**271**	25	175	51	21	250	182	47	64	102	19	201	69	152	119	71	147	59	115	166	103
	9%	*8%*	*8%*	*11%*	*10%*	*9%*	*10%*	*6%*	*7%*	*9%*	*6%*	*9%*	*9%*	*9%*	*8%*	*8%*	*10%*	*10%*	*10%*	*9%*	*8%*
7	**487**	50	353	73	30	456	302	113	147	222	64	369	117	260	224	159	250	103	173	271	208
	16%	*15%*	*17%*	*16%*	*14%*	*16%*	*16%*	*15%*	*17%*	*19%*	*19%*	*17%*	*15%*	*16%*	*16%*	*17%*	*17%*	*17%*	*15%*	*15%*	*17%*
8	**662**	62	497	79	34	628	438	159	178	258	73	498	164	361	301	204	318	147	255	355	296
	22%	*19%*	**24%c**	*17%*	*16%*	*22%*	*23%*	*22%*	*20%*	*22%*	*22%*	*22%*	*20%*	*22%*	*21%*	*22%*	*21%*	*24%*	*22%*	*20%*	*24%*
9	**394**	46	280	56	14	380	244	112	130	154	40	281	112	197	195	114	206	62	169	210	180
	13%	*14%*	*13%*	*12%*	*6%*	**14%d**	*13%*	**15%d**	**15%d**	*13%*	*12%*	*13%*	*14%*	*12%*	*14%*	*12%*	*14%*	*10%*	*15%*	*12%*	*15%*
10 - Extremely important	**413**	68	267	63	46	366	265	81	101	148	46	318	94	230	183	159	177	103	141	287	120
	14%	**21%b**	*13%*	*13%*	**21%egh**	*13%*	*14%*	*11%*	*11%*	*13%*	*14%*	*14%*	*12%*	*14%*	*13%*	**17%p**	*12%*	*17%*	*12%*	**16%t**	*10%*
Don't know	**207**	26	135	26	28	179	104	69	73	82	28	135	73	97	107	38	102	30	67	126	78
	7%	*8%*	*6%*	*6%*	**13%ef**	*6%*	*6%*	**9%f**	*8%*	*7%*	*8%*	*6%*	*9%*	*6%*	*8%*	*4%*	*7%*	*5%*	*6%*	*7%*	*6%*
SUMMARY: NET: 9-10	**806**	114	547	118	60	746	509	193	231	303	86	600	206	427	378	273	383	166	310	497	300
	27%	**34%b**	*26%*	*25%*	*27%*	*27%*	*27%*	*26%*	*26%*	*26%*	*26%*	*27%*	*26%*	*27%*	*27%*	*30%*	*26%*	*27%*	*27%*	*28%*	*25%*
NET: 7-10	**1955**	226	1398	270	125	1831	1249	465	556	783	224	1467	488	1048	903	636	951	415	738	1123	804
	65%	*68%*	**67%c**	*58%*	*57%*	*65%*	*66%*	*63%*	*63%*	*66%*	*66%*	*66%*	*60%*	*65%*	*64%*	*69%*	*64%*	*68%*	*65%*	*64%*	*66%*
NET: 4-6	**646**	63	412	124	50	596	403	145	181	239	54	462	184	349	295	181	334	119	254	378	256
	21%	*19%*	*20%*	**27%b**	*23%*	*21%*	*21%*	*20%*	*21%*	*20%*	*16%*	*21%*	*23%*	*22%*	*21%*	*20%*	*22%*	*19%*	*22%*	*21%*	*21%*
NET: 1-3	**220**	18	149	45	18	201	133	57	68	81	32	157	63	115	103	64	103	46	81	136	79
	7%	*5%*	*7%*	*10%*	*8%*	*7%*	*7%*	*8%*	*8%*	*7%*	*9%*	*7%*	*8%*	*7%*	*7%*	*7%*	*7%*	*8%*	*7%*	*8%*	*7%*
Mean	**7.17**	7.52c	7.20	6.89	7.11	7.17	7.21	7.11	7.10	7.18	7.10	7.21	7.05	7.17	7.17	7.30	7.13	7.27	7.17	7.19	7.15
Standard Deviation	**2.21**	2.19	2.18	2.31	2.48	2.19	2.18	2.24	2.22	2.15	2.36	2.20	2.24	2.22	2.20	2.23	2.15	2.22	2.18	2.28	2.10

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 556

Q17F How important do you think it is, in general that all those TV channels combined do this?
Its programmes show different kinds of cultures within the UK

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**82**	7	3	9	14	3	3	2	5	6	9	18	3
	3%	*3%*	*2%*	*3%*	*4%*	*1%*	*3%*	*1%*	*3%*	*2%*	*2%*	*3%*	*3%*
2	**54**	3	-	7	11	6	2	5	2	2	5	12	1
	2%	*1%*	-	*2%*	*3%*	*2%*	*1%*	*3%*	*1%*	*1%*	*1%*	*2%*	*1%*
3	**84**	6	6	5	8	5	5	2	3	13	11	19	1
	3%	*2%*	*4%*	*2%*	*2%*	*2%*	*4%*	*1%*	*2%*	*5%*	*3%*	*4%*	*1%*
4	**95**	5	3	12	12	8	5	3	5	8	9	21	4
	3%	*2%*	*2%*	*5%*	*4%*	*3%*	*4%*	*2%*	*3%*	*3%*	*2%*	*4%*	*4%*
5	**280**	27	8	21	32	32	10	21	12	24	24	59	8
	9%	*10%*	*5%*	*8%*	*9%*	*12%*	*8%*	*12%*	*8%*	*9%*	*6%*	*11%*	*10%*
6	**271**	18	26	20	20	27	14	23	13	25	34	44	7
	9%	*7%*	***18%abel***	*7%*	*6%*	*10%*	*12%*	*13%*	*9%*	*10%*	*8%*	*8%*	*9%*
7	**487**	52	20	32	54	42	19	37	28	41	70	76	16
	16%	*19%*	*13%*	*12%*	*16%*	*15%*	*16%*	*21%*	*19%*	*16%*	*18%*	*14%*	*19%*
8	**662**	61	28	53	73	57	23	45	36	56	95	119	18
	22%	*23%*	*19%*	*20%*	*21%*	*21%*	*19%*	*25%*	*24%*	*21%*	*24%*	*22%*	*21%*
9	**394**	32	19	45	44	38	16	16	16	33	45	80	11
	13%	*12%*	*12%*	*17%*	*13%*	*14%*	*13%*	*9%*	*11%*	*13%*	*11%*	*15%*	*13%*
10 - Extremely important	**413**	40	20	45	37	38	16	16	21	31	76	59	13
	14%	*15%*	*14%*	*17%*	*11%*	*14%*	*13%*	*9%*	*14%*	*12%*	***19%l***	*11%*	*15%*
Don't know	**207**	16	16	17	38	17	8	10	8	22	21	32	3
	7%	*6%*	*10%*	*6%*	***11%m***	*6%*	*7%*	*5%*	*6%*	*8%*	*5%*	*6%*	*4%*
SUMMARY:													
NET: 9-10	**806**	72	39	90	81	75	32	32	37	64	121	139	23
	27%	*27%*	*26%*	***34%h***	*24%*	*28%*	*27%*	*18%*	*25%*	*25%*	*30%*	*26%*	*28%*
NET: 7-10	**1955**	184	87	175	207	175	75	114	101	161	287	333	57
	65%	*69%*	*58%*	*66%*	*61%*	*64%*	*62%*	*64%*	*68%*	*62%*	*72%*	*62%*	*67%*
NET: 4-6	**646**	50	37	54	65	67	29	47	30	57	67	124	19
	21%	*19%*	*25%*	*20%*	*19%*	*25%*	*24%*	*26%*	*20%*	*22%*	*17%*	*23%*	*23%*
NET: 1-3	**220**	16	9	20	32	14	10	8	9	20	26	50	5
	7%	*6%*	*6%*	*8%*	*9%*	*5%*	*8%*	*5%*	*6%*	*8%*	*6%*	*9%*	*6%*
Mean	**7.17**	7.30	7.23	7.30	6.94	7.25	7.08	7.06	7.23	7.09	7.47l	6.96	7.19
Standard Deviation	**2.21**	2.11	2.09	2.37	2.39	2.08	2.24	1.88	2.15	2.18	2.14	2.31	2.21

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 557

Q17G How important do you think it is, in general that all those TV channels combined do this?
It shows well-made, high quality programmes

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**25**	17	8	8	6	2	*	5	3	4	13	8	4	21	2	23	22	2	1	1
	1%	*1%*	*	*2%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*
2	**7**	4	3	-	4	2	-	2	*	-	2	5	*	7	-	7	6	1	-	*
	** * **	*	*	-	*1%*	*	-	*	*	-	*	*1%*	*	*	-	*	*	*	-	*
3	**31**	14	16	3	6	4	8	2	8	6	19	6	3	27	3	26	27	2	1	-
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-
4	**44**	21	23	9	5	3	5	10	10	11	18	14	2	41	8	36	37	3	2	1
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*3%*	*2%*	*1%*	*1%*	*2%*	*	*2%*	*3%*	*1%*	*1%*	*1%*	*1%*	*2%*
5	**161**	93	68	28	16	35	20	23	39	23	87	51	30	131	19	140	137	13	6	5
	5%	*6%*	*4%*	*6%*	*3%*	*6%*	*4%*	*6%*	*6%*	*3%*	***6%i***	***6%i***	*6%*	*5%*	*7%*	*5%*	*5%*	*5%*	*4%*	*6%*
6	**196**	105	91	31	24	36	29	35	41	39	97	60	29	167	21	172	167	15	9	5
	6%	*7%*	*6%*	*7%*	*5%*	*6%*	*6%*	*9%*	*7%*	*5%*	*7%*	*7%*	*6%*	*7%*	*8%*	*6%*	*7%*	*6%*	*6%*	*5%*
7	**440**	243	197	65	82	88	66	52	87	109	203	128	74	366	46	391	372	33	24	11
	15%	*16%*	*13%*	*14%*	*17%*	*15%*	*13%*	*13%*	*14%*	*14%*	*14%*	*16%*	*15%*	*14%*	*18%*	*14%*	*15%*	*13%*	*16%*	*13%*
8	**799**	381	418	117	142	139	151	102	148	231	371	197	140	658	50	742	662	74	41	22
	26%	*26%*	*27%*	*26%*	*29%*	*24%*	*30%*	*25%*	*24%*	*30%*	*26%*	*24%*	*28%*	*26%*	*19%*	*27%*	*26%*	*28%*	*27%*	*26%*
9	**604**	282	321	92	100	107	115	62	128	153	294	156	87	516	41	561	499	57	28	20
	20%	*19%*	*21%*	*20%*	*21%*	*19%*	*23%*	*15%*	*21%*	*20%*	*20%*	*19%*	*18%*	*20%*	*16%*	*20%*	*20%*	*21%*	*19%*	*24%*
10 - Extremely important	**684**	292	392	98	96	150	97	105	139	186	326	173	125	559	66	613	568	63	35	19
	23%	*20%*	***25%a***	*21%*	*20%*	*26%*	*19%*	*26%*	*22%*	*24%*	*22%*	*21%*	*25%*	*22%*	*25%*	*22%*	*22%*	*24%*	*23%*	*22%*
Don't know	**37**	21	17	4	3	4	5	5	16	3	21	14	3	34	5	31	32	3	2	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
SUMMARY:																				
NET: 9-10	**1288**	574	714	189	196	257	212	167	266	339	620	329	212	1076	106	1174	1067	120	63	39
	43%	*39%*	***46%a***	*42%*	*40%*	*45%*	*43%*	*41%*	*43%*	*44%*	*43%*	*41%*	*43%*	*43%*	*41%*	*43%*	*42%*	*45%*	*42%*	*45%*
NET: 7-10	**2527**	1198	1329	371	420	484	429	321	501	679	1194	654	426	2101	203	2307	2100	228	128	72
	83%	*81%*	***85%a***	*82%*	*87%*	*85%*	*86%*	*80%*	*81%*	***89%jk***	*82%*	*81%*	*85%*	*83%*	*78%*	*84%*	*83%*	*85%*	*86%*	*84%*
NET: 4-6	**401**	218	183	68	46	74	54	69	90	74	202	125	61	339	48	348	341	31	17	11
	13%	*15%*	*12%*	*15%*	*9%*	*13%*	*11%*	***17%d***	*15%*	*10%*	*14%*	***15%i***	*12%*	*13%*	*18%*	*13%*	*13%*	*12%*	*12%*	*13%*
NET: 1-3	**63**	36	27	11	15	8	8	9	11	10	34	19	8	55	6	55	56	4	2	1
	2%	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*
Mean	**8.04**	7.89	***8.18a***	7.93	8.00	8.15	8.12	7.96	8.03	***8.21k***	8.01	7.91	8.12	8.02	7.85	8.06	8.02	8.16	8.13	8.11
Standard Deviation	**1.73**	1.78	1.67	1.85	1.75	1.66	1.53	1.88	1.73	1.57	1.76	1.81	1.66	1.74	1.90	1.71	1.75	1.65	1.60	1.70

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 558

Q17G How important do you think it is, in general that all those TV channels combined do this?
It shows well-made, high quality programmes

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	3028	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	3028	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	25	5	14	3	5	20	17	2	4	5	2	17	8	11	13	10	9	4	13	15	10
	1%	1%	1%	1%	2%	1%	1%	*	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2	7	-	4	2	2	6	5	*	*	-	-	4	3	4	3	1	3	1	5	4	3
	*	-	*	*	1%	*	*	*	*	-	-	*	*	*	*	*	*	*	*	*	*
3	31	-	20	8	2	29	19	7	10	9	5	21	10	15	15	6	18	4	15	18	11
	1%	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	44	3	23	16	6	37	25	9	11	17	5	19	24	10	31	10	15	4	18	22	20
	1%	1%	1%	3%b	3%	1%	1%	1%	1%	1%	1%	1%	3%k	1%	2%m	1%	1%	1%	2%	1%	2%
5	161	12	100	39	17	145	91	43	50	61	17	122	40	74	87	45	69	29	59	90	67
	5%	4%	5%	8%b	7%	5%	5%	6%	6%	5%	5%	5%	5%	5%	6%	5%	5%	5%	5%	5%	6%
6	196	14	138	29	16	180	118	49	59	66	17	132	64	98	98	52	95	35	76	125	67
	6%	4%	7%	6%	7%	6%	6%	7%	7%	6%	5%	6%	8%	6%	7%	6%	6%	6%	7%	7%	5%
7	440	43	301	69	30	410	287	94	117	178	57	313	127	224	215	132	223	93	160	241	193
	15%	13%	14%	15%	14%	15%	15%	13%	13%	15%	17%	14%	16%	14%	15%	14%	15%	15%	14%	14%	16%
8	799	81	594	100	57	742	510	191	221	340	88	624	175	470	327	236	424	162	315	440	352
	26%	24%	28%	22%	26%	26%	27%	26%	25%	29%	26%	28%l	22%	29%n	23%	26%	28%	26%	28%	25%	29%
9	604	62	432	91	30	573	378	161	186	251	65	439	165	324	279	172	314	115	239	345	254
	20%	19%	21%	20%	14%	20%	20%	22%	21%	21%	19%	20%	20%	20%	20%	19%	21%	19%	21%	20%	21%
10 - Extremely important	684	108	450	104	49	635	417	173	213	251	81	513	172	362	320	245	306	160	227	444	222
	23%	32%bc	21%	22%	22%	23%	22%	24%	24%	21%	24%	23%	21%	23%	23%	27%p	21%	26%	20%	25%t	18%
Don't know	37	4	19	4	7	30	21	6	8	7	1	19	19	15	21	10	12	5	14	20	17
	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	*	1%	2%k	1%	1%	1%	1%	1%	1%	1%	1%
SUMMARY: NET: 9-10	1288	169	881	195	80	1208	795	334	399	502	147	951	337	686	599	417	621	275	466	789	476
	43%	51%	42%	42%	36%	43%	42%	45%	45%	42%	44%	43%	42%	43%	43%	45%	42%	45%	41%	45%t	39%
NET: 7-10	2527	293	1776	364	167	2360	1592	620	737	1019	292	1888	639	1380	1141	786	1268	530	941	1471	1021
	83%	88%c	85%c	78%	76%	84%d	84%d	84%	84%	86%	87%	85%l	79%	86%n	81%	85%	85%	87%	83%	83%	84%
NET: 4-6	401	30	261	84	39	362	235	101	120	145	38	273	128	182	215	107	180	67	152	237	155
	13%	9%	12%	18%ab	18%	13%	12%	14%	14%	12%	11%	12%	16%	11%	15%m	12%	12%	11%	13%	13%	13%
NET: 1-3	63	5	38	13	8	55	41	9	14	15	7	41	21	31	32	17	30	8	32	36	25
	2%	1%	2%	3%	4%	2%	2%	1%	2%	1%	2%	2%	3%	2%	2%	2%	2%	1%	3%	2%	2%
Mean	8.04	8.37c	8.07	7.82	7.72	8.06	8.04	8.14d	8.12	8.09	8.10	8.09	7.88	8.12	7.95	8.16	8.05	8.20	7.95	8.10	7.95
Standard Deviation	1.73	1.70	1.65	1.93	2.04	1.70	1.72	1.63	1.67	1.60	1.68	1.68	1.87	1.64	1.82	1.72	1.65	1.61	1.79	1.75	1.69

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 559

Q17G How important do you think it is, in general that all those TV channels combined do this?
It shows well-made, high quality programmes

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**25**	2	5	5	5	2	-	-	1	3	-	3	1
	1%	*1%*	**3%k**	*2%*	*1%*	*1%*	-	-	*	*1%*	-	*1%*	**1%k**
2	**7**	1	-	-	-	-	-	-	-	2	2	3	*
	*	*	-	-	-	-	-	-	-	*1%*	*	*1%*	*
3	**31**	2	-	6	5	5	-	-	1	3	5	5	-
	1%	*1%*	-	*2%*	*1%*	*2%*	-	-	*1%*	*1%*	*1%*	*1%*	-
4	**44**	3	-	3	9	2	3	5	2	2	6	7	1
	1%	*1%*	-	*1%*	*3%*	*1%*	*3%*	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*
5	**161**	13	11	8	25	8	6	5	6	20	29	26	5
	5%	*5%*	*7%*	*3%*	*7%*	*3%*	*5%*	*3%*	*4%*	*8%*	*7%*	*5%*	*6%*
6	**196**	15	9	22	14	20	2	8	9	19	35	38	5
	6%	*6%*	*6%*	*8%*	*4%*	*8%*	*1%*	*5%*	*6%*	*7%*	*9%*	*7%*	*5%*
7	**440**	33	29	32	44	36	14	31	24	33	71	82	11
	15%	*13%*	*20%*	*12%*	*13%*	*13%*	*12%*	*17%*	*16%*	*13%*	*18%*	*15%*	*13%*
8	**799**	74	23	60	110	79	36	46	41	76	87	144	22
	26%	**28%c**	*15%*	*23%*	**32%c**	*29%*	*30%*	*26%*	**27%c**	*29%*	*22%*	*27%*	*26%*
9	**604**	57	37	57	62	60	27	44	28	43	69	99	20
	20%	*21%*	*25%*	*22%*	*18%*	*22%*	*23%*	*25%*	*19%*	*16%*	*17%*	*18%*	*24%*
10 - Extremely important	**684**	63	33	70	63	61	32	37	35	56	91	125	19
	23%	*24%*	*22%*	*26%*	*18%*	*22%*	*27%*	*21%*	*23%*	*22%*	*23%*	*23%*	*22%*
Don't know	**37**	3	2	3	6	2	-	3	2	5	5	6	1
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	-	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*
SUMMARY:													
NET: 9-10	**1288**	120	70	128	125	120	60	81	63	99	160	224	39
	43%	*45%*	*47%*	*48%*	*37%*	*44%*	*49%*	*45%*	*42%*	*38%*	*40%*	*42%*	*45%*
NET: 7-10	**2527**	228	122	220	279	235	110	158	128	208	318	451	72
	83%	*85%*	*82%*	*83%*	*82%*	*86%*	*91%*	*88%*	*86%*	*80%*	*80%*	*84%*	*84%*
NET: 4-6	**401**	31	20	33	48	30	11	18	17	40	71	71	11
	13%	*12%*	*14%*	*12%*	*14%*	*11%*	*9%*	*10%*	*12%*	*15%*	*18%*	*13%*	*13%*
NET: 1-3	**63**	4	5	11	9	6	-	-	2	8	6	11	1
	2%	*2%*	*3%*	*4%*	*3%*	*2%*	-	-	*1%*	*3%*	*2%*	*2%*	*1%*
Mean	**8.04**	8.16	7.93	8.09	7.85	8.15	8.35	8.21	8.13	7.89	7.91	8.04	8.11
Standard Deviation	**1.73**	1.65	1.96	1.91	1.83	1.61	1.50	1.45	1.60	1.85	1.73	1.71	1.70

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 560

Q17H How important do you think it is, in general that all those TV channels combined do this?
It shows programmes with new ideas and different approaches

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**38**	22	15	3	6	9	3	9	7	13	16	9	5	33	2	35	31	2	3	1
	1%	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*
2	**37**	11	26	5	10	13	2	1	7	6	19	11	8	29	4	32	34	2	*	*
	1%	*1%*	*2%*	*1%*	*2%*	*2%*	*	*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*
3	**37**	15	22	3	8	6	5	8	6	7	16	14	5	32	2	35	32	3	1	1
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
4	**53**	34	19	7	2	12	9	11	13	20	18	15	9	44	6	45	46	3	2	2
	2%	*2%*	*1%*	*2%*	*	*2%*	*2%*	*3%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*3%*
5	**214**	115	99	26	27	46	32	26	57	42	111	62	28	186	20	193	181	18	7	8
	7%	*8%*	*6%*	*6%*	*6%*	*8%*	*6%*	*7%*	*9%*	*6%*	*8%*	*8%*	*6%*	*7%*	*8%*	*7%*	*7%*	*7%*	*5%*	*9%*
6	**304**	156	148	35	51	60	44	52	61	77	147	80	60	245	24	278	257	26	14	7
	10%	*11%*	*10%*	*8%*	*11%*	*11%*	*9%*	*13%*	*10%*	*10%*	*10%*	*10%*	*12%*	*10%*	*9%*	*10%*	*10%*	*10%*	*10%*	*8%*
7	**501**	260	241	72	85	102	86	69	87	124	252	124	86	415	40	453	414	46	27	14
	17%	*18%*	*15%*	*16%*	*17%*	*18%*	*17%*	*17%*	*14%*	*16%*	*17%*	*15%*	*17%*	*16%*	*15%*	*17%*	*16%*	*17%*	*18%*	*17%*
8	**844**	419	425	133	141	135	166	108	162	231	394	219	133	711	63	777	702	74	45	23
	28%	*28%*	*27%*	*29%*	*29%*	*24%*	33%e	*27%*	*26%*	*30%*	*27%*	*27%*	*27%*	*28%*	*24%*	*28%*	*28%*	*28%*	*30%*	*27%*
9	**454**	205	249	95	85	83	69	40	82	120	230	104	74	380	37	415	373	46	22	14
	15%	*14%*	*16%*	21%gh	18%g	*15%*	*14%*	*10%*	*13%*	*16%*	*16%*	*13%*	*15%*	*15%*	*14%*	*15%*	*15%*	*17%*	*15%*	*16%*
10 - Extremely important	**388**	169	219	67	52	86	64	55	64	101	184	104	71	316	55	331	327	31	18	11
	13%	*11%*	*14%*	*15%*	*11%*	*15%*	*13%*	*14%*	*10%*	*13%*	*13%*	*13%*	*14%*	*13%*	21%o	*12%*	*13%*	*12%*	*12%*	*13%*
Don't know	**157**	66	91	7	19	18	17	24	73	26	63	68	19	139	9	147	130	15	9	4
	5%	*4%*	*6%*	*2%*	*4%*	*3%*	*3%*	6%c	12%cdefq	*3%*	*4%*	8%ij	*4%*	*5%*	*3%*	*5%*	*5%*	*6%*	*6%*	*5%*
SUMMARY:																				
NET: 9-10	**842**	374	468	162	137	169	133	95	146	220	414	208	146	696	92	746	700	77	41	24
	28%	*25%*	*30%*	36%gh	*28%*	*30%*	*27%*	*24%*	*24%*	*29%*	*29%*	*26%*	*29%*	*28%*	*35%*	*27%*	*28%*	*29%*	*27%*	*29%*
NET: 7-10	**2187**	1054	1134	367	363	406	385	272	395	575	1060	551	365	1823	195	1976	1816	197	113	62
	72%	*72%*	*73%*	81%egh	75%h	*71%*	77%gh	*67%*	*64%*	75%k	*73%*	*68%*	*73%*	*72%*	*75%*	*72%*	*72%*	*74%*	*76%*	*73%*
NET: 4-6	**572**	305	267	69	80	118	84	90	131	138	276	157	97	474	50	516	485	47	23	17
	19%	*21%*	*17%*	*15%*	*16%*	*21%*	*17%*	*22%*	*21%*	*18%*	*19%*	*19%*	*20%*	*19%*	*19%*	*19%*	*19%*	*18%*	*15%*	*20%*
NET: 1-3	**112**	49	63	11	24	28	11	18	20	26	51	35	18	94	7	102	98	8	4	2
	4%	*3%*	*4%*	*2%*	*5%*	*5%*	*2%*	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*
Mean	**7.51**	7.43	7.59	7.80egh	7.51	7.41	7.65	7.33	7.37	7.56	7.53	7.43	7.55	7.50	7.72	7.50	7.49	7.61	7.63	7.53
Standard Deviation	**1.86**	1.84	1.88	1.72	1.85	2.01	1.66	1.96	1.87	1.85	1.83	1.92	1.85	1.86	1.92	1.85	1.88	1.73	1.76	1.86

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 561

Q17H How important do you think it is, in general that all those TV channels combined do this?
It shows programmes with new ideas and different approaches

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**38**	5	24	6	2	36	25	8	11	12	5	25	13	23	15	11	22	3	22	23	13
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*	*2%*	*1%*	*1%*
2	**37**	2	17	16	5	32	17	9	15	11	11	30	7	19	17	10	23	7	7	19	15
	1%	*	*1%*	**3%b**	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	**3%i**	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*
3	**37**	-	22	12	1	36	25	8	11	13	3	19	18	16	21	7	18	4	21	20	17
	1%	-	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*
4	**53**	5	29	14	12	41	26	11	12	20	8	40	13	23	29	16	24	9	15	36	17
	2%	*2%*	*1%*	*3%*	**5%efgh**	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*
5	**214**	13	140	48	28	187	123	49	60	80	23	148	67	101	112	54	106	43	72	124	81
	7%	*4%*	*7%*	**10%a**	**13%ef**	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*8%*	*6%*	*8%*	*6%*	*7%*	*7%*	*6%*	*7%*	*7%*
6	**304**	22	208	47	20	284	203	73	82	114	30	228	76	173	130	89	169	66	114	188	112
	10%	*7%*	*10%*	*10%*	*9%*	*10%*	*11%*	*10%*	*9%*	*10%*	*9%*	*10%*	*9%*	*11%*	*9%*	*10%*	*11%*	*11%*	*10%*	*11%*	*9%*
7	**501**	59	353	65	30	470	346	94	115	201	56	373	127	273	227	153	238	110	209	280	218
	17%	*18%*	*17%*	*14%*	*14%*	*17%*	**18%gh**	*13%*	*13%*	*17%*	*17%*	*17%*	*16%*	*17%*	*16%*	*17%*	*16%*	*18%*	*18%*	*16%*	*18%*
8	**844**	99	589	126	39	805	521	226	268	346	85	622	222	458	385	268	428	161	323	465	374
	28%	*30%*	*28%*	*27%*	*18%*	**29%d**	**28%d**	**31%d**	**30%d**	*29%*	*25%*	*28%*	*28%*	*28%*	*27%*	*29%*	*29%*	*26%*	*28%*	*26%*	*31%*
9	**454**	38	345	68	28	426	278	120	147	181	44	330	124	236	217	149	214	80	182	259	186
	15%	*11%*	*17%*	*15%*	*13%*	*15%*	*15%*	*16%*	*17%*	*15%*	*13%*	*15%*	*15%*	*15%*	*15%*	*16%*	*14%*	*13%*	*16%*	*15%*	*15%*
10 - Extremely important	**388**	80	245	49	27	361	255	85	103	142	52	305	83	212	173	136	174	109	129	268	112
	13%	**24%bc**	*12%*	*10%*	*12%*	*13%*	*13%*	*11%*	*12%*	*12%*	*15%*	*14%*	*10%*	*13%*	*12%*	*15%*	*12%*	**18%r**	*11%*	**15%t**	*9%*
Don't know	**157**	9	121	16	29	128	71	53	55	66	20	100	58	74	82	27	73	19	45	81	74
	5%	*3%*	*6%*	*3%*	**13%efh**	*5%*	*4%*	**7%i**	*6%*	*6%*	*6%*	*4%*	*7%*	*5%*	*6%*	*3%*	*5%*	*3%*	*4%*	*5%*	*6%*
SUMMARY: NET: 9-10	**842**	118	591	116	55	787	533	205	250	323	96	635	207	448	390	286	388	189	311	527	298
	28%	**35%c**	*28%*	*25%*	*25%*	*28%*	*28%*	*28%*	*28%*	*27%*	*28%*	*29%*	*26%*	*28%*	*28%*	*31%*	*26%*	*31%*	*27%*	**30%t**	*24%*
NET: 7-10	**2187**	276	1533	308	124	2063	1400	525	633	870	236	1631	557	1179	1002	706	1054	460	843	1271	890
	72%	**83%bc**	**73%c**	*66%*	*56%*	**73%d**	**74%d**	**71%d**	**72%d**	*73%*	*70%*	*73%*	*69%*	*73%*	*71%*	**77%p**	*71%*	*75%*	*74%*	*72%*	*73%*
NET: 4-6	**572**	40	377	108	60	512	351	133	154	214	61	416	156	297	271	159	299	117	201	349	209
	19%	*12%*	*18%*	**23%a**	**27%eh**	*18%*	*19%*	*18%*	*18%*	*18%*	*18%*	*19%*	*19%*	*18%*	*19%*	*17%*	*20%*	*19%*	*18%*	*20%*	*17%*
NET: 1-3	**112**	7	63	33	8	104	67	25	36	36	19	74	37	59	53	28	64	13	50	63	44
	4%	*2%*	*3%*	**7%ab**	*4%*	*4%*	*4%*	*3%*	*4%*	*3%*	*6%*	*3%*	*5%*	*4%*	*4%*	*3%*	*4%*	*2%*	*4%*	*4%*	*4%*
Mean	**7.51**	**7.96bc**	**7.57c**	7.14	7.13	7.54	7.54	7.58	7.54	7.55	7.41	7.55	7.39	7.54	7.48	7.66	7.43	7.69	7.47	7.55	7.47
Standard Deviation	**1.86**	1.77	1.77	2.10	2.08	1.84	1.83	1.81	1.88	1.78	2.08	1.84	1.91	1.84	1.87	1.81	1.89	1.76	1.87	1.90	1.76

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 562

Q17H How important do you think it is, in general that all those TV channels combined do this?
It shows programmes with new ideas and different approaches

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**38**	2	2	5	6	-	-	2	3	8	3	6	1
	1%	*1%*	*1%*	*2%*	*2%*	-	-	*1%*	***2%f***	*3%*	*1%*	*1%*	***2%f***
2	**37**	2	3	5	6	3	-	2	*	5	6	4	*
	1%	*1%*	*2%*	*2%*	*2%*	*1%*	-	*1%*	*	*2%*	*2%*	*1%*	*
3	**37**	3	1	3	5	2	-	-	1	5	8	9	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*2%*	*2%*	*2%*	*1%*
4	**53**	3	1	2	5	6	2	3	2	3	8	17	2
	2%	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*3%*	*3%*
5	**214**	18	12	18	33	25	5	13	7	17	18	41	8
	7%	*7%*	*8%*	*7%*	*10%*	*9%*	*4%*	*7%*	*5%*	*7%*	*4%*	*8%*	*9%*
6	**304**	26	20	24	38	28	10	10	14	22	49	56	7
	10%	*10%*	*14%*	*9%*	*11%*	*10%*	*8%*	*5%*	*10%*	*8%*	*12%*	*10%*	*8%*
7	**501**	46	17	36	54	35	24	40	27	39	72	96	14
	17%	*17%*	*11%*	*14%*	*16%*	*13%*	*20%*	*22%*	*18%*	*15%*	*18%*	*18%*	*17%*
8	**844**	74	37	78	86	91	32	47	45	67	109	154	23
	28%	*28%*	*25%*	*29%*	*25%*	*33%*	*27%*	*26%*	*30%*	*26%*	*27%*	*29%*	*27%*
9	**454**	46	14	35	61	40	23	23	22	51	49	76	14
	15%	*17%*	*9%*	*13%*	*18%*	*15%*	*19%*	*13%*	*15%*	*20%*	*12%*	*14%*	*16%*
10 - Extremely important	**388**	31	26	46	29	28	24	29	18	23	65	56	11
	13%	*12%*	*18%*	*17%*	*9%*	*10%*	***20%e***	*16%*	*12%*	*9%*	*16%*	*10%*	*13%*
Don't know	**157**	15	14	14	19	14	2	11	9	21	11	24	4
	5%	*6%*	***9%k***	*5%*	*5%*	*5%*	*1%*	*6%*	*6%*	*8%*	*3%*	*4%*	*5%*
SUMMARY:													
NET: 9-10	**842**	77	41	81	90	68	47	52	41	75	115	132	24
	28%	*29%*	*27%*	*30%*	*26%*	*25%*	*39%*	*29%*	*27%*	*29%*	*29%*	*25%*	*29%*
NET: 7-10	**2187**	197	94	196	231	195	104	139	113	180	296	383	62
	72%	*74%*	*64%*	*73%*	*67%*	*71%*	***86%cej***	*78%*	*76%*	*69%*	*74%*	*71%*	*73%*
NET: 4-6	**572**	47	34	44	76	59	16	26	23	42	75	113	17
	19%	*18%*	*23%*	*17%*	*22%*	*22%*	*13%*	*14%*	*15%*	*16%*	*19%*	*21%*	*20%*
NET: 1-3	**112**	8	6	13	17	5	-	3	4	17	18	19	2
	4%	*3%*	*4%*	*5%*	*5%*	*2%*	-	*2%*	*3%*	*7%*	*4%*	*4%*	*3%*
Mean	**7.51**	7.61	7.47	7.62	7.29	7.53	**8.06ejm**	7.70	7.63	7.35	7.54	7.38	7.53
Standard Deviation	**1.86**	1.73	2.02	1.98	1.95	1.67	1.45	1.74	1.76	2.10	1.88	1.83	1.86

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 563

Q17I How important do you think it is, in general that all those TV channels combined do this?
It shows programmes I want to watch

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**19**	14	5	7	3	1	1	2	6	2	10	7	3	16	4	15	14	3	2	1
	1%	*1%*	*	*1%*	*1%*	*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**30**	18	13	8	11	8	-	2	3	10	16	5	6	24	6	24	25	4	*	*
	1%	*1%*	*1%*	*2%*	**2%i**	*1%*	-	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*	*
3	**42**	24	18	3	6	10	8	7	10	7	24	11	8	35	5	37	36	3	2	2
	1%	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*
4	**53**	30	23	16	5	6	10	4	12	12	25	16	6	47	6	47	41	7	3	2
	2%	*2%*	*1%*	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*
5	**243**	121	122	45	29	55	36	25	55	48	121	75	40	203	29	210	206	22	10	5
	8%	*8%*	*8%*	*10%*	*6%*	*10%*	*7%*	*6%*	*9%*	*6%*	*8%*	*9%*	*8%*	*8%*	*11%*	*8%*	*8%*	*8%*	*7%*	*6%*
6	**231**	136	96	33	48	39	39	27	45	61	101	70	34	198	24	204	194	21	10	7
	8%	**9%b**	*6%*	*7%*	*10%*	*7%*	*8%*	*7%*	*7%*	*8%*	*7%*	*9%*	*7%*	*8%*	*9%*	*7%*	*8%*	*8%*	*7%*	*8%*
7	**412**	206	206	52	62	85	71	54	88	108	211	94	70	342	26	381	340	40	23	8
	14%	*14%*	*13%*	*11%*	*13%*	*15%*	*14%*	*13%*	*14%*	*14%*	*15%*	*12%*	*14%*	*14%*	*10%*	*14%*	*13%*	*15%*	*16%*	*10%*
8	**758**	358	400	112	115	146	119	100	165	196	366	196	116	642	42	713	626	63	43	26
	25%	*24%*	*26%*	*25%*	*24%*	*26%*	*24%*	*25%*	*27%*	*26%*	*25%*	*24%*	*23%*	*25%*	*16%*	**26%n**	*25%*	*24%*	*29%*	**31%p**
9	**571**	282	290	84	103	98	107	79	100	136	282	153	98	473	47	521	482	46	28	16
	19%	*19%*	*19%*	*18%*	*21%*	*17%*	*22%*	*20%*	*16%*	*18%*	*19%*	*19%*	*20%*	*19%*	*18%*	*19%*	*19%*	*17%*	*19%*	*19%*
10 - Extremely important	**620**	260	360	94	98	119	102	92	115	175	277	168	112	508	66	551	525	53	26	16
	20%	*18%*	**23%a**	*21%*	*20%*	*21%*	*21%*	*23%*	*19%*	*23%*	*19%*	*21%*	*23%*	*20%*	*25%*	*20%*	*21%*	*20%*	*18%*	*19%*
Don't know	**47**	25	22	2	6	5	4	12	19	11	19	17	6	41	6	39	40	4	2	1
	2%	*2%*	*1%*	*	*1%*	*1%*	*1%*	*3%*	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*
SUMMARY:																				
NET: 9-10	**1191**	541	650	178	201	217	209	171	216	311	559	322	211	981	113	1072	1007	99	54	32
	39%	*37%*	*42%*	*39%*	*41%*	*38%*	*42%*	*42%*	*35%*	*41%*	*39%*	*40%*	*42%*	*39%*	*43%*	*39%*	*40%*	*37%*	*37%*	*37%*
NET: 7-10	**2361**	1105	1256	342	378	447	400	325	469	614	1135	611	397	1965	180	2166	1973	202	120	66
	78%	*75%*	**81%a**	*75%*	*78%*	*78%*	*80%*	*81%*	*76%*	*80%*	*78%*	*75%*	*80%*	*78%*	*69%*	**79%n**	*78%*	*76%*	*81%*	*78%*
NET: 4-6	**528**	287	241	93	82	100	85	56	112	121	246	161	80	448	59	460	440	50	23	15
	17%	*20%*	*15%*	*21%*	*17%*	*17%*	*17%*	*14%*	*18%*	*16%*	*17%*	*20%*	*16%*	*18%*	*23%*	*17%*	*17%*	*19%*	*16%*	*17%*
NET: 1-3	**92**	56	36	17	19	19	8	11	18	19	50	23	17	75	15	77	75	10	4	3
	3%	*4%*	*2%*	*4%*	*4%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*6%*	*3%*	*3%*	*4%*	*2%*	*3%*
Mean	**7.82**	7.66	**7.97a**	7.67	7.83	7.79	7.94	8.01	7.73	7.94	7.77	7.79	7.89	7.81	7.61	7.84	7.84	7.67	7.81	7.81
Standard Deviation	**1.87**	1.93	1.80	2.06	1.91	1.86	1.72	1.78	1.87	1.80	1.88	1.91	1.89	1.87	2.27	1.83	1.86	1.98	1.79	1.87

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 564

Q17l How important do you think it is, in general that all those TV channels combined do this?
It shows programmes I want to watch

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**19**	3	10	4	2	18	15	3	3	2	2	14	6	12	8	10	5	3	11	14	5
	1%	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*
2	**30**	2	25	3	1	30	22	5	6	5	2	20	11	16	14	11	12	8	12	17	13
	1%	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**42**	2	27	11	2	41	28	10	12	10	2	30	12	22	20	9	27	4	23	25	14
	1%	*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
4	**53**	2	35	15	9	44	35	6	7	11	2	37	16	30	23	16	25	10	22	31	20
	2%	*	*2%*	*3%*	**4%gh**	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
5	**243**	19	179	35	17	226	159	48	62	74	21	173	71	118	124	70	113	43	109	133	105
	8%	*6%*	*9%*	*7%*	*8%*	*8%*	*8%*	*6%*	*7%*	*6%*	*6%*	*8%*	*9%*	*7%*	*9%*	*8%*	*8%*	*7%*	*10%*	*8%*	*9%*
6	**231**	25	136	47	12	220	147	59	70	81	23	183	48	141	91	70	111	45	92	142	86
	8%	*8%*	*6%*	*10%*	*5%*	*8%*	*8%*	*8%*	*8%*	*7%*	*7%*	*8%*	*6%*	*9%*	*6%*	*8%*	*7%*	*7%*	*8%*	*8%*	*7%*
7	**412**	33	292	66	34	378	256	97	117	159	43	292	120	209	201	123	204	84	149	219	188
	14%	*10%*	*14%*	*14%*	*15%*	*13%*	*14%*	*13%*	*13%*	*13%*	*13%*	*13%*	*15%*	*13%*	*14%*	*13%*	*14%*	*14%*	*13%*	*12%*	*15%*
8	**758**	84	546	106	59	699	482	169	205	310	73	559	199	404	353	209	398	156	301	422	330
	25%	*25%*	*26%*	*23%*	*27%*	*25%*	*26%*	*23%*	*23%*	*26%*	*22%*	*25%*	*25%*	*25%*	*25%*	*23%*	*27%*	*26%*	*26%*	*24%*	*27%*
9	**571**	63	416	69	30	542	343	169	192	271	83	419	152	295	274	178	284	115	198	330	237
	19%	*19%*	*20%*	*15%*	*13%*	*19%*	*18%*	*23%*	*22%*	*23%*	*25%*	*19%*	*19%*	*18%*	*19%*	*19%*	*19%*	*19%*	*17%*	*19%*	*19%*
10 - Extremely important	**620**	93	408	103	46	574	378	165	196	256	83	469	151	343	275	212	290	134	204	402	203
	20%	**28%b**	*19%*	*22%*	*21%*	*20%*	*20%*	*22%*	*22%*	*22%*	*24%*	*21%*	*19%*	*21%*	*20%*	*23%*	*19%*	*22%*	*18%*	**23%t**	*17%*
Don't know	**47**	7	20	7	10	37	26	6	9	8	3	25	22	20	25	12	21	6	18	27	17
	2%	*2%*	*1%*	*2%*	**5%efgh**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	**3%k**	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*
SUMMARY: NET: 9-10	**1191**	157	824	172	76	1116	721	334	387	526	165	889	303	638	549	390	574	250	402	733	440
	39%	*47%*	*39%*	*37%*	*34%*	*40%*	*38%*	**45%f**	*44%*	*44%*	*49%*	*40%*	*38%*	*40%*	*39%*	*42%*	*39%*	*41%*	*35%*	*42%*	*36%*
NET: 7-10	**2361**	273	1662	344	169	2192	1459	600	709	995	281	1740	621	1251	1103	722	1176	489	852	1373	958
	78%	*82%*	*79%*	*74%*	*77%*	*78%*	*77%*	*82%*	*81%*	*84%*	*83%*	*78%*	*77%*	*78%*	*78%*	*79%*	*79%*	*80%*	*75%*	*78%*	*79%*
NET: 4-6	**528**	46	349	97	38	490	341	112	139	166	47	393	135	288	239	155	249	99	223	307	210
	17%	*14%*	*17%*	*21%*	*17%*	*17%*	*18%*	*15%*	*16%*	*14%*	*14%*	*18%*	*17%*	*18%*	*17%*	*17%*	*17%*	*16%*	*20%*	*17%*	*17%*
NET: 1-3	**92**	7	62	18	4	88	65	18	22	17	6	63	28	49	42	30	44	15	46	56	32
	3%	*2%*	*3%*	*4%*	*2%*	*3%*	*3%*	*2%*	*2%*	*1%*	*2%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*
Mean	**7.82**	**8.19bc**	7.82	7.67	7.78	7.82	7.76	**8.03f**	7.99	8.09	8.15	7.85	7.74	7.83	7.81	7.87	7.84	7.91	7.64	7.87	7.76
Standard Deviation	**1.87**	1.77	1.85	1.99	1.86	1.87	1.91	1.75	1.77	1.63	1.72	1.85	1.91	1.88	1.86	1.94	1.81	1.83	1.95	1.91	1.79

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 565

Q17l How important do you think it is, in general that all those TV channels combined do this?
It shows programmes I want to watch

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**19**	3	1	3	-	2	2	-	2	2	2	3	1
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*	*1%*	*1%*
2	**30**	4	-	5	6	-	2	2	*	3	8	-	*
	1%	**2%l**	-	*2%*	*2%*	-	*1%*	*1%*	*	*1%*	**2%l**	-	*
3	**42**	3	2	6	6	2	-	6	2	2	5	7	2
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	-	*4%*	*1%*	*1%*	*1%*	*1%*	*2%*
4	**53**	7	2	2	3	6	-	3	3	5	3	17	2
	2%	*3%*	*1%*	*1%*	*1%*	*2%*	-	*2%*	*2%*	*2%*	*1%*	*3%*	*3%*
5	**243**	22	16	25	27	20	8	13	10	17	35	44	5
	8%	*8%*	*10%*	*9%*	*8%*	*7%*	*7%*	*7%*	*7%*	*7%*	*9%*	*8%*	*6%*
6	**231**	21	17	17	28	19	5	18	10	16	31	44	7
	8%	*8%*	*11%*	*6%*	*8%*	*7%*	*4%*	*10%*	*7%*	*6%*	*8%*	*8%*	*8%*
7	**412**	40	26	26	37	37	21	29	23	42	64	57	8
	14%	*15%*	*18%*	*10%*	*11%*	*14%*	*17%*	*16%*	*16%*	*16%*	*16%*	*11%*	*10%*
8	**758**	63	28	64	80	72	26	47	43	72	93	144	26
	25%	*24%*	*19%*	*24%*	*23%*	*26%*	*21%*	*26%*	*29%*	*28%*	*23%*	*27%*	**31%a**
9	**571**	46	29	51	76	48	28	29	28	46	70	104	16
	19%	*17%*	*20%*	*19%*	*22%*	*18%*	*23%*	*16%*	*19%*	*18%*	*18%*	*19%*	*19%*
10 - Extremely important	**620**	53	28	65	69	62	28	25	26	52	86	110	16
	20%	*20%*	*19%*	*24%*	*20%*	*23%*	*23%*	*14%*	*18%*	*20%*	*21%*	*20%*	*19%*
Don't know	**47**	4	-	3	8	4	3	6	2	5	3	8	1
	2%	*1%*	-	*1%*	*2%*	*2%*	*3%*	*4%*	*1%*	*2%*	*1%*	*1%*	*1%*
SUMMARY:													
NET: 9-10	**1191**	99	57	116	146	110	55	55	54	97	156	214	32
	39%	*37%*	*39%*	*44%*	*43%*	*41%*	*46%*	*31%*	*37%*	*37%*	*39%*	*40%*	*37%*
NET: 7-10	**2361**	202	112	206	263	220	102	130	120	212	313	416	66
	78%	*76%*	*75%*	*77%*	*77%*	*81%*	*84%*	*73%*	*81%*	*81%*	*78%*	*77%*	*78%*
NET: 4-6	**528**	50	34	44	59	45	13	34	23	38	69	105	15
	17%	*19%*	*23%*	*16%*	*17%*	*17%*	*11%*	*19%*	*16%*	*14%*	*17%*	*20%*	*17%*
NET: 1-3	**92**	10	3	14	12	3	3	8	4	7	15	10	3
	3%	*4%*	*2%*	*5%*	*4%*	*1%*	*3%*	*5%*	*2%*	*3%*	*4%*	*2%*	*3%*
Mean	**7.82**	7.67	7.69	7.85	7.87	7.98	8.06	7.55	7.81	7.86	7.78	7.85	7.81
Standard Deviation	**1.87**	1.98	1.83	2.06	1.88	1.74	1.82	1.84	1.79	1.80	1.91	1.83	1.87

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 566

Q17J How important do you think it is, in general that all those TV channels combined do this?
It shows new programmes, made in the UK

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**42**	15	26	12	10	2	2	9	7	5	21	15	4	37	6	34	36	3	1	1
	1%	*1%*	*2%*	***3%e***	*2%*	*	*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	**47**	24	23	13	11	5	5	5	8	14	18	14	8	39	3	42	42	3	2	1
	2%	*2%*	*1%*	*3%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*
3	**55**	31	25	11	9	13	8	7	8	15	24	16	8	47	6	47	47	6	1	2
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*
4	**88**	41	47	23	15	18	14	5	13	34	39	15	8	80	18	69	76	4	5	3
	3%	*3%*	*3%*	***5%g***	*3%*	*3%*	*3%*	*1%*	*2%*	*4%*	*3%*	*2%*	*2%*	*3%*	***7%o***	*3%*	*3%*	*2%*	*3%*	*4%*
5	**210**	102	108	23	33	46	34	24	49	54	95	60	41	169	22	185	168	23	11	8
	7%	*7%*	*7%*	*5%*	*7%*	*8%*	*7%*	*6%*	*8%*	*7%*	*7%*	*7%*	*8%*	*7%*	*8%*	*7%*	*7%*	*9%*	*7%*	*10%*
6	**268**	145	123	49	42	58	30	35	55	68	113	86	46	222	35	232	226	21	13	8
	9%	*10%*	*8%*	*11%*	*9%*	*10%*	*6%*	*9%*	*9%*	*9%*	*8%*	*11%*	*9%*	*9%*	*14%*	*8%*	*9%*	*8%*	*9%*	*10%*
7	**489**	259	230	71	76	101	84	73	85	117	260	113	102	387	41	443	415	39	23	13
	16%	*18%*	*15%*	*16%*	*16%*	*18%*	*17%*	*18%*	*14%*	*15%*	*18%*	*14%*	*21%*	*15%*	*16%*	*16%*	*16%*	*14%*	*15%*	*15%*
8	**795**	393	403	98	134	142	140	99	182	198	391	206	109	687	40	751	669	68	35	23
	26%	*27%*	*26%*	*22%*	*28%*	*25%*	*28%*	*25%*	*29%*	*26%*	*27%*	*25%*	*22%*	*27%*	*15%*	***27%n***	*26%*	*26%*	*24%*	*27%*
9	**442**	202	240	67	75	79	77	61	82	117	209	115	70	372	29	411	358	45	28	11
	15%	*14%*	*15%*	*15%*	*15%*	*14%*	*16%*	*15%*	*13%*	*15%*	*14%*	*14%*	*14%*	*15%*	*11%*	*15%*	*14%*	*17%*	*19%*	*13%*
10 - Extremely important	**486**	215	270	78	68	91	82	65	102	117	228	140	86	400	56	427	405	44	24	12
	16%	*15%*	*17%*	*17%*	*14%*	*16%*	*17%*	*16%*	*16%*	*15%*	*16%*	*17%*	*17%*	*16%*	*22%*	*16%*	*16%*	*17%*	*16%*	*14%*
Don't know	**107**	47	60	8	14	16	21	20	28	25	50	32	17	90	6	100	88	10	6	3
	4%	*3%*	*4%*	*2%*	*3%*	*3%*	*4%*	*5%*	*4%*	*3%*	*3%*	*4%*	*3%*	*4%*	*2%*	*4%*	*3%*	*4%*	*4%*	*4%*
SUMMARY:																				
NET: 9-10	**927**	417	511	146	142	169	160	126	184	234	438	255	155	772	85	838	763	90	52	23
	31%	*28%*	*33%*	*32%*	*29%*	*30%*	*32%*	*31%*	*30%*	*31%*	*30%*	*31%*	*31%*	*31%*	*33%*	*31%*	*30%*	*34%*	***35%s***	*27%*
NET: 7-10	**2211**	1068	1143	314	352	413	384	298	451	549	1088	574	366	1845	165	2032	1846	196	110	59
	73%	*73%*	*74%*	*69%*	*73%*	*72%*	*77%*	*74%*	*73%*	*72%*	*75%*	*71%*	*73%*	*73%*	*63%*	***74%n***	*73%*	*74%*	*74%*	*69%*
NET: 4-6	**565**	288	278	96	90	121	78	64	118	156	248	161	95	470	75	486	469	48	28	20
	19%	*20%*	*18%*	*21%*	*18%*	*21%*	*16%*	*16%*	*19%*	*20%*	*17%*	*20%*	*19%*	*19%*	***29%o***	*18%*	*19%*	*18%*	*19%*	*23%*
NET: 1-3	**144**	70	74	36	30	20	14	21	23	35	64	45	21	123	16	124	125	12	4	3
	5%	*5%*	*5%*	***8%efh***	*6%*	*4%*	*3%*	*5%*	*4%*	*5%*	*4%*	*6%*	*4%*	*5%*	*6%*	*5%*	*5%*	*5%*	*2%*	*4%*
Mean	**7.51**	7.45	7.56	7.27	7.39	7.51	7.71c	7.56	7.59	7.46	7.54	7.49	7.52	7.50	7.22	7.55	7.49	7.60	7.68	7.36
Standard Deviation	**2.00**	1.95	2.04	2.29	2.09	1.87	1.81	2.01	1.92	2.00	1.95	2.07	1.94	2.01	2.29	1.95	2.01	1.97	1.87	1.98

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

* = Less than .5

J20427 PSB Tracker 2013

Table 567

Q17J How important do you think it is, in general that all those TV channels combined do this?
It shows new programmes, made in the UK

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**42**	6	25	6	3	39	26	7	12	14	11	30	12	26	16	13	22	4	21	23	18
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*
2	**47**	1	37	10	5	42	30	8	9	11	4	30	17	24	23	15	22	8	23	21	25
	2%	*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*
3	**55**	4	35	14	3	52	35	14	17	17	2	34	21	25	29	15	24	16	16	38	16
	2%	*1%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*1%*
4	**88**	9	62	13	4	84	63	16	21	16	8	70	18	48	38	29	42	16	42	55	30
	3%	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*2%*
5	**210**	21	140	36	16	194	133	46	58	66	18	146	63	105	105	57	102	38	87	119	86
	7%	*6%*	*7%*	*8%*	*7%*	*7%*	*7%*	*6%*	*7%*	*6%*	*5%*	*7%*	*8%*	*7%*	*7%*	*6%*	*7%*	*6%*	*8%*	*7%*	*7%*
6	**268**	17	188	44	25	242	156	75	84	103	36	191	77	133	131	84	127	50	92	153	113
	9%	*5%*	*9%*	*9%*	*12%*	*9%*	*8%*	*10%*	*10%*	*9%*	*11%*	*9%*	*10%*	*8%*	*9%*	*9%*	*9%*	*8%*	*8%*	*9%*	*9%*
7	**489**	42	349	74	35	454	297	119	148	200	57	372	117	283	206	156	252	110	163	297	185
	16%	*13%*	*17%*	*16%*	*16%*	*16%*	*16%*	*16%*	*17%*	*17%*	*17%*	*17%*	*15%*	*18%*	*15%*	*17%*	*17%*	*18%*	*14%*	*17%*	*15%*
8	**795**	85	548	133	63	732	493	190	228	333	68	600	196	429	365	250	385	158	291	432	351
	26%	*26%*	*26%*	*29%*	*29%*	*26%*	*26%*	*26%*	*26%*	*28%*	*20%*	*27%*	*24%*	*27%*	*26%*	*27%*	*26%*	*26%*	*26%*	*25%*	*29%*
9	**442**	49	319	58	20	422	285	110	127	183	56	320	121	232	208	132	233	81	184	246	193
	15%	*15%*	*15%*	*12%*	*9%*	*15%*	*15%*	*15%*	*14%*	*15%*	*17%*	*14%*	*15%*	*14%*	*15%*	*14%*	*16%*	*13%*	*16%*	*14%*	*16%*
10 - Extremely important	**486**	90	311	69	34	452	313	117	139	196	58	352	133	251	234	148	221	111	182	325	149
	16%	**27%bc**	*15%*	*15%*	*15%*	*16%*	*17%*	*16%*	*16%*	*17%*	*17%*	*16%*	*16%*	*16%*	*17%*	*16%*	*15%*	*18%*	*16%*	**18%t**	*12%*
Don't know	**107**	10	77	9	12	95	58	34	36	47	16	75	32	52	54	21	59	20	37	53	52
	4%	*3%*	*4%*	*2%*	*6%*	*3%*	*3%*	*5%*	*4%*	*4%*	*5%*	*3%*	*4%*	*3%*	*4%*	*2%*	*4%*	*3%*	*3%*	*3%*	*4%*
SUMMARY: NET: 9-10	**927**	139	631	127	54	874	598	227	266	379	115	673	254	484	442	280	454	191	366	572	343
	31%	**42%bc**	*30%*	*27%*	*24%*	*31%*	*32%*	*31%*	*30%*	*32%*	*34%*	*30%*	*32%*	*30%*	*31%*	*30%*	*31%*	*31%*	*32%*	*32%*	*28%*
NET: 7-10	**2211**	265	1528	334	152	2059	1388	536	642	911	240	1644	567	1195	1012	686	1092	459	820	1301	879
	73%	*80%*	*73%*	*72%*	*69%*	*73%*	*73%*	*73%*	*73%*	*77%*	*71%*	*74%*	*70%*	*74%*	*72%*	*75%*	*73%*	*75%*	*72%*	*74%*	*72%*
NET: 4-6	**565**	46	391	93	46	520	352	137	163	186	63	407	158	286	274	169	271	103	221	328	229
	19%	*14%*	*19%*	*20%*	*21%*	*19%*	*19%*	*19%*	*19%*	*16%*	*19%*	*18%*	*20%*	*18%*	*19%*	*18%*	*18%*	*17%*	*19%*	*19%*	*19%*
NET: 1-3	**144**	11	97	29	11	133	91	29	38	42	17	95	49	75	68	43	68	28	61	82	58
	5%	*3%*	*5%*	*6%*	*5%*	*5%*	*5%*	*4%*	*4%*	*4%*	*5%*	*4%*	*6%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*
Mean	**7.51**	7.97bc	7.49	7.36	7.39	7.51	7.52	7.58	7.54	7.70	7.51	7.53	7.44	7.50	7.52	7.51	7.50	7.59	7.46	7.55	7.44
Standard Deviation	**2.00**	1.98	1.97	2.05	1.98	2.00	2.02	1.90	1.94	1.84	2.14	1.96	2.09	1.99	2.01	1.98	1.98	1.94	2.10	2.01	1.96

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 568

Q17J How important do you think it is, in general that all those TV channels combined do this?
It shows new programmes, made in the UK

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**42**	3	1	6	5	3	5	-	1	5	7	5	1
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*4%*	-	*1%*	*2%*	*2%*	*1%*	*1%*
2	**47**	3	-	6	6	5	2	6	2	8	5	5	1
	2%	*1%*	-	*2%*	*2%*	*2%*	*1%*	*4%*	*1%*	*3%*	*1%*	*1%*	*1%*
3	**55**	6	6	3	5	3	-	5	1	6	11	7	2
	2%	*2%*	*4%*	*1%*	*1%*	*1%*	-	*3%*	*1%*	*2%*	*3%*	*1%*	*2%*
4	**88**	4	-	3	8	16	5	7	5	3	10	24	3
	3%	*2%*	-	*1%*	*2%*	*6%*	*4%*	*4%*	*3%*	*1%*	*2%*	*4%*	**4%c**
5	**210**	23	11	17	19	16	3	13	11	17	30	42	8
	7%	*9%*	*7%*	*6%*	*5%*	*6%*	*3%*	*7%*	*7%*	*6%*	*8%*	*8%*	*10%*
6	**268**	21	9	23	30	23	6	13	13	25	41	54	8
	9%	*8%*	*6%*	*9%*	*9%*	*9%*	*5%*	*7%*	*9%*	*10%*	*10%*	*10%*	*10%*
7	**489**	39	28	37	57	53	24	31	23	42	56	87	13
	16%	*14%*	*19%*	*14%*	*17%*	*20%*	*20%*	*17%*	*15%*	*16%*	*14%*	*16%*	*15%*
8	**795**	68	35	73	87	64	36	47	35	67	118	142	23
	26%	*26%*	*24%*	*27%*	*26%*	*23%*	*30%*	*26%*	*24%*	*26%*	*30%*	*26%*	*27%*
9	**442**	45	17	39	53	42	13	21	28	43	57	73	11
	15%	*17%*	*12%*	*15%*	*15%*	*15%*	*11%*	*12%*	*19%*	*17%*	*14%*	*14%*	*13%*
10 - Extremely important	**486**	44	31	55	54	39	24	30	24	34	54	83	12
	16%	*17%*	*21%*	*21%*	*16%*	*14%*	*20%*	*17%*	*16%*	*13%*	*14%*	*15%*	*14%*
Don't know	**107**	10	9	4	19	9	3	6	6	10	10	17	3
	4%	*4%*	*6%*	*2%*	*6%*	*3%*	*3%*	*3%*	*4%*	*4%*	*2%*	*3%*	*4%*
SUMMARY:													
NET: 9-10	**927**	90	48	94	107	81	37	51	52	77	112	156	23
	31%	*34%*	*33%*	*35%*	*31%*	*30%*	*31%*	*29%*	**35%m**	*30%*	*28%*	*29%*	*27%*
NET: 7-10	**2211**	196	111	203	252	198	97	129	110	186	286	385	59
	73%	*74%*	*75%*	*76%*	*74%*	*73%*	*80%*	*72%*	*74%*	*71%*	*72%*	*71%*	*69%*
NET: 4-6	**565**	48	20	43	56	55	14	33	28	45	81	121	20
	19%	*18%*	*14%*	*16%*	*16%*	*20%*	*12%*	*18%*	*19%*	*17%*	*20%*	*22%*	*23%*
NET: 1-3	**144**	12	8	15	15	11	6	11	4	19	23	17	3
	5%	*5%*	*5%*	*6%*	*5%*	*4%*	*5%*	*6%*	*2%*	*7%*	*6%*	*3%*	*4%*
Mean	**7.51**	7.60	7.71	7.64	7.58	7.41	7.61	7.41	7.68	7.37	7.40	7.47	7.36
Standard Deviation	**2.00**	1.97	1.94	2.11	1.97	1.99	2.13	2.07	1.87	2.11	2.00	1.91	1.98

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 569

Q17K How important do you think it is, in general that all those TV channels combined do this?
It shows programmes that make me stop and think

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**36**	19	17	7	4	2	9	7	7	9	13	14	9	27	5	31	28	5	2	1
	1%	*1%*	*1%*	*2%*	*1%*	*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*
2	**44**	18	26	6	7	7	5	6	11	6	22	15	8	35	4	40	36	4	3	1
	1%	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*
3	**50**	20	31	7	14	8	7	5	10	9	30	11	8	42	4	44	43	5	1	1
	2%	*1%*	*2%*	*1%*	*3%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*
4	**96**	61	35	21	14	17	12	17	15	30	49	17	16	81	16	78	88	4	3	2
	3%	*4%*	*2%*	*5%*	*3%*	*3%*	*2%*	*4%*	*2%*	*4%*	*3%*	*2%*	*3%*	*3%*	*6%*	*3%*	*3%*	*1%*	*2%*	*2%*
5	**215**	122	93	35	41	34	28	24	53	51	114	50	34	181	21	191	174	22	12	7
	7%	*8%*	*6%*	*8%*	*8%*	*6%*	*6%*	*6%*	*9%*	*7%*	*8%*	*6%*	*7%*	*7%*	*8%*	*7%*	*7%*	*8%*	*8%*	*9%*
6	**283**	142	142	42	45	65	43	33	55	61	133	89	49	235	37	246	237	22	16	8
	9%	*10%*	*9%*	*9%*	*9%*	*11%*	*9%*	*8%*	*9%*	*8%*	*9%*	*11%*	*10%*	*9%*	*14%*	*9%*	*9%*	*8%*	*11%*	*10%*
7	**542**	278	264	66	81	115	94	84	102	124	246	172	101	441	40	497	456	48	22	16
	18%	*19%*	*17%*	*15%*	*17%*	*20%*	*19%*	*21%*	*16%*	*16%*	*17%*	*21%*	*20%*	*17%*	*15%*	*18%*	*18%*	*18%*	*15%*	*18%*
8	**777**	356	421	122	130	148	127	99	151	220	376	181	131	646	46	728	639	72	44	22
	26%	*24%*	*27%*	*27%*	*27%*	*26%*	*25%*	*25%*	*24%*	*29%*	*26%*	*22%*	*26%*	*26%*	*18%*	*27%*	*25%*	*27%*	*29%*	*26%*
9	**479**	231	248	82	82	77	85	54	100	120	241	119	66	413	36	440	404	41	22	12
	16%	*16%*	*16%*	*18%*	*17%*	*14%*	*17%*	*13%*	*16%*	*16%*	*17%*	*15%*	*13%*	*16%*	*14%*	*16%*	*16%*	*15%*	*15%*	*14%*
10 - Extremely important	**419**	186	234	62	56	85	78	62	77	123	187	110	70	350	48	367	354	34	19	12
	14%	*13%*	*15%*	*14%*	*11%*	*15%*	*16%*	*15%*	*12%*	*16%*	*13%*	*14%*	*14%*	*14%*	*18%*	*13%*	*14%*	*13%*	*13%*	*14%*
Don't know	**86**	41	45	4	12	10	9	12	38	14	38	33	7	78	3	81	70	8	5	3
	3%	*3%*	*3%*	*1%*	*3%*	*2%*	*2%*	*3%*	***6%cef***	*2%*	*3%*	*4%*	*1%*	*3%*	*1%*	*3%*	*3%*	*3%*	*3%*	*3%*
SUMMARY:																				
NET: 9-10	**899**	417	482	144	137	162	163	116	177	242	428	229	136	763	84	807	758	75	41	24
	30%	*28%*	*31%*	*32%*	*28%*	*28%*	*33%*	*29%*	*29%*	*32%*	*29%*	*28%*	*27%*	*30%*	*32%*	*29%*	*30%*	*28%*	*28%*	*28%*
NET: 7-10	**2217**	1051	1167	333	348	426	384	298	429	586	1050	582	368	1850	170	2032	1853	196	107	62
	73%	*71%*	*75%*	*73%*	*72%*	*75%*	*77%*	*74%*	*69%*	*76%*	*72%*	*72%*	*74%*	*73%*	*65%*	*74%*	*73%*	*74%*	*72%*	*73%*
NET: 4-6	**595**	325	269	98	99	116	83	74	123	142	297	156	98	497	75	515	499	48	30	18
	20%	***22%b***	*17%*	*22%*	*20%*	*20%*	*17%*	*18%*	*20%*	*19%*	*20%*	*19%*	*20%*	*20%*	***29%o***	*19%*	*20%*	*18%*	*20%*	*21%*
NET: 1-3	**130**	57	74	20	25	18	21	19	28	24	66	40	26	104	13	114	107	14	6	3
	4%	*4%*	*5%*	*4%*	*5%*	*3%*	*4%*	*5%*	*4%*	*3%*	*5%*	*5%*	*5%*	*4%*	*5%*	*4%*	*4%*	*5%*	*4%*	*3%*
Mean	**7.46**	7.37	7.55	7.43	7.38	7.52	7.59	7.42	7.41	7.60	7.42	7.39	7.36	7.48	7.26	7.48	7.46	7.42	7.47	7.48
Standard Deviation	**1.94**	1.94	1.93	2.01	1.93	1.81	1.93	2.02	1.96	1.89	1.94	1.98	2.00	1.93	2.18	1.91	1.94	1.99	1.92	1.87

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

* = Less than .5

J20427 PSB Tracker 2013

Table 570

Q17K How important do you think it is, in general that all those TV channels combined do this?
It shows programmes that make me stop and think

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**36**	7	21	6	2	34	20	11	15	16	9	23	13	17	19	5	19	6	14	17	19
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*3%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
2	**44**	*	30	13	4	40	28	9	11	14	4	26	18	25	17	12	19	9	16	28	14
	1%	*	*1%*	*3%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*
3	**50**	3	29	16	1	49	32	11	18	15	9	33	17	28	23	14	26	3	27	25	25
	2%	*1%*	*1%*	*3%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*	*2%*	*1%*	*2%*
4	**96**	17	57	16	13	83	66	15	17	38	11	74	22	51	42	25	49	26	31	66	28
	3%	*5%*	*3%*	*3%*	***6%h***	*3%*	*4%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*2%*
5	**215**	18	147	29	17	198	112	71	81	68	18	154	61	102	113	62	111	37	66	124	86
	7%	*5%*	*7%*	*6%*	*8%*	*7%*	*6%*	***10%f***	***9%f***	*6%*	*5%*	*7%*	*8%*	*6%*	*8%*	*7%*	*7%*	*6%*	*6%*	*7%*	*7%*
6	**283**	30	199	40	25	258	190	57	68	118	22	210	73	164	118	72	149	63	113	183	94
	9%	*9%*	*9%*	*9%*	*11%*	*9%*	*10%*	*8%*	*8%*	*10%*	*7%*	*9%*	*9%*	*10%*	*8%*	*8%*	*10%*	*10%*	*10%*	*10%*	*8%*
7	**542**	56	385	71	30	512	354	124	145	213	61	412	130	284	258	170	277	129	203	310	226
	18%	*17%*	*18%*	*15%*	*13%*	*18%*	*19%*	*17%*	*17%*	*18%*	*18%*	*19%*	*16%*	*18%*	*18%*	*18%*	*19%*	*21%*	*18%*	*18%*	*19%*
8	**777**	81	543	128	59	717	478	195	228	314	91	581	196	429	347	264	374	139	301	421	351
	26%	*24%*	*26%*	*27%*	*27%*	*26%*	*25%*	*27%*	*26%*	*26%*	*27%*	*26%*	*24%*	*27%*	*25%*	*29%*	*25%*	*23%*	*26%*	*24%*	***29%s***
9	**479**	52	342	69	26	453	294	129	156	186	55	342	137	243	233	141	234	87	194	277	194
	16%	*16%*	*16%*	*15%*	*12%*	*16%*	*16%*	*17%*	*18%*	*16%*	*16%*	*15%*	*17%*	*15%*	*17%*	*15%*	*16%*	*14%*	*17%*	*16%*	*16%*
10 - Extremely important	**419**	66	276	67	30	390	272	91	115	166	48	311	108	222	198	136	196	101	143	269	141
	14%	***20%b***	*13%*	*14%*	*13%*	*14%*	*14%*	*12%*	*13%*	*14%*	*14%*	*14%*	*13%*	*14%*	*14%*	*15%*	*13%*	*17%*	*13%*	*15%*	*12%*
Don't know	**86**	3	64	11	13	73	46	22	26	38	10	55	31	44	41	17	37	10	31	45	39
	3%	*1%*	*3%*	*2%*	*6%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*4%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*
SUMMARY: NET: 9-10	**899**	118	618	136	56	842	565	220	272	352	103	653	245	465	431	277	430	189	337	546	335
	30%	*36%*	*30%*	*29%*	*25%*	*30%*	*30%*	*30%*	*31%*	*30%*	*30%*	*29%*	*30%*	*29%*	*31%*	*30%*	*29%*	*31%*	*30%*	*31%*	*28%*
NET: 7-10	**2217**	255	1546	335	145	2072	1397	540	644	878	255	1646	572	1177	1036	712	1081	457	841	1276	912
	73%	*77%*	*74%*	*72%*	*66%*	*74%*	*74%*	*73%*	*73%*	*74%*	*76%*	*74%*	*71%*	*73%*	*74%*	*77%*	*73%*	*75%*	*74%*	*72%*	*75%*
NET: 4-6	**595**	65	403	85	55	540	368	143	166	225	51	438	156	317	273	159	309	126	210	372	208
	20%	*20%*	*19%*	*18%*	*25%*	*19%*	*19%*	*19%*	*19%*	*19%*	*15%*	*20%*	*19%*	*20%*	*19%*	*17%*	*21%*	*21%*	*18%*	*21%*	*17%*
NET: 1-3	**130**	9	81	35	7	123	79	31	43	45	22	82	48	70	59	32	64	18	57	70	59
	4%	*3%*	*4%*	***7%b***	*3%*	*4%*	*4%*	*4%*	*5%*	*4%*	*6%*	*4%*	*6%*	*4%*	*4%*	*3%*	*4%*	*3%*	*5%*	*4%*	*5%*
Mean	**7.46**	7.65	7.49	7.35	7.32	7.47	7.48	7.46	7.46	7.51	7.44	7.49	7.38	7.46	7.47	7.59	7.41	7.52	7.46	7.47	7.45
Standard Deviation	**1.94**	1.98	1.88	2.13	1.98	1.94	1.92	1.93	1.97	1.90	2.10	1.89	2.07	1.92	1.95	1.83	1.93	1.90	1.93	1.95	1.91

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 571

Q17K How important do you think it is, in general that all those TV channels combined do this?
It shows programmes that make me stop and think

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**36**	5	3	6	1	5	-	-	2	2	6	4	1
	1%	*2%*	*2%*	*2%*	*	*2%*	-	-	*2%*	*1%*	*2%*	*1%*	*1%*
2	**44**	4	3	2	8	5	2	2	3	2	6	7	1
	1%	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
3	**50**	5	3	5	9	3	-	3	1	5	6	9	1
	2%	*2%*	*2%*	*2%*	*3%*	*1%*	-	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*
4	**96**	4	8	9	14	8	2	6	3	5	15	21	2
	3%	*1%*	*5%*	*4%*	*4%*	*3%*	*1%*	*4%*	*2%*	*2%*	*4%*	*4%*	*2%*
5	**215**	22	9	23	23	14	11	8	12	23	29	33	7
	7%	*8%*	*6%*	*9%*	*7%*	*5%*	*9%*	*5%*	*8%*	*9%*	*7%*	*6%*	*9%*
6	**283**	22	12	19	29	25	14	18	16	34	29	56	8
	9%	*8%*	*8%*	*7%*	*9%*	*9%*	*12%*	*10%*	*11%*	*13%*	*7%*	*10%*	*10%*
7	**542**	48	22	31	59	58	23	28	22	48	89	99	16
	18%	*18%*	*15%*	*12%*	*17%*	*21%*	*19%*	*15%*	*15%*	*18%*	22%d	*18%*	*18%*
8	**777**	72	31	68	81	62	34	61	44	70	98	133	22
	26%	*27%*	*21%*	*26%*	*24%*	*23%*	*28%*	*34%*	*29%*	*27%*	*25%*	*25%*	*26%*
9	**479**	41	25	56	50	54	18	29	22	33	61	78	12
	16%	*15%*	*17%*	*21%*	*15%*	*20%*	*15%*	*16%*	*15%*	*13%*	*15%*	*14%*	*14%*
10 - Extremely important	**419**	34	28	44	54	34	18	19	19	26	55	76	12
	14%	*13%*	*19%*	*16%*	*16%*	*13%*	*15%*	*11%*	*13%*	*10%*	*14%*	*14%*	*14%*
Don't know	**86**	8	5	4	13	5	-	5	5	13	5	21	3
	3%	*3%*	*3%*	*2%*	*4%*	*2%*	-	*3%*	*3%*	*5%*	*1%*	*4%*	*3%*
SUMMARY:													
NET: 9-10	**899**	75	53	99	104	89	36	48	41	60	116	153	24
	30%	*28%*	*36%*	37%j	*30%*	*33%*	*30%*	*27%*	*28%*	*23%*	*29%*	*28%*	*28%*
NET: 7-10	**2217**	196	105	199	244	209	93	137	107	178	303	386	62
	73%	*74%*	*71%*	*75%*	*71%*	*77%*	*76%*	*76%*	*72%*	*68%*	*76%*	*72%*	*73%*
NET: 4-6	**595**	48	30	51	66	47	27	32	30	62	73	111	18
	20%	*18%*	*20%*	*19%*	*19%*	*17%*	*22%*	*18%*	*20%*	*24%*	*18%*	*21%*	*21%*
NET: 1-3	**130**	14	9	13	19	12	2	5	6	8	19	21	3
	4%	*5%*	*6%*	*5%*	*5%*	*5%*	*1%*	*3%*	*4%*	*3%*	*5%*	*4%*	*3%*
Mean	**7.46**	7.42	7.45	7.59	7.43	7.50	7.62	7.59	7.47	7.33	7.40	7.44	7.48
Standard Deviation	**1.94**	1.99	2.23	2.08	2.03	1.95	1.66	1.68	1.92	1.75	1.98	1.92	1.87

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 572

Q17L How important do you think it is in general that BBC1 and ITV1 combined do this?
Its regional news programmes provide a wide range of good quality news about my area

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**28**	11	17	3	7	2	7	4	4	5	15	8	6	22	3	25	24	2	1	*
	1%	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*
2	**33**	14	19	6	7	11	3	1	4	10	20	3	5	29	8	25	29	2	1	1
	1%	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*3%o*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**43**	35	9	10	9	3	10	5	7	9	22	12	4	39	8	35	36	4	2	1
	1%	*2%b*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*3%*	*1%*	*1%*	*1%*	*2%*	*1%*
4	**53**	28	25	15	9	8	7	4	10	19	21	13	9	45	13	37	46	3	2	2
	2%	*2%*	*2%*	*3%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*5%o*	*1%*	*2%*	*1%*	*1%*	*2%*
5	**165**	77	89	45	23	30	30	16	22	51	66	48	18	147	15	149	139	16	7	3
	5%	*5%*	*6%*	*10%gh*	*5%*	*5%*	*6%*	*4%*	*4%*	*7%*	*5%*	*6%*	*4%*	*6%*	*6%*	*5%*	*5%*	*6%*	*5%*	*4%*
6	**209**	98	111	31	29	36	30	32	50	47	98	65	29	181	15	195	185	11	10	3
	7%	*7%*	*7%*	*7%*	*6%*	*6%*	*6%*	*8%*	*8%*	*6%*	*7%*	*8%*	*6%*	*7%*	*6%*	*7%*	*7%s*	*4%*	*7%*	*3%*
7	**371**	204	167	76	59	74	50	45	67	95	183	92	56	315	33	335	313	35	14	9
	12%	*14%*	*11%*	*17%f*	*12%*	*13%*	*10%*	*11%*	*11%*	*12%*	*13%*	*11%*	*11%*	*12%*	*13%*	*12%*	*12%*	*13%*	*10%*	*10%*
8	**751**	379	371	91	126	143	104	117	170	179	352	219	122	629	48	696	624	64	40	22
	25%	*26%*	*24%*	*20%*	*26%*	*25%*	*21%*	*29%*	*27%*	*23%*	*24%*	*27%*	*24%*	*25%*	*18%*	*25%*	*25%*	*24%*	*27%*	*26%*
9	**663**	302	360	81	106	115	140	76	145	152	352	160	118	544	28	628	545	63	35	19
	22%	*21%*	*23%*	*18%*	*22%*	*20%*	*28%ceg*	*19%*	*23%*	*20%*	*24%*	*20%*	*24%*	*22%*	*11%*	*23%n*	*22%*	*24%*	*24%*	*23%*
10 - Extremely important	**657**	292	366	91	101	138	111	92	123	185	298	174	124	533	85	570	540	62	32	24
	22%	*20%*	*24%*	*20%*	*21%*	*24%*	*22%*	*23%*	*20%*	*24%*	*21%*	*21%*	*25%*	*21%*	*33%o*	*21%*	*21%*	*23%*	*22%*	*28%p*
Don't know	**54**	33	21	5	8	8	5	11	17	13	25	16	8	46	5	47	48	4	2	*
	2%	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*
SUMMARY:																				
NET: 9-10	**1320**	594	726	172	207	253	251	168	268	337	649	334	243	1077	113	1198	1085	125	67	43
	44%	*40%*	*47%a*	*38%*	*43%*	*44%*	*51%c*	*42%*	*43%*	*44%*	*45%*	*41%*	*49%*	*43%*	*43%*	*44%*	*43%*	*47%*	*45%*	*51%p*
NET: 7-10	**2442**	1177	1264	339	392	470	405	330	505	611	1184	646	421	2021	194	2229	2022	224	122	74
	81%	*80%*	*81%*	*75%*	*81%*	*83%c*	*81%*	*82%*	*82%*	*80%*	*82%*	*80%*	*84%*	*80%*	*74%*	*81%*	*80%*	*84%*	*82%*	*87%p*
NET: 4-6	**428**	203	225	91	62	75	67	52	82	117	185	126	55	373	43	380	370	30	20	8
	14%	*14%*	*14%*	*20%*	*13%*	*13%*	*13%*	*13%*	*13%*	*15%*	*13%*	*16%*	*11%*	*15%*	*16%*	*14%*	*15%s*	*11%*	*13%*	*10%*
NET: 1-3	**104**	60	45	18	23	17	20	11	15	24	57	23	15	90	19	86	90	8	5	2
	3%	*4%*	*3%*	*4%*	*5%*	*3%*	*4%*	*3%*	*2%*	*3%*	*4%*	*3%*	*3%*	*4%*	*7%o*	*3%*	*4%*	*3%*	*3%*	*3%*
Mean	**7.96**	7.87	8.04	7.61	7.89	8.04c	8.04c	8.06c	8.05c	7.95	7.97	7.94	8.15	7.92	7.73	7.98	7.93	8.09	8.05	8.25p
Standard Deviation	**1.88**	1.88	1.87	2.02	1.98	1.83	1.94	1.76	1.72	1.92	1.88	1.83	1.83	1.89	2.36	1.83	1.89	1.81	1.80	1.79

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 573

Q17L How important do you think it is in general that BBC1 and ITV1 combined do this?
Its regional news programmes provide a wide range of good quality news about my area

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	3028	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	3028	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	28	5	16	7	4	24	19	2	5	16	8	21	7	18	9	12	12	9	8	19	7
	1%	1%	1%	1%	2%	1%	1%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
2	33	2	26	5	-	33	24	8	9	3	1	26	7	22	11	13	12	9	14	20	12
	1%	*	1%	1%	-	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	43	3	27	10	8	35	23	10	10	5	*	24	19	21	22	13	19	2	19	24	20
	1%	1%	1%	2%	4%	1%	1%	1%	1%	*	*	1%	2%	1%	2%	1%	1%	*	2%	1%	2%
4	53	3	33	13	5	49	29	13	18	18	7	28	25	18	36	9	29	5	24	24	29
	2%	1%	2%	3%	2%	2%	2%	2%	2%	1%	2%	1%	3%k	1%	3%m	1%	2%	1%	2%	1%	2%
5	165	7	122	28	10	155	101	50	51	43	19	97	68	63	102	44	68	19	76	81	81
	5%	2%	6%	6%	5%	6%	5%	7%	6%	4%	6%	4%	8%k	4%	7%m	5%	5%	3%	7%q	5%	7%
6	209	16	135	33	23	186	133	43	53	66	18	145	64	105	102	56	103	46	79	121	82
	7%	5%	6%	7%	11%	7%	7%	6%	6%	6%	5%	7%	8%	7%	7%	6%	7%	8%	7%	7%	7%
7	371	28	252	63	36	335	236	73	92	136	42	262	109	182	187	119	182	66	150	205	163
	12%	8%	12%	13%	16%	12%	12%	10%	10%	11%	13%	12%	14%	11%	13%	13%	12%	11%	13%	12%	13%
8	751	84	527	116	49	702	466	180	223	307	73	568	182	397	350	217	387	146	286	404	333
	25%	25%	25%	25%	22%	25%	25%	24%	25%	26%	22%	26%	23%	25%	25%	24%	26%	24%	25%	23%	27%
9	663	70	483	92	30	632	419	182	205	305	85	507	156	389	272	201	328	151	231	403	255
	22%	21%	23%	20%	14%	23%	22%	25%d	23%d	26%	25%	23%	19%	24%n	19%	22%	22%	25%	20%	23%	21%
10 - Extremely important	657	104	440	94	47	611	411	160	195	275	79	506	152	365	292	223	322	150	232	436	209
	22%	31%bc	21%	20%	21%	22%	22%	22%	22%	23%	24%	23%	19%	23%	21%	24%	22%	25%	20%	25%t	17%
Don't know	54	9	34	5	8	46	29	15	17	12	4	37	17	29	25	12	28	7	20	27	27
	2%	3%	2%	1%	4%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%
SUMMARY: NET: 9-10	1320	174	923	186	77	1243	830	342	400	580	164	1013	307	754	564	425	650	301	463	839	465
	44%	53%c	44%	40%	35%	44%	44%	46%	46%	49%	49%	46%l	38%	47%n	40%	46%	44%	49%r	41%	48%t	38%
NET: 7-10	2442	286	1702	364	162	2279	1531	595	716	1023	279	1843	599	1332	1102	761	1219	513	899	1448	960
	81%	86%	81%	78%	74%	81%	81%	81%	81%	86%	83%	83%l	74%	83%n	78%	83%	82%	84%	79%	82%	79%
NET: 4-6	428	27	289	74	38	390	263	106	122	127	45	270	158	186	240	109	200	70	179	226	192
	14%	8%	14%	16%a	17%	14%	14%	14%	14%	11%	13%	12%	20%k	12%	17%m	12%	13%	12%	16%	13%	16%
NET: 1-3	104	9	68	22	12	93	66	20	25	24	9	71	34	61	42	38	43	20	41	63	39
	3%	3%	3%	5%	5%	3%	4%	3%	3%	2%	3%	3%	4%	4%	3%	4%	3%	3%	4%	4%	3%
Mean	7.96	8.39bc	7.97	7.75	7.65	7.98	7.96	8.04	8.04	8.20	8.05	8.06l	7.65	8.06n	7.84	8.03	8.01	8.15r	7.85	8.07t	7.81
Standard Deviation	1.88	1.78	1.85	2.02	2.03	1.86	1.88	1.81	1.83	1.71	1.93	1.82	2.00	1.87	1.88	1.92	1.81	1.85	1.90	1.89	1.83

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 574

Q17L How important do you think it is in general that BBC1 and ITV1 combined do this?
Its regional news programmes provide a wide range of good quality news about my area

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	3028	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	3028	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	28	2	1	2	2	2	-	-	1	5	2	12	*
	1%	1%	1%	1%	*	1%	-	-	1%	2%	*	2%	*
2	33	2	-	3	2	3	5	3	1	3	5	4	1
	1%	1%	-	1%	*	1%	4%	2%	1%	1%	1%	1%	1%
3	43	4	2	2	5	3	-	2	2	5	15	5	1
	1%	1%	1%	1%	1%	1%	-	1%	2%	2%	4%	1%	1%
4	53	3	-	1	9	2	2	8	2	3	12	9	2
	2%	1%	-	1%	3%	1%	1%	5%	1%	1%	3%	2%	2%
5	165	16	8	5	17	14	8	13	7	16	24	33	3
	5%	6%	5%	2%	5%	5%	7%	7%	5%	6%	6%	6%	4%
6	209	11	13	20	38	23	10	8	10	20	19	34	3
	7%m	4%	8%	7%	11%bm	9%	8%	5%	7%	8%	5%	6%	3%
7	371	35	12	32	43	25	11	17	14	25	74	74	9
	12%	13%	8%	12%	13%	9%	9%	9%	10%	9%	18%afim	14%	10%
8	751	64	36	71	68	71	34	45	40	68	91	140	22
	25%	24%	24%	27%	20%	26%	28%	25%	27%	26%	23%	26%	26%
9	663	63	37	53	76	69	31	48	35	54	57	121	19
	22%k	24%k	25%	20%	22%	25%k	26%	27%k	24%k	21%	14%	23%	23%k
10 - Extremely important	657	62	37	73	76	60	19	33	32	51	94	97	24
	22%	23%	25%	27%	22%	22%	16%	19%	22%	19%	23%	18%	28%al
Don't know	54	4	3	4	8	1	2	2	2	11	8	9	*
	2%	1%	2%	2%	2%	1%	1%	1%	2%	4%	2%	2%	1%
SUMMARY:													
NET: 9-10	1320	125	74	126	151	128	50	81	67	104	151	218	43
	44%	47%	50%	47%	44%	47%	42%	45%	45%	40%	38%	40%	51%akl
NET: 7-10	2442	224	122	230	263	224	95	143	122	197	316	432	74
	81%	84%	82%	86%	77%	82%	79%	80%	82%	76%	79%	80%	87%aej
NET: 4-6	428	30	20	26	64	39	19	30	20	40	55	77	8
	14%	11%	14%	10%	19%m	14%	16%	17%	13%	15%	14%	14%	10%
NET: 1-3	104	8	3	6	8	8	5	5	5	13	21	21	2
	3%	3%	2%	2%	2%	3%	4%	3%	3%	5%	5%	4%	3%
Mean	7.96	8.09	8.23	8.26k	7.93	8.08	7.82	7.90	8.05	7.80	7.75	7.82	8.25akl
Standard Deviation	1.88	1.81	1.71	1.67	1.84	1.77	1.91	1.90	1.80	2.04	2.01	1.95	1.79

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 575

Q18 How satisfied are you that combined they provide these elements that we have talked about?

Base : All watching at least one channel

		TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base		**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base		**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
Very satisfied	(+2)	**437**	220	217	72	76	88	78	55	68	116	218	102	93	344	50	387	373	33	18	13
		15%	*16%*	*14%*	*16%*	*16%*	*16%*	*16%*	*14%*	*11%*	*16%*	*16%*	*13%*	*19%*	*14%*	*20%*	*15%*	*15%*	*12%*	*13%*	*16%*
Quite satisfied	(+1)	**1824**	847	977	289	279	313	324	246	372	440	881	503	297	1527	127	1688	1508	166	98	51
		62%	*60%*	*64%*	*65%*	*60%*	*58%*	*67%*	*63%*	*61%*	*59%*	*63%*	*64%*	*61%*	*62%*	*50%*	**63%n**	*62%*	*64%*	**70%p**	*63%*
Neither satisfied nor dissatisified	(0)	**391**	201	191	64	67	97	41	52	72	110	172	110	63	329	48	338	331	34	15	12
		13%	*14%*	*13%*	*14%*	*14%*	**18%f**	*8%*	*13%*	*12%*	*15%*	*12%*	*14%*	*13%*	*13%*	*19%*	*13%*	*13%*	*13%*	*11%*	*15%*
Quite dissatisfied	(-1)	**191**	93	98	10	26	30	30	27	68	54	87	49	29	162	13	175	161	21	6	3
		7%	*7%*	*6%*	*2%*	*6%*	*5%*	*6%*	**7%c**	**11%cde**	*7%*	*6%*	*6%*	*6%*	*7%*	*5%*	*7%*	*7%*	*8%*	*4%*	*4%*
Very dissatisfied	(-2)	**73**	42	31	7	14	12	14	8	19	19	32	23	5	68	14	58	63	7	3	1
		3%	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*1%*	*3%*	**6%o**	*2%*	*3%*	*3%*	*2%*	*1%*
Don't know		**17**	11	6	1	2	3	-	2	10	6	7	4	3	14	-	15	15	-	1	1
		1%	*1%*	*	*	*	*1%*	-	*	*2%*	*1%*	*	*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	**1%q**
SUMMARY: NET: SATISFIED		**2261**	1066	1194	361	355	401	402	301	440	556	1100	605	390	1871	177	2075	1881	199	116	64
		77%	*75%*	*79%*	**82%h**	*77%*	*74%*	**83%eh**	*77%*	*72%*	*75%*	*79%*	*76%*	*80%*	*77%*	*70%*	*78%*	*77%*	*76%*	*82%*	*79%*
NET: DISSATISFIED		**264**	135	129	17	40	42	44	36	86	73	119	73	34	230	27	233	224	27	9	4
		9%	*10%*	*8%*	*4%*	*9%*	*8%*	**9%c**	**9%c**	**14%ce**	*10%*	*9%*	*9%*	*7%*	*9%*	*11%*	*9%*	*9%*	**11%s**	*6%*	*5%*
Mean		**0.81**	0.79	0.83	0.93h	0.82	0.81	0.87h	0.80	0.67	0.79	0.84	0.78	0.91	0.79	0.74	0.82	0.81	0.76	0.87	0.90
Standard Deviation		**0.86**	0.89	0.83	0.73	0.88	0.85	0.85	0.84	0.93	0.88	0.84	0.86	0.80	0.87	1.01	0.84	0.87	0.86	0.77	0.76

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 576

Q18 How satisfied are you that combined they provide these elements that we have talked about?

Base : All watching at least one channel

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
Very satisfied (+2)	**437**	123	291	17	28	409	275	111	128	217	74	339	98	244	193	150	197	100	159	269	159
	15%	***37%bc***	***14%c***	*4%*	*13%*	*15%*	*15%*	*15%*	*15%*	*18%*	*22%*	*16%*	*13%*	*16%*	*14%*	*17%*	*14%*	*17%*	*14%*	*16%*	*13%*
Quite satisfied (+1)	**1824**	184	1387	230	120	1704	1167	424	517	754	202	1344	479	992	825	547	920	371	720	1061	744
	62%	*56%*	***66%ac***	*49%*	*57%*	*63%*	*64%*	*59%*	*60%*	*64%*	*60%*	*62%*	*61%*	*63%*	*61%*	*61%*	*64%*	*63%*	*65%*	*62%*	*63%*
Neither satisfied nor dissatisified (0)	**391**	16	295	77	27	364	233	111	126	122	37	285	106	201	189	129	189	70	138	217	162
	13%	*5%*	***14%a***	***16%a***	*13%*	*13%*	*13%*	*16%*	*15%*	*10%*	*11%*	*13%*	*14%*	*13%*	*14%*	*14%*	*13%*	*12%*	*13%*	*13%*	*14%*
Quite dissatisfied (-1)	**191**	6	84	97	22	169	94	60	74	71	15	124	67	85	106	45	99	34	49	103	84
	7%	*2%*	*4%*	***21%ab***	***11%f***	*6%*	*5%*	*8%*	***9%f***	*6%*	*4%*	*6%*	*9%*	*5%*	*8%*	*5%*	*7%*	*6%*	*4%*	*6%*	*7%*
Very dissatisfied (-2)	**73**	2	29	41	11	62	49	10	11	20	8	49	24	37	35	20	29	14	32	47	26
	3%	*1%*	*1%*	***9%ab***	***5%gh***	*2%*	*3%*	*1%*	*1%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*
Don't know	**17**	1	7	3	2	15	10	1	2	2	1	10	7	4	13	5	10	3	5	8	9
	1%	*	*	*1%*	*1%*	*1%*	*1%*	*	*	*	*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*
SUMMARY: NET: SATISFIED	**2261**	307	1679	248	147	2113	1442	535	645	971	276	1683	577	1236	1017	696	1117	471	879	1329	903
	77%	***93%bc***	***80%c***	*53%*	*70%*	*78%*	*79%*	*75%*	*75%*	*82%*	*82%*	*78%*	*74%*	*79%*	*75%*	*78%*	*77%*	*80%*	*80%*	*78%*	*76%*
NET: DISSATISFIED	**264**	7	113	138	34	231	143	69	85	91	23	173	91	122	141	66	128	47	82	150	110
	9%	*2%*	*5%*	***30%ab***	***16%ef***	*8%*	*8%*	*10%*	*10%*	*8%*	*7%*	*8%*	***12%k***	*8%*	*10%*	*7%*	*9%*	*8%*	*7%*	*9%*	*9%*
Mean	**0.81**	1.27bc	0.88c	0.18	0.62	0.82d	0.84d	0.79	0.79	0.91	0.95	0.84l	0.72	0.85	0.77	0.85	0.81	0.87	0.84	0.83	0.79
Standard Deviation	**0.86**	0.68	0.74	1.09	1.02	0.84	0.84	0.85	0.85	0.82	0.85	0.84	0.90	0.83	0.88	0.84	0.83	0.84	0.83	0.87	0.85

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 577

Q18 How satisfied are you that combined they provide these elements that we have talked about?

Base : All watching at least one channel

		TOTAL (a)	STANDARD REGION											
			Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base		**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base		**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
Very satisfied	(+2)	**437**	33	28	33	51	39	16	41	18	39	57	70	13
		15%	*12%*	*19%*	*13%*	*16%*	*14%*	*14%*	**23%b**	*13%*	*16%*	*15%*	*13%*	*16%*
Quite satisfied	(+1)	**1824**	166	86	161	203	170	71	96	98	148	239	334	51
		62%	*64%*	*59%*	*65%*	*62%*	*63%*	*59%*	*54%*	**70%ah**	*58%*	*62%*	*63%*	*63%*
Neither satisfied nor dissatisified	(0)	**391**	34	15	31	42	40	16	24	15	42	54	65	12
		13%	*13%*	*10%*	*12%*	*13%*	*15%*	*14%*	*14%*	*11%*	*17%*	*14%*	*12%*	*15%*
Quite dissatisfied	(-1)	**191**	21	12	12	23	16	10	13	6	14	21	40	3
		7%	*8%*	*8%*	*5%*	*7%*	*6%*	*8%*	*7%*	*4%*	*6%*	*5%*	*8%*	*4%*
Very dissatisfied	(-2)	**73**	7	3	12	6	3	5	3	3	10	10	11	1
		3%	*3%*	*2%*	*5%*	*2%*	*1%*	*4%*	*2%*	*2%*	*4%*	*3%*	*2%*	*1%*
Don't know		**17**	-	2	-	2	-	2	-	1	-	3	7	1
		1%	-	*1%*	-	*	-	*1%*	-	*1%*	-	*1%*	*1%*	**1%b**
SUMMARY:														
NET: SATISFIED		**2261**	199	115	194	254	209	87	137	116	187	295	404	64
		77%	*76%*	*78%*	*78%*	*78%*	*78%*	*73%*	*77%*	*82%*	*74%*	*77%*	*76%*	*79%*
NET: DISSATISFIED		**264**	27	15	25	29	19	15	16	9	24	31	51	4
		9%	**11%m**	*10%*	*10%*	*9%*	*7%*	*12%*	*9%*	*6%*	*9%*	*8%*	*10%*	*5%*
Mean		**0.81**	0.76	0.86	0.76	0.83	0.84	0.71	0.89	0.87	0.76	0.82	0.79	0.90
Standard Deviation		**0.86**	0.86	0.90	0.92	0.84	0.78	0.94	0.90	0.77	0.91	0.84	0.85	0.76

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 578

Q19 Do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?

Base : All watching at least one channel

		TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
			Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base		**2926**	1402	1524	439	471	553	475	401	587	702	1402	822	508	2418	174	2735	1573	488	433	432
Weighted Base		**2934**	1413	1520	442	463	543	487	390	608	745	1397	791	489	2444	251	2661	2451	260	141	81
More satisfied	(+1)	**332**	161	171	52	44	51	61	51	73	82	145	105	67	265	51	281	295	18	8	10
		11%	*11%*	*11%*	*12%*	*9%*	*9%*	*12%*	*13%*	*12%*	*11%*	*10%*	*13%*	*14%*	*11%*	**20%o**	*11%*	**12%qr**	*7%*	*6%*	**12%qr**
Same satisfaction	(0)	**2094**	1027	1066	347	366	422	335	242	381	532	1018	543	357	1736	170	1910	1716	204	110	63
		71%	*73%*	*70%*	**78%fgh**	**79%fgh**	**78%fgh**	*69%*	*62%*	*63%*	*71%*	*73%*	*69%*	*73%*	*71%*	*68%*	*72%*	*70%*	**79%p**	**78%p**	**78%p**
Less satisfied	(-1)	**466**	206	259	39	47	66	87	89	138	115	217	133	62	404	27	434	404	35	20	7
		16%	*15%*	*17%*	*9%*	*10%*	*12%*	**18%cd**	**23%cde**	**23%cde**	*15%*	*16%*	*17%*	*13%*	*17%*	*11%*	*16%*	**16%s**	*13%*	*14%*	*9%*
Don't know		**43**	19	24	5	5	3	5	8	17	17	16	10	3	40	4	36	36	3	3	1
		1%	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*3%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*
Mean		**-0.05**	-0.03	-0.06	**0.03gh**	**-0.01h**	-0.03	-0.05	-0.10	-0.11	-0.05	-0.05	-0.04	0.01	-0.06	**0.10o**	-0.06	-0.04	-0.07	-0.08	**0.03pqr**
Standard Deviation		**0.52**	0.51	0.53	0.45	0.45	0.47	0.55	0.60	0.59	0.52	0.51	0.55	0.52	0.52	0.55	0.52	0.54	0.45	0.45	0.46

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 579

Q19 Do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?

Base : All watching at least one channel

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2926**	303	2155	425	186	2740	1867	701	838	1235	360	2117	809	1576	1339	875	1457	559	1180	1669	1204
Weighted Base	**2934**	332	2094	466	210	2723	1828	716	858	1186	337	2152	782	1562	1360	895	1444	591	1104	1704	1184
More satisfied (+1)	**332**	332	-	-	18	314	209	82	97	157	52	256	75	172	156	112	160	73	124	250	77
	11%	**100%bc**	-	-	*8%*	*12%*	*11%*	*11%*	*11%*	*13%*	*15%*	*12%*	*10%*	*11%*	*12%*	*13%*	*11%*	*12%*	*11%*	**15%t**	*6%*
Same satisfaction (0)	**2094**	-	2094	-	152	1942	1336	497	586	849	226	1526	567	1133	955	632	1036	424	823	1162	895
	71%	-	**100%ac**	-	*72%*	*71%*	*73%*	*69%*	*68%*	*72%*	*67%*	*71%*	*73%*	*73%*	*70%*	*71%*	*72%*	*72%*	*75%*	*68%*	**76%s**
Less satisfied (-1)	**466**	-	-	466	35	431	258	131	165	166	52	341	125	240	223	141	229	85	143	274	188
	16%	-	-	**100%ab**	*17%*	*16%*	*14%*	*18%*	**19%f**	*14%*	*16%*	*16%*	*16%*	*15%*	*16%*	*16%*	*16%*	*14%*	*13%*	*16%*	*16%*
Don't know	**43**	-	-	-	6	36	26	5	10	14	7	28	14	17	25	10	18	9	13	18	24
	1%	-	-	-	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*
Mean	**-0.05**	1.00	0.00	-1.00	-0.08	-0.04	-0.03	-0.07	-0.08	-0.01	*	-0.04	-0.06	-0.04	-0.05	-0.03	-0.05	-0.02	-0.02	**-0.01t**	-0.10
Standard Deviation	**0.52**	0.00	0.00	0.00	0.50	0.52	0.51	0.54	0.55	0.52	0.56	0.53	0.51	0.51	0.53	0.53	0.52	0.52	0.50	0.56	0.47

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 580

Q19 Do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?

Base : All watching at least one channel

		TOTAL (a)	STANDARD REGION											
			Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base		**2926**	488	95	161	211	172	74	110	433	162	240	348	432
Weighted Base		**2934**	260	147*	249	327	268	120*	177	141	253	384	528	81
More satisfied	(+1)	**332**	18	20	30	32	29	10	27	8	26	49	72	10
		11%bi	*7%*	*14%*	*12%*	*10%*	*11%*	*8%*	**15%i**	*6%*	*10%*	**13%i**	**14%bi**	**12%bi**
Same satisfaction	(0)	**2094**	204	103	178	238	192	77	115	110	189	266	359	63
		71%	**79%ahkl**	*70%*	*71%*	*73%*	*72%*	*65%*	*65%*	**78%ahl**	*75%*	*69%*	*68%*	**78%ahl**
Less satisfied	(-1)	**466**	35	19	38	51	45	31	36	20	38	58	90	7
		16%m	*13%*	*13%*	*15%*	*15%*	*17%*	**26%bm**	**20%m**	*14%*	*15%*	*15%*	**17%m**	*9%*
Don't know		**43**	3	5	3	6	1	2	-	3	-	11	7	1
		1%	*1%*	*3%*	*1%*	*2%*	*1%*	*1%*	-	**2%j**	-	*3%*	*1%*	*1%*
Mean		**-0.05**	-0.07	0.01	-0.03	-0.06	-0.06	-0.18	-0.05	-0.08	-0.05	-0.02	-0.03	**0.03abgi**
Standard Deviation		**0.52**	0.45	0.52	0.53	0.51	0.53	0.56	0.59	0.45	0.50	0.54	0.56	0.46

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 581

Q20 What makes you say this?

Base : All more satisfied

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**303**	142	161	49	45	46	51	54	58	67	139	97	56	247	35	268	190	34	26	53
Weighted Base	**332**	161	171	52*	44*	51*	61*	51*	73*	82*	145	105*	67*	265	51*	281	295	18*	8**	10*
Better/more choice/ variety of programmes	**136**	57	79	24	21	23	20	16	32	31	58	47	34	102	31	105	120	7	4	4
	41%	*35%*	*46%*	*45%*	*48%*	*45%*	*33%*	*31%*	*44%*	*38%*	*40%*	*45%*	*51%*	*38%*	*61%*	*37%*	*41%*	*41%*	*50%*	*41%*
Better quality of programmes	**51**	22	29	11	9	4	10	13	5	17	26	9	13	39	7	45	45	2	2	2
	15%	*14%*	*17%*	*21%*	*21%*	*7%*	*16%*	*25%*	*7%*	*20%*	*18%*	*9%*	*19%*	*15%*	*13%*	*16%*	*15%*	*12%*	*28%*	*18%*
More interesting programmes	**51**	23	28	8	7	8	9	8	11	12	28	11	3	48	6	44	45	3	2	1
	15%	*14%*	*16%*	*16%*	*17%*	*15%*	*14%*	*15%*	*15%*	*15%*	*19%*	*10%*	*4%*	*18%*	*13%*	*16%*	*15%*	*15%*	*19%*	*12%*
Better dramas/films	**33**	13	19	3	4	8	7	7	3	12	16	5	7	26	2	31	30	1	1	1
	10%	*8%*	*11%*	*6%*	*9%*	*16%*	*12%*	*14%*	*4%*	*15%*	*11%*	*5%*	*10%*	*10%*	*3%*	*11%*	*10%*	*3%*	*15%*	*13%*
I'm just able to watch more TV now	**23**	12	11	2	*	1	5	5	10	2	12	10	1	23	1	23	20	3	-	*
	7%	*8%*	*6%*	*4%*	*	*2%*	*8%*	*10%*	*13%*	*2%*	*8%*	*9%*	*1%*	*9%*	*1%*	*8%*	*7%*	*15%*	-	*3%*
Like the way the news is portrayed	**23**	12	11	5	3	1	7	3	5	2	16	5	4	19	5	19	22	1	*	1
	7%	*7%*	*7%*	*9%*	*7%*	*2%*	*11%*	*6%*	*7%*	*2%*	*11%*	*5%*	*6%*	*7%*	*9%*	*7%*	*7%*	*3%*	*4%*	*9%*
More factual programmes	**22**	11	12	5	5	2	3	3	5	6	13	3	2	21	3	19	21	1	1	*
	7%	*7%*	*7%*	*10%*	*11%*	*3%*	*5%*	*6%*	*7%*	*8%*	*9%*	*3%*	*2%*	*8%*	*6%*	*7%*	*7%*	*6%*	*8%*	*2%*
More interesting documntaries	**20**	8	12	4	7	2	-	4	3	3	10	7	5	15	2	18	17	1	1	1
	6%	*5%*	*7%*	*8%*	***16%i***	*4%*	-	*8%*	*5%*	*4%*	*7%*	*7%*	*8%*	*6%*	*3%*	*7%*	*6%*	*6%*	*7%*	*10%*
More channels are becoming appealing now	**19**	9	10	2	5	3	5	*	3	2	10	7	3	16	3	16	17	1	-	1
	6%	*5%*	*6%*	*4%*	*11%*	*7%*	*9%*	*1%*	*4%*	*3%*	*7%*	*7%*	*5%*	*6%*	*6%*	*6%*	*6%*	*3%*	-	*13%*
More cultural programmes shown	**18**	12	6	-	5	3	2	3	4	1	11	6	1	16	2	16	16	1	1	*
	5%	*7%*	*3%*	-	*11%*	*6%*	*4%*	*6%*	*6%*	*1%*	*8%*	*5%*	*2%*	*6%*	*3%*	*6%*	*5%*	*6%*	*7%*	*2%*
Programmes are more informative/relevant information	**13**	6	7	*	2	5	2	1	4	4	6	3	3	10	3	10	11	1	1	*
	4%	*4%*	*4%*	*1%*	*4%*	*10%*	*3%*	*1%*	*5%*	*5%*	*4%*	*3%*	*5%*	*4%*	*6%*	*3%*	*4%*	*3%*	*12%*	*2%*
Better quality of picture and sound	**11**	5	6	-	2	2	1	3	3	5	2	5	-	11	2	9	11	-	-	*
	3%	*3%*	*4%*	-	*4%*	*4%*	*2%*	*6%*	*4%*	*6%*	*1%*	*5%*	-	*4%*	*3%*	*3%*	*4%*	-	-	*2%*
More sports/live sports i.e. football	**10**	7	3	2	-	2	3	*	3	-	3	7	3	7	2	8	8	1	1	*
	3%	*4%*	*2%*	*3%*	-	*4%*	*4%*	*1%*	*4%*	-	*2%*	*7%*	*5%*	*2%*	*3%*	*3%*	*3%*	*3%*	*11%*	*5%*
Their shows are more regional based	**10**	5	5	-	-	2	1	5	2	1	6	2	2	7	-	10	8	1	*	*
	3%	*3%*	*3%*	-	-	*5%*	*1%*	*9%*	*3%*	*2%*	*4%*	*2%*	*4%*	*3%*	-	*3%*	*3%*	*6%*	*4%*	*5%*
More scientific programmes produced	**7**	4	3	-	5	-	-	-	2	3	-	4	-	7	-	7	6	-	*	-
	2%	*2%*	*2%*	-	*12%*	-	-	-	*2%*	*4%*	-	*3%*	-	*3%*	-	*2%*	*2%*	-	*4%*	-
Better soaps	**7**	-	7	-	2	2	2	-	2	-	5	2	2	5	-	7	6	1	-	-
	2%	-	*4%*	-	*3%*	*4%*	*3%*	-	*2%*	-	*4%*	*1%*	*3%*	*2%*	-	*2%*	*2%*	*3%*	-	-
Better slots have been given to programmes now	**6**	1	5	2	2	2	*	1	1	2	3	1	3	3	-	6	5	1	-	*
	2%	*1%*	*3%*	*3%*	*3%*	*3%*	*	*1%*	*1%*	*3%*	*2%*	*1%*	*5%*	*1%*	-	*2%*	*2%*	*6%*	-	*4%*
Because we now have HD viewing	**5**	3	2	-	2	2	-	*	2	3	2	-	2	3	2	3	5	-	*	-
	1%	*2%*	*1%*	-	*4%*	*3%*	-	*1%*	*2%*	*4%*	*1%*	-	*2%*	*1%*	*3%*	*1%*	*2%*	-	*4%*	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 581

Q20 What makes you say this?

Base : All more satisfied

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**303**	142	161	49	45	46	51	54	58	67	139	97	56	247	35	268	190	34	26	53
Weighted Base	**332**	161	171	52*	44*	51*	61*	51*	73*	82*	145	105*	67*	265	51*	281	295	18*	8**	10*
Because I have Freeview/ Sky etc.	**4**	2	2	2	*	-	*	*	2	-	2	2	*	4	2	2	3	-	*	1
	1%	*1%*	*1%*	*3%*	*	-	*1%*	*1%*	*2%*	-	*1%*	*2%*	*	*1%*	*3%*	*1%*	*1%*	-	*4%*	**6%p**
Can watch repeats programmes on other channels	**4**	2	2	2	-	2	-	1	-	1	2	2	2	2	-	4	3	1	-	-
	1%	*1%*	*1%*	*3%*	-	*3%*	-	*1%*	-	*1%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*1%*	*3%*	-	-
Less repeats than last year	**2**	2	1	1	2	*	-	-	-	2	1	*	2	1	-	2	2	1	-	*
	1%	*1%*	*	*1%*	*4%*	*	-	-	-	*2%*	*	*	*2%*	*	-	*1%*	*1%*	*3%*	-	*4%*
Less repeats	**2**	2	1	-	-	-	-	1	2	-	1	2	-	2	-	2	2	1	-	-
	1%	*1%*	*	-	-	-	-	*1%*	*2%*	-	*	*2%*	-	*1%*	-	*1%*	*1%*	*3%*	-	-
More programmes appropriate to my age now showing	**2**	*	2	2	-	*	-	-	-	2	-	-	-	2	-	2	2	-	-	*
	1%	*	*1%*	*3%*	-	*	-	-	-	*2%*	-	-	-	*1%*	-	*1%*	*1%*	-	-	*2%*
More live coverage	**2**	2	-	-	-	2	-	-	-	2	-	-	-	2	2	-	2	-	-	-
	*	*1%*	-	-	-	*3%*	-	-	-	*2%*	-	-	-	*1%*	*3%*	-	*1%*	-	-	-
Can catchup on-line	**2**	2	-	-	-	-	2	-	-	-	2	-	-	2	-	2	2	-	-	-
	*	*1%*	-	-	-	-	*3%*	-	-	-	*1%*	-	-	*1%*	-	*1%*	*1%*	-	-	-
Showing international news	**2**	-	2	2	-	-	-	-	-	-	2	-	-	2	2	-	2	-	-	-
	*	-	*1%*	*3%*	-	-	-	-	-	-	*1%*	-	-	*1%*	*3%*	-	*1%*	-	-	-
Generally more channels	*	-	*	-	*	-	-	-	-	-	-	*	*	-	-	*	-	-	-	*
	*	-	*	-	*	-	-	-	-	-	-	*	*	-	-	*	-	-	-	**2%p**
Other	**86**	49	37	9	11	17	17	12	19	25	31	30	13	73	9	77	76	6	2	2
	26%	*31%*	*21%*	*16%*	*25%*	*34%*	*29%*	*23%*	*27%*	*31%*	*21%*	*28%*	*19%*	*28%*	*17%*	*27%*	*26%*	*33%*	*23%*	*19%*
Dont know	**11**	4	7	4	2	2	-	1	3	3	7	2	5	7	2	10	10	1	-	-
	3%	*2%*	*4%*	*7%*	*3%*	*3%*	-	*3%*	*5%*	*4%*	*4%*	*1%*	*7%*	*3%*	*3%*	*4%*	*4%*	*6%*	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 582

Q20 What makes you say this?

Base : All more satisfied

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**303**	303	-	-	19	284	193	73	85	145	47	229	74	162	138	103	141	68	116	223	76
Weighted Base	**332**	332	-**	-**	18**	314	209	82*	97*	157	52*	256	75*	172	156	112*	160	73*	124*	250	77*
Better/more choice/ variety of programmes	**136**	136	-	-	7	129	83	36	41	64	24	106	30	65	71	45	62	20	61	99	32
	41%	*41%*	-	-	*38%*	*41%*	*40%*	*44%*	*42%*	*41%*	*45%*	*41%*	*40%*	*38%*	*45%*	*40%*	*39%*	*28%*	*49%*	*39%*	*42%*
Better quality of programmes	**51**	51	-	-	*	51	35	12	16	28	5	42	9	31	21	20	26	11	17	37	14
	15%	*15%*	-	-	*2%*	*16%*	*17%*	*14%*	*17%*	*18%*	*10%*	*17%*	*12%*	*18%*	*13%*	*18%*	*16%*	*15%*	*13%*	*15%*	*18%*
More interesting programmes	**51**	51	-	-	1	49	34	10	15	26	11	41	10	31	20	15	22	14	18	38	13
	15%	*15%*	-	-	*8%*	*16%*	*16%*	*12%*	*15%*	*16%*	*21%*	*16%*	*13%*	*18%*	*13%*	*14%*	*14%*	*20%*	*15%*	*15%*	*16%*
Better dramas/films	**33**	33	-	-	1	31	18	10	13	18	2	30	3	21	12	9	24	6	10	28	5
	10%	*10%*	-	-	*8%*	*10%*	*9%*	*12%*	*14%*	*11%*	*4%*	*12%*	*4%*	*12%*	*7%*	*8%*	*15%*	*8%*	*8%*	*11%*	*7%*
I'm just able to watch more TV now	**23**	23	-	-	3	20	14	6	6	12	-	15	8	10	12	6	11	7	7	21	2
	7%	*7%*	-	-	*17%*	*6%*	*7%*	*7%*	*6%*	*7%*	-	*6%*	*11%*	*6%*	*7%*	*5%*	*7%*	*10%*	*6%*	*8%*	*3%*
Like the way the news is portrayed	**23**	23	-	-	*	23	13	10	10	13	3	18	5	7	16	5	13	8	5	20	4
	7%	*7%*	-	-	*2%*	*7%*	*6%*	*12%*	*10%*	*9%*	*6%*	*7%*	*7%*	*4%*	*10%*	*5%*	*8%*	*11%*	*4%*	*8%*	*5%*
More factual programmes	**22**	22	-	-	-	22	11	10	12	11	4	16	7	12	10	10	7	4	7	15	7
	7%	*7%*	-	-	-	*7%*	*5%*	*12%*	*12%*	*7%*	*7%*	*6%*	*9%*	*7%*	*6%*	*9%*	*4%*	*5%*	*6%*	*6%*	*9%*
More interesting documntaries	**20**	20	-	-	*	19	8	12	12	13	2	19	1	11	9	12	6	1	7	15	5
	6%	*6%*	-	-	*3%*	*6%*	*4%*	***14%i***	*12%*	*9%*	*5%*	*8%*	*1%*	*7%*	*6%*	*11%*	*4%*	*1%*	*6%*	*6%*	*7%*
More channels are becoming appealing now	**19**	19	-	-	-	19	15	2	2	8	1	11	8	8	11	8	9	6	7	12	7
	6%	*6%*	-	-	-	*6%*	*7%*	*2%*	*2%*	*5%*	*3%*	*4%*	*11%*	*5%*	*7%*	*7%*	*6%*	*8%*	*5%*	*5%*	*9%*
More cultural programmes shown	**18**	18	-	-	-	18	9	7	8	7	2	14	4	9	8	6	9	5	4	14	4
	5%	*5%*	-	-	-	*6%*	*4%*	*8%*	*8%*	*4%*	*3%*	*5%*	*5%*	*5%*	*5%*	*6%*	*6%*	*7%*	*3%*	*6%*	*5%*
Programmes are more informative/relevant information	**13**	13	-	-	-	13	9	4	4	4	4	11	2	7	5	5	7	3	5	10	1
	4%	*4%*	-	-	-	*4%*	*4%*	*5%*	*4%*	*3%*	*7%*	*4%*	*2%*	*4%*	*3%*	*5%*	*4%*	*4%*	*4%*	*4%*	*1%*
Better quality of picture and sound	**11**	11	-	-	-	11	5	5	6	6	2	11	-	8	3	5	6	2	3	6	5
	3%	*3%*	-	-	-	*4%*	*2%*	*6%*	*6%*	*4%*	*3%*	*4%*	-	*5%*	*2%*	*4%*	*4%*	*2%*	*2%*	*3%*	*6%*
More sports/live sports i.e. football	**10**	10	-	-	1	9	8	2	2	3	2	6	3	4	6	1	6	4	3	8	2
	3%	*3%*	-	-	*4%*	*3%*	*4%*	*2%*	*2%*	*2%*	*3%*	*2%*	*5%*	*2%*	*4%*	*1%*	*3%*	*6%*	*3%*	*3%*	*2%*
Their shows are more regional based	**10**	10	-	-	*	9	6	2	3	6	2	6	3	3	7	4	2	1	5	6	3
	3%	*3%*	-	-	*1%*	*3%*	*3%*	*2%*	*3%*	*4%*	*4%*	*2%*	*5%*	*1%*	*4%*	*4%*	*1%*	*1%*	*4%*	*2%*	*4%*
More scientific programmes produced	**7**	7	-	-	-	7	2	5	5	2	-	5	2	5	2	2	3	-	2	5	2
	2%	*2%*	-	-	-	*2%*	*1%*	*6%*	*5%*	*1%*	-	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	-	*1%*	*2%*	*2%*
Better soaps	**7**	7	-	-	-	7	5	2	2	4	-	4	3	2	5	1	5	2	2	5	2
	2%	*2%*	-	-	-	*2%*	*2%*	*2%*	*2%*	*2%*	-	*1%*	*4%*	*1%*	*3%*	*	*3%*	*3%*	*1%*	*2%*	*2%*
Better slots have been given to programmes now	**6**	6	-	-	-	6	2	3	4	2	3	3	3	1	5	1	5	2	1	4	2
	2%	*2%*	-	-	-	*2%*	*1%*	*4%*	*4%*	*2%*	*6%*	*1%*	*4%*	*1%*	*3%*	*1%*	*3%*	*2%*	*	*2%*	*2%*
Because we now have HD viewing	**5**	5	-	-	-	5	3	2	2	-	-	2	3	2	3	*	5	*	2	3	2
	1%	*1%*	-	-	-	*2%*	*2%*	*2%*	*2%*	-	-	*1%*	*4%*	*1%*	*2%*	*	*3%*	*	*1%*	*1%*	*2%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 582

Q20 What makes you say this?

Base : All more satisfied

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**303**	303	-	-	19	284	193	73	85	145	47	229	74	162	138	103	141	68	116	223	76
Weighted Base	**332**	332	-**	-**	18**	314	209	82*	97*	157	52*	256	75*	172	156	112*	160	73*	124*	250	77*
Because I have Freeview/ Sky etc.	**4**	4	-	-	*	4	*	4	4	4	3	2	2	*	4	2	2	-	*	2	2
	1%	*1%*	-	-	*1%*	*1%*	*	*4%*	*4%*	*2%*	*7%*	*1%*	*3%*	*	*2%*	*1%*	*1%*	-	*	*1%*	*3%*
Can watch repeats programmes on other channels	**4**	4	-	-	-	4	2	2	2	2	2	2	2	1	3	1	3	-	2	1	3
	1%	*1%*	-	-	-	*1%*	*1%*	*2%*	*2%*	*1%*	*3%*	*1%*	*2%*	*	*2%*	*	*2%*	-	*2%*	*	*4%*
Less repeats than last year	**2**	2	-	-	2	1	1	-	-	*	*	2	*	2	*	2	1	-	1	2	*
	1%	*1%*	-	-	*10%*	*	*	-	-	*	*	*1%*	*	*1%*	*	*2%*	*	-	*1%*	*1%*	*
Less repeats	**2**	2	-	-	-	2	2	1	1	1	1	2	-	2	1	1	-	-	-	-	2
	1%	*1%*	-	-	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*	*	-	-	-	-	*3%*
More programmes appropriate to my age now showing	**2**	2	-	-	-	2	*	2	2	2	-	2	-	*	2	2	-	*	-	2	-
	1%	*1%*	-	-	-	*1%*	*	*2%*	*2%*	*1%*	-	*1%*	-	*	*1%*	*2%*	-	*	-	*1%*	-
More live coverage	**2**	2	-	-	-	2	2	-	-	-	-	-	2	-	2	-	2	-	2	2	-
	*	*	-	-	-	*1%*	*1%*	-	-	-	-	-	*2%*	-	*1%*	-	*1%*	-	*1%*	*1%*	-
Can catchup on-line	**2**	2	-	-	-	2	2	-	-	-	-	2	-	2	-	2	-	-	2	2	-
	*	*	-	-	-	*1%*	*1%*	-	-	-	-	*1%*	-	*1%*	-	*1%*	-	-	*1%*	*1%*	-
Showing international news	**2**	2	-	-	-	2	-	2	2	2	2	2	-	-	2	2	-	-	-	2	-
	*	*	-	-	-	*	-	*2%*	*2%*	*1%*	*3%*	*1%*	-	-	*1%*	*1%*	-	-	-	*1%*	-
Generally more channels	*	*	-	-	-	*	-	*	*	*	-	-	*	-	*	-	-	-	-	-	*
	*	*	-	-	-	*	-	*	*	*	-	-	*	-	*	-	-	-	-	-	*
Other	**86**	86	-	-	3	82	53	24	29	38	12	67	19	54	31	29	46	28	24	70	14
	26%	*26%*	-	-	*20%*	*26%*	*26%*	*29%*	*30%*	*24%*	*23%*	*26%*	*25%*	*31%*	*20%*	*26%*	*29%*	*39%*	*19%*	*28%*	*18%*
Dont know	**11**	11	-	-	4	8	4	1	1	6	4	7	4	3	7	4	4	-	4	5	7
	3%	*3%*	-	-	*20%*	*3%*	*2%*	*2%*	*1%*	*4%*	*7%*	*3%*	*5%*	*2%*	*4%*	*4%*	*3%*	-	*3%*	*2%*	*9%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t
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Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 583

Q20 What makes you say this?

Base : All more satisfied

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**303**	34	13	19	21	19	6	17	26	17	31	47	53
Weighted Base	**332**	18*	20**	30**	32**	29**	10**	27**	8**	26**	49*	72*	10*
Better/more choice/ variety of programmes	**136**	7	9	9	14	11	2	8	4	14	24	29	4
	41%	*41%*	*46%*	*31%*	*43%*	*38%*	*17%*	*30%*	*50%*	*54%*	*49%*	*40%*	*41%*
Better quality of programmes	**51**	2	3	6	6	5	2	2	2	6	6	9	2
	15%	*12%*	*15%*	*21%*	*19%*	*15%*	*18%*	*6%*	*28%*	*23%*	*13%*	*13%*	*18%*
More interesting programmes	**51**	3	3	5	3	3	3	6	2	5	10	7	1
	15%	*15%*	*16%*	*15%*	*9%*	*11%*	*33%*	*23%*	*19%*	*18%*	*20%*	*10%*	*12%*
Better dramas/films	**33**	1	2	9	3	2	2	3	1	-	5	4	1
	10%	*3%*	*8%*	*31%*	*10%*	*6%*	*16%*	*12%*	*15%*	-	*9%*	*6%*	*13%*
I'm just able to watch more TV now	**23**	3	2	3	3	2	-	5	-	4	-	2	*
	7%	**15%kl**	*8%*	*11%*	*10%*	*6%*	-	*18%*	-	*17%*	-	*2%*	*3%*
Like the way the news is portrayed	**23**	1	2	2	3	3	2	3	*	-	2	6	1
	7%	*3%*	*8%*	*5%*	*9%*	*10%*	*16%*	*11%*	*4%*	-	*3%*	*8%*	*9%*
More factual programmes	**22**	1	2	3	2	3	2	3	1	-	2	5	*
	7%	*6%*	*7%*	*11%*	*5%*	*10%*	*17%*	*12%*	*8%*	-	*3%*	*7%*	*2%*
More interesting documntaries	**20**	1	2	3	2	2	-	3	1	2	2	3	1
	6%	*6%*	*7%*	*11%*	*5%*	*5%*	-	*11%*	*7%*	*7%*	*3%*	*4%*	*10%*
More channels are becoming appealing now	**19**	1	-	2	6	-	-	-	-	-	5	4	1
	6%	*3%*	-	*6%*	*19%*	-	-	-	-	-	*10%*	*6%*	*13%*
More cultural programmes shown	**18**	1	2	2	2	2	3	-	1	-	-	6	*
	5%	*6%*	*8%*	*6%*	*5%*	*5%*	*33%*	-	*7%*	-	-	*8%*	*2%*
Programmes are more informative/relevant information	**13**	1	2	3	-	-	-	2	1	-	3	1	*
	4%	*3%*	*8%*	*11%*	-	-	-	*6%*	*12%*	-	*7%*	*2%*	*2%*
Better quality of picture and sound	**11**	-	-	2	2	-	-	-	-	1	3	3	*
	3%	-	-	*5%*	*5%*	-	-	-	-	*6%*	*7%*	*4%*	*2%*
More sports/live sports i.e. football	**10**	1	-	-	2	-	-	2	1	-	-	5	*
	3%	*3%*	-	-	*5%*	-	-	*6%*	*11%*	-	-	*6%*	*5%*
Their shows are more regional based	**10**	1	-	-	-	1	2	3	*	-	-	2	*
	3%	*6%*	-	-	-	*5%*	*17%*	*11%*	*4%*	-	-	*2%*	*5%*
More scientific programmes produced	**7**	-	-	3	-	-	-	2	*	2	-	-	-
	2%	-	-	*11%*	-	-	-	*6%*	*4%*	*6%*	-	-	-
Better soaps	**7**	1	-	-	-	2	-	3	-	-	-	2	-
	2%	*3%*	-	-	-	*5%*	-	*12%*	-	-	-	*2%*	-
Better slots have been given to programmes now	**6**	1	-	2	2	-	-	2	-	-	-	-	*
	2%	*6%*	-	*5%*	*5%*	-	-	*6%*	-	-	-	-	**4%l**
Because we now have HD viewing	**5**	-	-	-	3	-	-	-	*	-	2	-	-
	1%	-	-	-	*9%*	-	-	-	*4%*	-	*3%*	-	-
Because I have Freeview/ Sky etc.	**4**	-	-	-	-	2	-	-	*	-	2	-	1
	1%	-	-	-	-	*5%*	-	-	*4%*	-	*3%*	-	**6%l**

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
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* = Less than .5

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Q20 What makes you say this?

Base : All more satisfied

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**303**	34	13	19	21	19	6	17	26	17	31	47	53
Weighted Base	**332**	18*	20**	30**	32**	29**	10**	27**	8**	26**	49*	72*	10*
Can watch repeats programmes on other channels	**4** ***1%***	1 *3%*	- -	- -	- -	- -	- -	2 *6%*	- -	- -	2 *3%*	- -	- -
Less repeats than last year	**2** ***1%***	1 *3%*	- -	- -	- -	- -	- -	- -	- -	- -	2 *3%*	- -	* **4%l**
Less repeats	**2** ***1%***	1 *3%*	- -	2 *5%*	- -	- -	- -	- -	- -	- -	- -	- -	- -
More programmes appropriate to my age now showing	**2** ***1%***	- -	2 *7%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *2%*
More live coverage	**2** *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *2%*	- -
Can catchup on-line	**2** *	- -	- -	- -	- -	- -	2 *16%*	- -	- -	- -	- -	- -	- -
Showing international news	**2** *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *3%*	- -	- -
Generally more channels	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* **2%a**
Other	**86** ***26%***	6 *33%*	8 *38%*	10 *32%*	11 *34%*	6 *21%*	2 *16%*	3 *12%*	2 *23%*	6 *24%*	11 *22%*	20 *28%*	2 *19%*
Dont know	**11** ***3%***	1 *6%*	- -	- -	- -	3 *10%*	- -	- -	- -	- -	2 *3%*	6 *8%*	- -

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
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Table 584

Q21 What makes you say this?

Base : All less satisfied

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**425**	194	231	35	47	64	80	79	120	99	194	132	64	361	19	403	259	65	62	39
Weighted Base	**466**	206	259	39**	47*	66*	87*	89*	138*	115*	217	133*	62*	404	27**	434	404	35*	20*	7*
There are a lot of repeats	**185**	81	104	11	21	28	34	34	58	49	80	56	24	161	7	175	161	11	10	3
	40%	*39%*	*40%*	*27%*	*45%*	*42%*	*39%*	*38%*	*42%*	*42%*	*37%*	*42%*	*39%*	*40%*	*25%*	*40%*	*40%*	*31%*	*49%*	*46%*
I do not find them interesting/they are boring/rubbish	**126**	53	74	9	12	11	21	31	42	28	61	38	9	117	5	121	108	11	6	2
	27%	*26%*	*28%*	*24%*	*25%*	*17%*	*24%*	*35%*	*30%*	*24%*	*28%*	*28%*	*14%*	*29%*	*20%*	*28%*	*27%*	*31%*	*30%*	*24%*
Too many reality shows	**55**	16	39	8	4	4	13	10	15	18	20	17	5	50	2	53	50	3	1	1
	12%	*8%*	*15%*	*21%*	*9%*	*7%*	*15%*	*12%*	*11%*	*16%*	*9%*	*13%*	*8%*	*12%*	*6%*	*12%*	*12%*	*8%*	*7%*	*13%*
Not enough new programmes	**51**	20	31	6	2	11	10	11	11	17	22	12	7	44	6	45	44	3	3	1
	11%	*10%*	*12%*	*16%*	*5%*	*17%*	*12%*	*12%*	*8%*	*15%*	*10%*	*9%*	*11%*	*11%*	*24%*	*10%*	*11%*	*9%*	*15%*	*18%*
Poor quality of programmes	**49**	24	25	7	7	8	9	8	11	17	23	9	8	41	5	44	42	4	1	1
	10%	*11%*	*10%*	*18%*	*14%*	*11%*	*11%*	*9%*	*8%*	*15%*	*11%*	*6%*	*13%*	*10%*	*18%*	*10%*	*10%*	*12%*	*7%*	*16%*
There are not enough dramas/films	**30**	10	20	2	2	2	6	9	9	6	16	8	5	25	-	30	26	2	1	1
	6%	*5%*	*8%*	*4%*	*4%*	*3%*	*7%*	*10%*	*7%*	*5%*	*7%*	*6%*	*8%*	*6%*	-	*7%*	*7%*	*6%*	*3%*	*13%*
They don't portray true to life/they lie/hard to tell if the truth	**30**	11	18	3	5	7	3	3	7	12	14	4	10	20	3	26	25	3	1	1
	6%	*5%*	*7%*	*8%*	*11%*	*11%*	*4%*	*4%*	*5%*	*10%*	*6%*	*3%*	**16%m**	*5%*	*12%*	*6%*	*6%*	*9%*	*5%*	*8%*
Some of the shows are inappropriate/too sexual/bad language	**21**	6	16	4	2	2	4	4	6	4	7	10	1	21	-	21	17	3	2	*
	5%	*3%*	*6%*	*10%*	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*	*3%*	*8%*	*1%*	*5%*	-	*5%*	*4%*	*8%*	*8%*	*3%*
There are not enough geographical/history/ cultural programmes	**19**	11	8	2	*	3	3	3	9	2	12	5	2	18	3	16	16	2	1	1
	4%	*5%*	*3%*	*4%*	*	*4%*	*4%*	*3%*	*6%*	*2%*	*6%*	*4%*	*3%*	*4%*	*12%*	*4%*	*4%*	*5%*	*5%*	**14%p**
There are too many adverts	**19**	6	13	2	1	5	8	2	2	2	15	2	4	15	-	19	16	1	2	*
	4%	*3%*	*5%*	*5%*	*2%*	*8%*	*9%*	*2%*	*1%*	*2%*	*7%*	*2%*	*7%*	*4%*	-	*4%*	*4%*	*3%*	*10%*	*6%*
A lot of channels but very little on	**19**	8	11	3	4	2	2	2	7	5	12	3	2	17	-	19	17	1	*	*
	4%	*4%*	*4%*	*8%*	*8%*	*2%*	*2%*	*2%*	*5%*	*4%*	*5%*	*2%*	*2%*	*4%*	-	*4%*	*4%*	*3%*	*2%*	*2%*
I do not watch TV /do not watch a lot of TV	**19**	9	10	-	3	2	9	3	1	5	10	5	*	18	2	17	18	-	*	-
	4%	*4%*	*4%*	-	*7%*	*2%*	**11%h**	*3%*	*1%*	*4%*	*4%*	*3%*	*	*5%*	*6%*	*4%*	*5%*	-	*2%*	-
Not enough in depth/ informative/educational programmes	**18**	7	12	-	5	2	5	1	6	3	10	5	2	17	-	18	17	1	1	-
	4%	*3%*	*4%*	-	*10%*	*3%*	*6%*	*1%*	*4%*	*3%*	*5%*	*4%*	*2%*	*4%*	-	*4%*	*4%*	*2%*	*5%*	-
Because I have to buy a TV licence/resent it/ don't feel it is worth it	**18**	8	10	*	-	3	9	1	5	3	10	4	3	15	-	18	16	1	1	1
	4%	*4%*	*4%*	*1%*	-	*5%*	*10%*	*1%*	*3%*	*3%*	*5%*	*3%*	*5%*	*4%*	-	*4%*	*4%*	*2%*	*5%*	*10%*
They have cut a lot of programmes/nothing on to watch	**18**	13	4	2	2	2	3	5	6	4	9	5	5	13	2	16	16	1	1	*
	4%	*7%*	*2%*	*4%*	*3%*	*3%*	*3%*	*5%*	*4%*	*3%*	*4%*	*4%*	*9%*	*3%*	*6%*	*4%*	*4%*	*3%*	*3%*	*7%*
Sky is better than normal TV/I watch more Sky channels	**17**	11	6	2	2	2	5	5	2	8	8	1	7	10	-	17	16	1	-	*
	4%	*5%*	*2%*	*4%*	*3%*	*4%*	*5%*	*5%*	*2%*	*7%*	*4%*	*	**10%m**	*3%*	-	*4%*	*4%*	*3%*	-	*2%*

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Weighted Base	**466**	206	259	39**	47*	66*	87*	89*	138*	115*	217	133*	62*	404	27**	434	404	35*	20*	7*
There are too many soaps	**13**	4	9	-	2	2	4	2	2	3	7	2	3	10	-	13	10	3	-	*
	3%	*2%*	*4%*	-	*5%*	*4%*	*5%*	*2%*	*1%*	*3%*	*3%*	*2%*	*5%*	*2%*	-	*3%*	*2%*	*8%*	-	*5%*
Too many game shows	**11**	4	7	*	-	-	4	2	5	4	2	5	2	9	-	11	9	1	*	*
	2%	*2%*	*3%*	*1%*	-	-	*4%*	*2%*	*3%*	*3%*	*1%*	*4%*	*3%*	*2%*	-	*2%*	*2%*	*3%*	*1%*	*3%*
Too many American programmes/too Americanised	**11**	4	7	-	-	*	6	1	3	1	7	3	2	9	-	11	9	1	1	*
	2%	*2%*	*3%*	-	-	*	*7%*	*2%*	*2%*	*1%*	*3%*	*2%*	*3%*	*2%*	-	*2%*	*2%*	*2%*	*3%*	*5%*
Not enough choice/ variety	**10**	2	8	-	2	3	-	2	3	5	3	2	2	8	-	10	9	-	1	-
	2%	*1%*	*3%*	-	*3%*	*5%*	-	*2%*	*2%*	*4%*	*2%*	*1%*	*3%*	*2%*	-	*2%*	*2%*	-	*3%*	-
Not enough regional/ local news	**8**	3	6	-	1	4	*	1	4	3	3	2	3	5	-	8	6	2	*	-
	2%	*1%*	*2%*	-	*1%*	*5%*	*	*1%*	*3%*	*3%*	*1%*	*2%*	*5%*	*1%*	-	*2%*	*1%*	*6%*	*2%*	-
There is not enough comedy on nowadays	**6**	3	3	*	-	-	-	3	3	1	2	3	-	6	-	6	6	-	-	*
	1%	*2%*	*1%*	*1%*	-	-	-	*3%*	*2%*	*1%*	*1%*	*2%*	-	*2%*	-	*1%*	*2%*	-	-	*3%*
There is too much sports shown	**5**	2	3	-	2	-	-	2	2	2	3	-	-	5	-	5	5	-	-	-
	1%	*1%*	*1%*	-	*3%*	-	-	*2%*	*1%*	*1%*	*1%*	-	-	*1%*	-	*1%*	*1%*	-	-	-
I am fed of some programmes	**4**	2	2	1	-	-	1	2	2	1	2	2	1	4	-	4	3	1	-	*
	1%	*1%*	*1%*	*1%*	-	-	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*3%*	-	*2%*
TV is not child friendly	**3**	1	3	1	-	-	2	1	*	-	1	3	*	3	-	3	1	1	1	-
	1%	*	*1%*	*1%*	-	-	*2%*	*1%*	*	-	*	*2%*	*	*1%*	-	*1%*	*	*3%*	**3%p**	-
Other	**108**	56	52	7	16	9	17	18	42	23	52	33	11	97	3	103	95	9	3	1
	23%	*27%*	*20%*	*18%*	*34%*	*13%*	*19%*	*20%*	*30%*	*20%*	*24%*	*25%*	*18%*	*24%*	*13%*	*24%*	*24%*	*24%*	*15%*	*21%*
Dont know	**12**	5	7	2	-	4	2	2	3	2	8	2	2	10	4	9	11	1	1	-
	3%	*2%*	*3%*	*4%*	-	*6%*	*3%*	*2%*	*2%*	*2%*	*4%*	*2%*	*4%*	*2%*	*14%*	*2%*	*3%*	*2%*	*4%*	-

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Table 585

Q21 What makes you say this?

Base : All less satisfied

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**425**	-	-	425	26	399	239	121	151	160	60	303	122	219	203	124	208	74	139	250	172
Weighted Base	**466**	-**	-**	466	35**	431	258	131*	165	166	52*	341	125*	240	223	141*	229	85*	143	274	188
There are a lot of repeats	**185**	-	-	185	23	162	102	50	58	69	26	132	53	94	91	52	99	29	64	95	89
	40%	-	-	*40%*	*67%*	*38%*	*40%*	*38%*	*35%*	*41%*	*51%*	*39%*	*42%*	*39%*	*41%*	*37%*	*43%*	*34%*	*45%*	*35%*	*47%*
I do not find them interesting/they are boring/rubbish	**126**	-	-	126	8	118	71	34	46	42	16	94	33	63	62	35	62	20	43	72	54
	27%	-	-	*27%*	*24%*	*27%*	*28%*	*26%*	*28%*	*25%*	*31%*	*27%*	*26%*	*26%*	*28%*	*25%*	*27%*	*23%*	*30%*	*26%*	*29%*
Too many reality shows	**55**	-	-	55	1	53	32	16	20	30	7	43	12	29	26	16	25	16	13	32	23
	12%	-	-	*12%*	*4%*	*12%*	*12%*	*12%*	*12%*	*18%*	*13%*	*12%*	*10%*	*12%*	*12%*	*11%*	*11%*	*19%*	*9%*	*12%*	*12%*
Not enough new programmes	**51**	-	-	51	4	47	35	11	13	22	7	34	17	32	19	18	23	17	17	29	22
	11%	-	-	*11%*	*11%*	*11%*	*13%*	*8%*	*8%*	*13%*	*13%*	*10%*	*14%*	*13%*	*9%*	*13%*	*10%*	*20%*	*12%*	*11%*	*12%*
Poor quality of programmes	**49**	-	-	49	4	45	27	10	17	16	4	36	13	23	26	20	23	11	15	33	16
	10%	-	-	*10%*	*11%*	*10%*	*10%*	*8%*	*10%*	*10%*	*7%*	*11%*	*10%*	*10%*	*11%*	*14%*	*10%*	*12%*	*10%*	*12%*	*8%*
There are not enough dramas/films	**30**	-	-	30	2	29	13	14	16	16	4	25	6	14	16	5	17	8	5	19	11
	6%	-	-	*6%*	*4%*	*7%*	*5%*	*11%*	*10%*	*10%*	*7%*	*7%*	*4%*	*6%*	*7%*	*4%*	*8%*	*10%*	*3%*	*7%*	*6%*
They don't portray true to life/they lie/hard to tell if the truth	**30**	-	-	30	1	28	17	10	10	9	2	24	5	12	18	19	8	2	13	18	12
	6%	-	-	*6%*	*4%*	*7%*	*7%*	*8%*	*6%*	*6%*	*4%*	*7%*	*4%*	*5%*	*8%*	***13%p***	*4%*	*3%*	*9%*	*6%*	*6%*
Some of the shows are inappropriate/too sexual/bad language	**21**	-	-	21	2	20	6	11	14	9	2	14	7	8	14	3	9	2	2	11	10
	5%	-	-	*5%*	*5%*	*5%*	*2%*	*8%*	*8%*	*5%*	*4%*	*4%*	*6%*	*3%*	*6%*	*2%*	*4%*	*2%*	*1%*	*4%*	*6%*
There are not enough geographical/history/ cultural programmes	**19**	-	-	19	2	18	8	6	9	6	4	9	11	6	13	4	12	3	4	7	12
	4%	-	-	*4%*	*4%*	*4%*	*3%*	*4%*	*6%*	*4%*	*8%*	*3%*	*9%*	*2%*	*6%*	*3%*	*5%*	*3%*	*3%*	*3%*	*6%*
There are too many adverts	**19**	-	-	19	-	19	11	6	8	5	2	11	9	8	11	2	15	2	9	11	7
	4%	-	-	*4%*	-	*4%*	*4%*	*5%*	*5%*	*3%*	*5%*	*3%*	*7%*	*3%*	*5%*	*2%*	*7%*	*2%*	*6%*	*4%*	*4%*
A lot of channels but very little on	**19**	-	-	19	-	19	15	2	4	5	-	16	3	12	7	5	10	6	9	13	6
	4%	-	-	*4%*	-	*4%*	*6%*	*2%*	*2%*	*3%*	-	*5%*	*2%*	*5%*	*3%*	*4%*	*4%*	*7%*	*6%*	*5%*	*3%*
I do not watch TV /do not watch a lot of TV	**19**	-	-	19	-	19	14	3	3	8	-	13	6	8	11	6	6	8	5	13	5
	4%	-	-	*4%*	-	*4%*	*5%*	*3%*	*2%*	*5%*	-	*4%*	*5%*	*3%*	*5%*	*5%*	*3%*	*9%*	*3%*	*5%*	*2%*
Not enough in depth/ informative/educational programmes	**18**	-	-	18	5	14	12	2	2	5	5	14	5	7	11	9	8	3	7	9	10
	4%	-	-	*4%*	*13%*	*3%*	*5%*	*1%*	*1%*	*3%*	*9%*	*4%*	*4%*	*3%*	*5%*	*6%*	*3%*	*4%*	*5%*	*3%*	*5%*
Because I have to buy a TV licence/resent it/ don't feel it is worth it	**18**	-	-	18	2	16	11	5	5	6	4	11	7	6	12	1	15	1	7	9	9
	4%	-	-	*4%*	*5%*	*4%*	*4%*	*4%*	*3%*	*4%*	*7%*	*3%*	*6%*	*2%*	*6%*	*	*7%*	*1%*	*5%*	*3%*	*5%*
They have cut a lot of programmes/nothing on to watch	**18**	-	-	18	-	18	13	5	5	7	-	12	5	12	6	7	9	3	10	12	6
	4%	-	-	*4%*	-	*4%*	*5%*	*4%*	*3%*	*4%*	-	*4%*	*4%*	*5%*	*3%*	*5%*	*4%*	*4%*	*7%*	*4%*	*3%*
Sky is better than normal TV/I watch more Sky channels	**17**	-	-	17	1	15	12	3	3	5	5	14	3	9	8	6	10	5	5	10	7
	4%	-	-	*4%*	*4%*	*4%*	*5%*	*2%*	*2%*	*3%*	*9%*	*4%*	*2%*	*4%*	*3%*	*4%*	*4%*	*6%*	*4%*	*4%*	*4%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t
* small base; ** very small base (under 30) ineligible for sig testing
Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 585

Q21 What makes you say this?

Base : All less satisfied

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**425**	-	-	425	26	399	239	121	151	160	60	303	122	219	203	124	208	74	139	250	172
Weighted Base	**466**	-**	-**	466	35**	431	258	131*	165	166	52*	341	125*	240	223	141*	229	85*	143	274	188
There are too many soaps	**13**	-	-	13	-	13	8	4	5	5	-	11	2	8	5	1	10	3	4	9	4
	3%	-	-	*3%*	-	*3%*	*3%*	*3%*	*3%*	*3%*	-	*3%*	*2%*	*3%*	*2%*	*1%*	*4%*	*4%*	*3%*	*3%*	*2%*
Too many game shows	**11**	-	-	11	-	11	4	5	5	9	2	6	5	5	6	-	9	2	2	6	5
	2%	-	-	*2%*	-	*2%*	*2%*	*4%*	*3%*	*5%*	*4%*	*2%*	*4%*	*2%*	*3%*	-	*4%*	*2%*	*1%*	*2%*	*3%*
Too many American programmes/too Americanised	**11**	-	-	11	-	11	5	3	6	3	1	9	2	5	6	4	5	3	2	6	5
	2%	-	-	*2%*	-	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	*4%*	*1%*	*2%*	*2%*
Not enough choice/ variety	**10**	-	-	10	-	10	10	*	*	8	3	9	1	9	1	1	8	5	5	10	*
	2%	-	-	*2%*	-	*2%*	*4%*	*	*	*5%*	*6%*	*3%*	*1%*	*4%*	*	*1%*	*4%*	*6%*	*3%*	*4%*	*
Not enough regional/ local news	**8**	-	-	8	-	8	3	5	5	3	3	6	3	4	5	2	5	1	1	5	3
	2%	-	-	*2%*	-	*2%*	*1%*	*4%*	*3%*	*2%*	*5%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*	*2%*	*2%*
There is not enough comedy on nowadays	**6**	-	-	6	-	6	2	3	5	2	-	5	2	5	2	*	1	-	2	6	*
	1%	-	-	*1%*	-	*1%*	*1%*	*2%*	*3%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	*	*1%*	-	*1%*	*2%*	*
There is too much sports shown	**5**	-	-	5	-	5	2	-	2	-	-	3	2	2	3	-	3	2	-	2	3
	1%	-	-	*1%*	-	*1%*	*1%*	-	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*2%*	-	*1%*	*2%*
I am fed of some programmes	**4**	-	-	4	-	4	1	3	3	2	-	1	3	1	3	1	3	-	1	1	3
	1%	-	-	*1%*	-	*1%*	*	*3%*	*2%*	*1%*	-	*	*3%*	*	*2%*	*1%*	*1%*	-	*1%*	*	*2%*
TV is not child friendly	**3**	-	-	3	-	3	1	1	2	2	*	3	1	3	1	-	1	*	*	1	2
	1%	-	-	*1%*	-	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	-	*1%*	*	*	*	*1%*
Other	**108**	-	-	108	8	101	53	34	45	36	11	79	30	65	43	33	51	15	32	66	42
	23%	-	-	*23%*	*22%*	*23%*	*21%*	*26%*	*27%*	*22%*	*21%*	*23%*	*24%*	*27%*	*19%*	*24%*	*22%*	*18%*	*22%*	*24%*	*22%*
Dont know	**12**	-	-	12	-	12	9	4	4	7	2	10	2	7	6	5	1	2	4	8	4
	3%	-	-	*3%*	-	*3%*	*3%*	*3%*	*2%*	*4%*	*4%*	*3%*	*2%*	*3%*	*3%*	*4%*	*	*2%*	*3%*	*3%*	*2%*

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

* = Less than .5

J20427 PSB Tracker 2013

Table 586

Q21 What makes you say this?

Base : All less satisfied

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**425**	65	12	25	33	29	19	22	62	24	36	59	39
Weighted Base	**466**	35*	19**	38**	51*	45**	31**	36**	20*	38**	58*	90*	7*
There are a lot of repeats	**185**	11	5	17	16	20	11	21	10	16	18	38	3
	40%	*31%*	*25%*	*44%*	*31%*	*45%*	*37%*	*58%*	*49%*	*42%*	*31%*	*43%*	*46%*
I do not find them interesting/they are boring/rubbish	**126**	11	9	7	18	9	6	8	6	9	16	24	2
	27%	*31%*	*50%*	*19%*	*36%*	*20%*	*21%*	*23%*	*30%*	*25%*	*27%*	*27%*	*24%*
Too many reality shows	**55**	3	2	6	9	5	5	3	1	6	3	10	1
	12%	*8%*	*8%*	*17%*	*18%*	*10%*	*16%*	*10%*	*7%*	*16%*	*5%*	*12%*	*13%*
Not enough new programmes	**51**	3	3	8	1	5	5	2	3	3	10	8	1
	11%	*9%*	*16%*	*20%*	*3%*	*10%*	*16%*	*5%*	*15%*	*8%*	*17%*	*9%*	**18%e**
Poor quality of programmes	**49**	4	2	5	4	6	5	2	1	5	5	9	1
	10%	*12%*	*9%*	*12%*	*9%*	*14%*	*16%*	*5%*	*7%*	*12%*	*8%*	*10%*	*16%*
There are not enough dramas/films	**30**	2	3	-	5	2	3	3	1	1	5	5	1
	6%	*6%*	*17%*	-	*9%*	*3%*	*10%*	*9%*	*3%*	*4%*	*8%*	*5%*	*13%*
They don't portray true to life/they lie/hard to tell if the truth	**30**	3	1	-	5	3	-	3	1	3	5	4	1
	6%	*9%*	*8%*	-	*9%*	*7%*	-	*9%*	*5%*	*9%*	*8%*	*5%*	*8%*
Some of the shows are inappropriate/too sexual/bad language	**21**	3	2	3	1	5	-	6	2	-	-	-	*
	5%	**8%l**	*8%*	*8%*	*3%*	*10%*	-	*18%*	**8%l**	-	-	-	**3%l**
There are not enough geographical/history/ cultural programmes	**19**	2	-	1	2	2	2	2	1	3	3	1	1
	4%	*5%*	-	*4%*	*3%*	*3%*	*5%*	*5%*	*5%*	*9%*	*6%*	*2%*	**14%al**
There are too many adverts	**19**	1	-	3	2	2	2	3	2	-	5	-	*
	4%	*3%*	-	*8%*	*3%*	*3%*	*5%*	*9%*	**10%l**	-	*8%*	-	**6%l**
A lot of channels but very little on	**19**	1	-	-	2	2	3	3	*	2	2	4	*
	4%	*3%*	-	-	*3%*	*3%*	*11%*	*9%*	*2%*	*4%*	*3%*	*5%*	*2%*
I do not watch TV /do not watch a lot of TV	**19**	-	-	5	-	2	-	2	*	-	-	11	-
	4%	-	-	*12%*	-	*3%*	-	*5%*	*2%*	-	-	*12%*	-
Not enough in depth/ informative/educational programmes	**18**	1	-	2	1	2	-	2	1	3	2	6	-
	4%	*2%*	-	*4%*	*3%*	*3%*	-	*4%*	*5%*	*8%*	*3%*	*7%*	-
Because I have to buy a TV licence/resent it/ don't feel it is worth it	**18**	1	2	3	2	2	2	-	1	2	3	2	1
	4%	*2%*	*8%*	*8%*	*3%*	*4%*	*5%*	-	*5%*	*5%*	*5%*	*2%*	**10%l**
They have cut a lot of programmes/nothing on to watch	**18**	1	2	2	-	-	2	2	1	2	-	8	*
	4%	*3%*	*8%*	*4%*	-	-	*5%*	*5%*	*3%*	*4%*	-	*9%*	**7%ek**
Sky is better than normal TV/I watch more Sky channels	**17**	1	2	-	2	3	2	-	-	3	-	5	*
	4%	*3%*	*9%*	-	*3%*	*7%*	*5%*	-	-	*8%*	-	*5%*	*2%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 586

Q21 What makes you say this?

Base : All less satisfied

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**425**	65	12	25	33	29	19	22	62	24	36	59	39
Weighted Base	**466**	35*	19**	38**	51*	45**	31**	36**	20*	38**	58*	90*	7*
There are too many soaps	**13**	3	-	-	3	2	-	-	-	2	3	-	*
	3%	***8%l***	-	-	*6%*	*3%*	-	-	-	*5%*	*6%*	-	***5%l***
Too many game shows	**11**	1	-	1	2	2	-	-	*	-	-	5	*
	2%	*3%*	-	*4%*	*3%*	*4%*	-	-	*1%*	-	-	*5%*	*3%*
Too many American programmes/too Americanised	**11**	1	-	-	-	1	-	5	1	-	-	3	*
	2%	*2%*	-	-	-	*3%*	-	*13%*	*3%*	-	-	*3%*	***5%k***
Not enough choice/ variety	**10**	-	3	-	3	-	-	-	1	-	2	1	-
	2%	-	*18%*	-	*6%*	-	-	-	*3%*	-	*3%*	*2%*	-
Not enough regional/ local news	**8**	2	-	-	3	2	-	-	*	-	-	1	-
	2%	*6%*	-	-	*6%*	*3%*	-	-	*2%*	-	-	*2%*	-
There is not enough comedy on nowadays	**6**	-	2	-	-	2	-	-	-	-	1	2	*
	1%	-	*9%*	-	-	*3%*	-	-	-	-	*3%*	*2%*	*3%*
There is too much sports shown	**5**	-	-	-	-	5	-	-	-	-	-	-	-
	1%	-	-	-	-	*10%*	-	-	-	-	-	-	-
I am fed of some programmes	**4**	1	-	-	-	-	2	-	-	2	-	-	*
	1%	*3%*	-	-	-	-	*5%*	-	-	*4%*	-	-	***2%l***
TV is not child friendly	**3**	1	-	-	1	-	-	-	1	-	-	-	-
	1%	*3%*	-	-	*3%*	-	-	-	*3%*	-	-	-	-
Other	**108**	9	6	5	12	11	10	7	3	12	13	20	1
	23%	*24%*	*33%*	*12%*	*24%*	*24%*	*32%*	*19%*	*15%*	*33%*	*22%*	*22%*	*21%*
Dont know	**12**	1	-	-	2	2	2	-	1	3	2	2	-
	3%	*2%*	-	-	*3%*	*3%*	*5%*	-	*4%*	*8%*	*3%*	*2%*	-

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

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* = Less than .5

J20427 PSB Tracker 2013

Table 587

Q22i How would you rate Channel 5 on the statement -
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) Channel 5 regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**112**	40	72	5	26	53	23	2	3	29	62	21	112	-	5	105	57	17	20	18
Weighted Base	**107***	35**	73*	5**	24**	52*	20**	3**	2**	26**	59*	22**	107*	-**	7**	97*	88*	9**	7**	3**
1 - LOWEST score	**4**	*	4	-	-	4	*	-	-	1	2	1	4	-	-	4	3	1	*	*
	4%	*1%*	*5%*	-	-	*7%*	*2%*	-	-	*3%*	*3%*	*7%*	*4%*	-	-	*4%*	*3%*	*6%*	*5%*	*6%*
2	**3**	3	-	-	-	-	3	-	-	2	2	-	3	-	-	3	3	-	-	-
	3%	*9%*	-	-	-	-	*15%*	-	-	*6%*	*3%*	-	*3%*	-	-	*3%*	*4%*	-	-	-
3	**2**	*	1	-	-	2	-	-	-	1	*	-	2	-	-	2	1	-	*	-
	2%	*1%*	*2%*	-	-	*3%*	-	-	-	*6%*	*1%*	-	*2%*	-	-	*2%*	*2%*	-	*5%*	-
4	**1**	-	1	-	-	-	-	-	1	1	-	-	1	-	-	1	-	1	-	-
	** *	-	*1%*	-	-	-	-	-	*23%*	*2%*	-	-	*	-	-	*1%*	-	*6%*	-	-
5	**15**	7	8	-	2	4	5	3	*	5	5	6	15	-	1	13	12	1	1	1
	14%	*21%*	*11%*	-	*8%*	*8%*	*27%*	*100%*	*10%*	*18%*	*8%*	*26%*	*14%*	-	*22%*	*14%*	*14%*	*6%*	*14%*	*34%*
6	**12**	4	8	2	1	6	3	-	-	4	6	2	12	-	-	12	8	2	2	*
	11%	*11%*	*11%*	*29%*	*4%*	*11%*	*16%*	-	-	*15%*	*10%*	*10%*	*11%*	-	-	*12%*	*9%*	*18%*	*35%*	*5%*
7	**23**	3	20	*	10	12	*	-	2	5	14	5	23	-	-	22	20	2	1	1
	22%	*9%*	*28%*	*6%*	*40%*	*22%*	*2%*	-	*67%*	*18%*	*23%*	*23%*	*22%*	-	-	*22%*	*23%*	*17%*	*15%*	*27%*
8	**23**	5	18	-	7	12	3	-	-	6	14	2	23	-	1	21	20	1	1	*
	21%	*13%*	*25%*	-	*29%*	*24%*	*16%*	-	-	*24%*	*24%*	*10%*	*21%*	-	*8%*	*21%*	*23%*	*12%*	*15%*	*11%*
9	**8**	4	4	*	4	2	2	-	-	1	5	2	8	-	2	6	6	1	1	*
	7%	*10%*	*6%*	*4%*	*17%*	*3%*	*7%*	-	-	*4%*	*8%*	*8%*	*7%*	-	*23%*	*6%*	*7%*	*6%*	*10%*	*7%*
10 - HIGHEST score	**5**	2	4	3	*	2	-	-	-	-	5	-	5	-	3	2	5	1	-	*
	5%	*5%*	*5%*	*61%*	*1%*	*4%*	-	-	-	-	*9%*	-	*5%*	-	*47%*	*2%*	*5%*	*6%*	-	*5%*
Don't know	**12**	6	5	-	-	9	3	-	-	1	7	4	12	-	-	12	9	2	-	*
	11%	*19%*	*7%*	-	-	*16%*	*16%*	-	-	*4%*	*12%*	*16%*	*11%*	-	-	*12%*	*11%*	*24%*	-	*6%*
SUMMARY:																				
NET: 9-10	**13**	5	8	3	4	4	2	-	-	1	10	2	13	-	5	9	11	1	1	*
	12%	*15%*	*11%*	*65%*	*18%*	*7%*	*7%*	-	-	*4%*	*17%*	*8%*	*12%*	-	*70%*	*9%*	*13%*	*12%*	*10%*	*12%*
NET: 7-10	**59**	13	46	4	21	28	5	-	2	12	38	9	59	-	5	51	51	4	3	2
	55%	*38%*	*63%*	*71%*	*87%*	*54%*	*25%*	-	*67%*	*46%*	*65%*	*41%*	*55%*	-	*78%*	*52%*	*58%*	*41%*	*40%*	*51%*
NET: 4-6	**27**	11	16	2	3	10	9	3	1	9	10	8	27	-	1	26	20	3	3	1
	25%	*32%*	*22%*	*29%*	*13%*	*20%*	*43%*	*100%*	*33%*	*35%*	*17%*	*36%*	*25%*	-	*22%*	*26%*	*23%*	*30%*	*50%*	*38%*
NET: 1-3	**9**	4	5	-	-	6	3	-	-	4	4	1	9	-	-	9	8	1	1	*
	8%	*11%*	*7%*	-	-	*11%*	*17%*	-	-	*15%*	*6%*	*7%*	*8%*	-	-	*9%*	*9%*	*6%*	*10%*	*6%*
Mean	**6.62**	6.29	6.76	8.61	7.45	6.50	5.52	5.00	6.11	6.00	7.10	6.08	6.62	-	8.49	6.45	6.68	6.47	6.20	6.31
Standard Deviation	**2.11**	2.34	2.01	2.02	1.13	2.24	2.31	0.00	1.72	2.10	2.04	2.06	2.11	-	2.14	2.07	2.12	2.38	2.04	2.42

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 588

Q22i How would you rate Channel 5 on the statement -
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) Channel 5 regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**112**	15	86	10	3	109	79	25	28	62	31	96	16	72	39	52	53	37	35	70	40
Weighted Base	**107***	17**	77*	12**	3**	104*	71*	30**	31**	52*	30**	89*	18**	66*	41**	48*	49*	34**	32**	69*	38**
1 - LOWEST score	**4**	-	4	1	-	4	4	-	*	2	2	4	-	2	2	4	1	2	2	4	1
	4%	-	*5%*	*4%*	-	*4%*	*6%*	-	*1%*	*4%*	*6%*	*5%*	-	*3%*	*6%*	*7%*	*1%*	*6%*	*6%*	*5%*	*1%*
2	**3**	-	3	-	-	3	2	2	2	3	-	3	-	2	2	3	-	2	-	2	2
	3%	-	*4%*	-	-	*3%*	*2%*	*5%*	*5%*	*6%*	-	*3%*	-	*2%*	*4%*	*6%*	-	*5%*	-	*2%*	*4%*
3	**2**	-	*	1	-	2	*	1	1	*	*	2	-	*	1	2	-	*	-	*	1
	2%	-	*	*12%*	-	*2%*	*1%*	*5%*	*5%*	*1%*	*1%*	*2%*	-	*1%*	*4%*	*4%*	-	*1%*	-	*1%*	*4%*
4	**1**	-	1	-	-	1	1	-	-	1	-	1	-	1	-	-	1	-	1	1	-
	*	-	*1%*	-	-	*1%*	*1%*	-	-	*1%*	-	*1%*	-	*1%*	-	-	*1%*	-	*2%*	*1%*	-
5	**15**	2	11	2	-	15	10	3	4	6	2	15	*	12	3	7	7	6	3	12	3
	14%	*13%*	*14%*	*13%*	-	*14%*	*14%*	*11%*	*12%*	*12%*	*6%*	*17%*	*2%*	*18%*	*7%*	*15%*	*15%*	*16%*	*11%*	*18%*	*7%*
6	**12**	-	10	2	*	11	8	3	4	5	4	8	4	5	7	6	6	3	5	3	8
	11%	-	*13%*	*13%*	*10%*	*11%*	*11%*	*11%*	*12%*	*10%*	*13%*	*9%*	*20%*	*8%*	*16%*	*11%*	*13%*	*9%*	*14%*	*5%*	*22%*
7	**23**	2	18	3	3	20	16	5	5	11	6	20	3	15	8	9	13	7	7	16	8
	22%	*10%*	*24%*	*26%*	*90%*	*20%*	*22%*	*16%*	*15%*	*21%*	*20%*	*23%*	*18%*	*23%*	*20%*	*19%*	*26%*	*21%*	*20%*	*23%*	*20%*
8	**23**	7	15	*	-	23	14	9	9	13	7	16	7	16	7	6	10	4	10	17	5
	21%	*39%*	*20%*	*3%*	-	*22%*	*20%*	*28%*	*28%*	*24%*	*22%*	*18%*	*38%*	*24%*	*17%*	*12%*	*21%*	*10%*	*31%*	*25%*	*14%*
9	**8**	1	5	2	-	8	6	2	2	1	4	7	1	6	2	7	1	4	2	1	7
	7%	*3%*	*7%*	*17%*	-	*7%*	*9%*	*6%*	*6%*	*2%*	*12%*	*8%*	*3%*	*9%*	*5%*	*14%*	*2%*	*12%*	*6%*	*2%*	*18%*
10 - HIGHEST score	**5**	5	1	-	-	5	-	5	5	2	3	4	2	-	5	2	3	-	-	4	2
	5%	*27%*	*1%*	-	-	*5%*	-	*16%*	*16%*	*4%*	*11%*	*4%*	*9%*	-	*12%*	*5%*	*6%*	-	-	*6%*	*4%*
Don't know	**12**	2	9	2	-	12	11	1	1	8	3	10	2	8	4	3	7	7	3	9	2
	11%	*9%*	*11%*	*12%*	-	*11%*	*16%*	*2%*	*2%*	*15%*	*10%*	*11%*	*11%*	*12%*	*9%*	*7%*	*14%*	*19%*	*10%*	*13%*	*5%*
SUMMARY: NET: 9-10	**13**	5	6	2	-	13	6	7	7	3	7	11	2	6	7	9	4	4	2	5	8
	12%	*30%*	*8%*	*17%*	-	*13%*	*9%*	*22%*	*21%*	*6%*	*22%*	*12%*	*11%*	*9%*	*17%*	*19%*	*8%*	*12%*	*6%*	*7%*	*22%*
NET: 7-10	**59**	14	40	6	3	56	36	20	20	27	19	47	12	36	22	24	27	15	19	38	21
	55%	*79%*	*52%*	*45%*	*90%*	*54%*	*51%*	*66%*	*64%*	*51%*	*64%*	*53%*	*67%*	*55%*	*55%*	*50%*	*56%*	*43%*	*58%*	*56%*	*56%*
NET: 4-6	**27**	2	22	3	*	27	18	7	7	12	6	23	4	18	10	13	14	9	9	16	11
	25%	*13%*	*28%*	*26%*	*10%*	*26%*	*25%*	*23%*	*24%*	*23%*	*18%*	*26%*	*21%*	*27%*	*23%*	*26%*	*29%*	*26%*	*27%*	*23%*	*29%*
NET: 1-3	**9**	-	7	2	-	9	6	3	3	6	2	9	-	4	5	8	1	4	2	6	4
	8%	-	*9%*	*16%*	-	*9%*	*8%*	*10%*	*10%*	*11%*	*7%*	*10%*	-	*6%*	*13%*	*18%*	*1%*	*12%*	*6%*	*8%*	*9%*
Mean	**6.62**	8.10	6.35	6.13	6.90	6.61	6.40	7.10	7.03	6.39	7.11	6.43	7.52	6.59	6.63	6.17	6.90	6.10	6.66	6.52	6.80
Standard Deviation	**2.11**	1.65	2.05	2.28	0.36	2.14	2.09	2.19	2.22	2.23	2.26	2.21	1.24	1.86	2.45	2.57	1.57	2.33	1.93	2.16	2.04

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 589

Q22i How would you rate Channel 5 on the statement -
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) Channel 5 regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**112**	17	6	9	8	7	2	5	20	4	5	11	18
Weighted Base	**107***	9**	9**	14**	12**	11**	3**	8**	7**	7**	8**	16**	3**
1 - LOWEST score	**4**	1	1	-	-	-	-	-	*	-	2	-	*
	4%	*6%*	*16%*	-	-	-	-	-	*5%*	-	*20%*	-	*6%*
2	**3**	-	-	-	2	2	-	-	-	-	-	-	-
	3%	-	-	-	*12%*	*15%*	-	-	-	-	-	-	-
3	**2**	-	-	-	-	-	-	-	*	-	-	1	-
	2%	-	-	-	-	-	-	-	*5%*	-	-	*9%*	-
4	**1**	1	-	-	-	-	-	-	-	-	-	-	-
	*	*6%*	-	-	-	-	-	-	-	-	-	-	-
5	**15**	1	-	3	2	1	-	2	1	1	2	1	1
	14%	*6%*	-	*22%*	*13%*	*14%*	-	*20%*	*14%*	*22%*	*21%*	*9%*	*34%*
6	**12**	2	-	-	2	3	2	-	2	-	-	1	*
	11%	*18%*	-	-	*12%*	*28%*	*50%*	-	*35%*	-	-	*9%*	*5%*
7	**23**	2	5	3	2	3	-	2	1	-	2	4	1
	22%	*17%*	*51%*	*22%*	*13%*	*28%*	-	*19%*	*15%*	-	*19%*	*27%*	*27%*
8	**23**	1	3	6	2	2	-	-	1	5	-	3	*
	21%	*12%*	*32%*	*44%*	*12%*	*15%*	-	-	*15%*	*78%*	-	*18%*	*11%*
9	**8**	1	-	-	2	-	-	2	1	-	-	3	*
	7%	*6%*	-	-	*13%*	-	-	*22%*	*10%*	-	-	*18%*	*7%*
10 - HIGHEST score	**5**	1	-	-	-	-	-	2	-	-	3	-	*
	5%	*6%*	-	-	-	-	-	*20%*	-	-	*40%*	-	*5%*
Don't know	**12**	2	-	2	3	-	2	2	-	-	-	1	*
	11%	*24%*	-	*12%*	*25%*	-	*50%*	*20%*	-	-	-	*9%*	*6%*
SUMMARY:													
NET: 9-10	**13**	1	-	-	2	-	-	3	1	-	3	3	*
	12%	*12%*	-	-	*13%*	-	-	*41%*	*10%*	-	*40%*	*18%*	*12%*
NET: 7-10	**59**	4	8	9	5	5	-	5	3	5	5	10	2
	55%	*41%*	*84%*	*66%*	*38%*	*43%*	-	*61%*	*40%*	*78%*	*59%*	*64%*	*51%*
NET: 4-6	**27**	3	-	3	3	5	2	2	3	1	2	3	1
	25%	*30%*	-	*22%*	*25%*	*42%*	*50%*	*20%*	*50%*	*22%*	*21%*	*18%*	*38%*
NET: 1-3	**9**	1	1	-	2	2	-	-	1	-	2	1	*
	8%	*6%*	*16%*	-	*12%*	*15%*	-	-	*10%*	-	*20%*	*9%*	*6%*
Mean	**6.62**	6.47	6.36	7.00	6.18	5.86	6.00	7.79	6.20	7.33	6.57	6.91	6.31
Standard Deviation	**2.11**	2.38	2.53	1.28	2.39	1.92	-	2.08	2.04	1.36	3.61	1.82	2.42

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 590

Q22i How would you rate CBeebies on the statement -
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) CBeebies regularly

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**218**	97	121	20	75	97	17	4	5	58	118	42	218	-	18	197	104	30	38	46
Weighted Base	**199**	88*	112*	19**	68*	90*	16**	3**	4**	52*	109*	38**	199	-**	26**	169	162	16**	13*	9*
1 - LOWEST score	**2**	2	-	2	-	-	-	-	-	2	-	-	2	-	-	2	2	-	-	-
	1%	*2%*	-	*8%*	-	-	-	-	-	*3%*	-	-	*1%*	-	-	*1%*	*1%*	-	-	-
2	**2**	-	2	2	-	-	-	-	-	-	-	2	2	-	2	-	2	-	-	-
	1%	-	*1%*	*8%*	-	-	-	-	-	-	-	*4%*	*1%*	-	*6%*	-	*1%*	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	-	1	-	-	1	-	-	-	-	-	1	1	-	-	1	1	-	-	-
	1%	-	*1%*	-	-	*2%*	-	-	-	-	-	*4%*	*1%*	-	-	*1%*	*1%*	-	-	-
5	**14**	10	4	2	2	6	2	-	2	2	8	3	14	-	3	10	9	2	1	1
	7%	*11%*	*4%*	*11%*	*2%*	*6%*	*14%*	-	*48%*	*4%*	*8%*	*7%*	*7%*	-	*13%*	*6%*	*6%*	*10%*	*10%*	*15%*
6	**12**	8	4	-	3	9	-	-	*	5	5	2	12	-	3	9	11	1	-	1
	6%	*9%*	*3%*	-	*5%*	*10%*	-	-	*6%*	*9%*	*4%*	*6%*	*6%*	-	*12%*	*5%*	*7%*	*3%*	-	*7%*
7	**26**	10	16	1	14	9	1	*	2	7	11	8	26	-	5	20	16	5	3	2
	13%	*11%*	*15%*	*4%*	*20%*	*9%*	*7%*	*6%*	*42%*	*14%*	*10%*	*20%*	*13%*	-	*19%*	*12%*	*10%*	*34%*	**26%p**	*18%*
8	**64**	28	37	6	25	24	7	3	*	23	35	6	64	-	2	62	54	3	4	3
	32%	*31%*	*33%*	*31%*	*37%*	*27%*	*42%*	*87%*	*4%*	*43%*	*33%*	*17%*	*32%*	-	*8%*	*37%*	*34%*	*20%*	*29%*	*34%*
9	**43**	16	28	4	15	22	3	-	-	8	28	8	43	-	3	39	37	3	3	1
	22%	*18%*	*25%*	*19%*	*22%*	*24%*	*19%*	-	-	*15%*	*25%*	*21%*	*22%*	-	*12%*	*23%*	*23%*	*16%*	*21%*	*11%*
10 - HIGHEST score	**27**	11	16	3	10	11	2	*	-	3	20	3	27	-	6	21	22	2	2	1
	13%	*12%*	*14%*	*18%*	*14%*	*13%*	*14%*	*6%*	-	*7%*	*19%*	*8%*	*13%*	-	*24%*	*12%*	*14%*	*10%*	*13%*	*15%*
Don't know	**9**	5	4	-	-	8	1	-	-	2	2	5	9	-	2	6	8	1	-	-
	4%	*6%*	*3%*	-	-	*9%*	*4%*	-	-	*4%*	*1%*	*13%*	*4%*	-	*6%*	*3%*	*5%*	*7%*	-	-
SUMMARY:																				
NET: 9-10	**70**	26	44	7	24	33	5	*	-	11	48	11	70	-	9	59	59	4	4	2
	35%	*30%*	*39%*	*37%*	*36%*	*37%*	*33%*	*6%*	-	*22%*	*44%*	*29%*	*35%*	-	*36%*	*35%*	*37%*	*27%*	*35%*	*26%*
NET: 7-10	**160**	63	97	13	63	66	13	3	2	41	94	25	160	-	16	141	129	13	12	7
	81%	*72%*	*87%*	*72%*	**93%e**	*73%*	*83%*	*100%*	*46%*	*79%*	*86%*	*66%*	*81%*	-	*62%*	*84%*	*80%*	*80%*	*90%*	*78%*
NET: 4-6	**27**	18	9	2	5	16	2	-	2	7	13	7	27	-	7	20	22	2	1	2
	14%	*20%*	*8%*	*11%*	*7%*	*18%*	*14%*	-	*54%*	*14%*	*12%*	*17%*	*14%*	-	*25%*	*12%*	*13%*	*13%*	*10%*	*22%*
NET: 1-3	**3**	2	2	3	-	-	-	-	-	2	-	2	3	-	2	2	3	-	-	-
	2%	*2%*	*1%*	*16%*	-	-	-	-	-	*3%*	-	*4%*	*2%*	-	*6%*	*1%*	*2%*	-	-	-
Mean	**7.90**	7.66	8.08	7.11	8.13	7.94	7.99	8.06	6.02	7.61	8.21	7.34	7.90	-	7.37	7.97	7.94	7.64	7.91	7.63
Standard Deviation	**1.62**	1.75	1.49	2.93	1.18	1.52	1.51	0.67	1.21	1.66	1.41	1.98	1.62	-	2.28	1.50	1.66	1.45	1.45	1.65

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 591

Q22i How would you rate CBeebies on the statement -
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) CBeebies regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**218**	24	163	27	7	211	154	45	52	105	40	176	42	137	78	99	101	61	82	126	90
Weighted Base	**199**	27**	142	26**	7**	192	134	48*	52*	86*	34**	159	40**	118*	80*	89*	92*	57*	69*	122*	76*
1 - LOWEST score	**2**	2	-	-	2	-	-	-	-	2	2	2	-	2	-	2	-	-	-	2	-
	1%	*6%*	-	-	*22%*	-	-	-	-	*2%*	*4%*	*1%*	-	*1%*	-	*2%*	-	-	-	*1%*	-
2	**2**	-	2	-	-	2	-	2	2	-	-	2	-	-	2	-	-	-	-	-	2
	1%	-	*1%*	-	-	*1%*	-	*3%*	*3%*	-	-	*1%*	-	-	*2%*	-	-	-	-	-	*2%*
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	-	1	-	-	1	1	-	-	-	1	1	-	1	-	-	1	-	1	-	1
	1%	-	*1%*	-	-	*1%*	*1%*	-	-	-	*4%*	*1%*	-	*1%*	-	-	*2%*	-	*2%*	-	*2%*
5	**14**	2	9	3	1	13	11	1	2	4	2	8	6	6	7	3	6	5	5	10	3
	7%	*6%*	*6%*	*11%*	*10%*	*7%*	*8%*	*3%*	*4%*	*5%*	*6%*	*5%*	*14%*	*5%*	*9%*	*3%*	*6%*	*8%*	*7%*	*8%*	*5%*
6	**12**	-	7	3	2	10	8	2	2	6	5	9	3	6	6	2	8	3	5	10	3
	6%	-	*5%*	*13%*	*24%*	*5%*	*6%*	*4%*	*4%*	*7%*	*14%*	*5%*	*8%*	*5%*	*7%*	*3%*	*9%*	*5%*	*7%*	*8%*	*3%*
7	**26**	2	24	*	2	25	19	2	2	13	2	21	5	18	8	9	15	8	11	13	13
	13%	*6%*	*17%*	*1%*	*23%*	*13%*	*14%*	*3%*	*3%*	*15%*	*6%*	*13%*	*13%*	*16%*	*10%*	*10%*	*17%*	*13%*	*16%*	*10%*	*17%*
8	**64**	4	45	15	2	63	42	18	20	26	10	51	13	43	22	36	24	20	19	38	26
	32%	*16%*	*32%*	*57%*	*22%*	*33%*	*31%*	*37%*	*37%*	*30%*	*31%*	*32%*	*33%*	*36%*	*27%*	*41%*	*27%*	*36%*	*27%*	*31%*	*34%*
9	**43**	8	35	*	-	43	33	10	10	20	8	36	8	23	19	17	22	13	19	29	14
	22%	*30%*	*24%*	*1%*	-	*23%*	*24%*	*20%*	*20%*	*23%*	*22%*	*22%*	*19%*	*19%*	*24%*	*19%*	*24%*	*23%*	*27%*	*24%*	*18%*
10 - HIGHEST score	**27**	8	14	3	-	27	13	12	14	13	3	25	2	18	9	14	13	8	5	16	11
	13%	*30%*	*10%*	*11%*	-	*14%*	*9%*	*25%*	*26%*	*15%*	*8%*	*16%*	*4%*	*15%*	*11%*	*16%*	*14%*	*13%*	*7%*	*13%*	*15%*
Don't know	**9**	2	6	2	-	9	7	2	2	3	1	6	3	1	8	6	2	1	4	6	3
	4%	*6%*	*4%*	*6%*	-	*5%*	*5%*	*3%*	*3%*	*3%*	*4%*	*4%*	*8%*	*1%*	*10%*	*6%*	*2%*	*1%*	*6%*	*5%*	*4%*
SUMMARY: NET: 9-10	**70**	16	49	3	-	70	45	22	24	33	10	61	9	40	28	31	35	21	23	45	25
	35%	*60%*	*34%*	*12%*	-	*36%*	*34%*	*45%*	*46%*	*38%*	*30%*	*38%*	*23%*	*34%*	*35%*	*35%*	*38%*	*37%*	*34%*	*37%*	*33%*
NET: 7-10	**160**	22	118	19	3	157	106	41	45	71	23	132	28	101	57	76	75	49	54	95	64
	81%	*82%*	*83%*	*70%*	*44%*	*82%*	*79%*	*86%*	*86%*	*83%*	*67%*	*83%*	*70%*	*86%*	*72%*	*86%*	*82%*	*85%*	*77%*	*78%*	*84%*
NET: 4-6	**27**	2	17	6	2	25	21	4	4	11	8	18	9	14	13	5	15	8	11	20	8
	14%	*6%*	*12%*	*24%*	*34%*	*13%*	*15%*	*7%*	*8%*	*12%*	*24%*	*11%*	*23%*	*12%*	*16%*	*6%*	*17%*	*14%*	*16%*	*16%*	*10%*
NET: 1-3	**3**	2	2	-	2	2	-	2	2	2	2	3	-	2	2	2	-	-	-	2	2
	2%	*6%*	*1%*	-	*22%*	*1%*	-	*3%*	*3%*	*2%*	*4%*	*2%*	-	*1%*	*2%*	*2%*	-	-	-	*1%*	*2%*
Mean	**7.90**	8.28	7.88	7.60	5.47	7.99	7.87	8.31	8.33	7.96	7.35	7.99	7.52	7.93	7.80	8.14	7.91	8.02	7.79	7.90	7.90
Standard Deviation	**1.62**	2.31	1.49	1.42	2.73	1.50	1.42	1.71	1.69	1.64	2.12	1.65	1.45	1.58	1.69	1.52	1.48	1.38	1.44	1.62	1.63

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 592

Q22i How would you rate CBeebies on the statement -
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) CBeebies regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**218**	30	7	13	18	9	2	4	38	9	18	24	46
Weighted Base	**199**	16**	11**	20**	28**	14**	3**	6**	13*	14**	29**	37**	9*
1 - LOWEST score	**2**	-	-	-	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	-	-	-	-	-	*4%*	-
2	**2**	-	-	-	-	-	-	-	-	-	2	-	-
	1%	-	-	-	-	-	-	-	-	-	*5%*	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	-	-	-	1	-	-	-	-	-	-	-	-
	1%	-	-	-	*5%*	-	-	-	-	-	-	-	-
5	**14**	2	-	1	-	-	-	-	1	2	3	3	1
	7%	*10%*	-	*7%*	-	-	-	-	*10%*	*11%*	*11%*	*8%*	*15%*
6	**12**	1	2	3	-	3	-	-	-	-	2	2	1
	6%	*3%*	*14%*	*15%*	-	*23%*	-	-	-	-	*5%*	*4%*	*7%*
7	**26**	5	2	2	2	-	-	2	3	-	5	5	2
	13%	*34%*	*14%*	*8%*	*6%*	-	-	*24%*	*26%*	-	*17%*	*13%*	*18%*
8	**64**	3	5	3	8	6	2	-	4	11	8	12	3
	32%	*20%*	*44%*	*15%*	*28%*	*44%*	*48%*	-	*29%*	*78%*	*28%*	*34%*	*34%*
9	**43**	3	2	6	8	3	2	-	3	2	5	11	1
	22%	*16%*	*14%*	*30%*	*28%*	*22%*	*52%*	-	*21%*	*11%*	*17%*	*29%*	*11%*
10 - HIGHEST score	**27**	2	-	5	8	2	-	5	2	-	3	-	1
	13%	*10%*	-	*24%*	*28%*	*11%*	-	*76%*	*13%*	-	*11%*	-	*15%*
Don't know	**9**	1	2	-	2	-	-	-	-	-	2	3	-
	4%	*7%*	*14%*	-	*6%*	-	-	-	-	-	*6%*	*8%*	-
SUMMARY:													
NET: 9-10	**70**	4	2	11	16	5	2	5	4	2	8	11	2
	35%	*27%*	*14%*	*54%*	*56%*	*33%*	*52%*	*76%*	*35%*	*11%*	*27%*	*29%*	*26%*
NET: 7-10	**160**	13	8	16	25	11	3	6	12	13	21	28	7
	81%	*80%*	*72%*	*77%*	*89%*	*77%*	*100%*	*100%*	*90%*	*89%*	*72%*	*75%*	*78%*
NET: 4-6	**27**	2	2	5	1	3	-	-	1	2	5	5	2
	14%	*13%*	*14%*	*23%*	*5%*	*23%*	-	-	*10%*	*11%*	*16%*	*13%*	*22%*
NET: 1-3	**3**	-	-	-	-	-	-	-	-	-	2	2	-
	2%	-	-	-	-	-	-	-	-	-	*5%*	*4%*	-
Mean	**7.90**	7.64	7.67	8.18	8.60	7.99	8.52	9.27	7.91	7.78	7.42	7.50	7.63
Standard Deviation	**1.62**	1.45	0.99	1.65	1.46	1.31	0.60	1.40	1.45	1.06	1.99	1.87	1.65

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 593

Q22i How would you rate CBBC on the statement -
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) CBBC regularly

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**203**	90	113	10	54	95	33	7	4	56	115	32	203	-	11	190	95	32	36	40
Weighted Base	**184**	80*	104*	8**	51*	86*	30**	7**	3**	51*	105*	29**	184	-**	15**	166	148*	17*	12*	7*
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	-	*	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-	-	*
	*	-	*	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-	-	2%p
4	**6**	2	5	-	3	1	2	-	-	3	3	-	6	-	-	6	6	-	-	-
	3%	*2%*	*5%*	-	*6%*	*2%*	*5%*	-	-	*6%*	*3%*	-	*3%*	-	-	*4%*	*4%*	-	-	-
5	**11**	9	3	2	*	2	4	3	*	5	4	2	11	-	3	8	9	-	1	1
	6%	*11%*	*2%*	*20%*	*1%*	*3%*	*14%*	*44%*	*7%*	*10%*	*4%*	*8%*	*6%*	-	*21%*	*5%*	*6%*	-	*11%*	13%q
6	**18**	8	10	*	8	5	5	-	-	5	11	2	18	-	2	17	17	1	*	*
	10%	*10%*	*10%*	*2%*	*15%*	*6%*	*17%*	-	-	*11%*	*11%*	*6%*	*10%*	-	*11%*	*10%*	*12%*	*3%*	*3%*	*5%*
7	**33**	9	24	-	7	16	7	2	2	12	12	8	33	-	-	31	23	4	5	2
	18%	*11%*	*23%*	-	*13%*	*19%*	*24%*	*24%*	*49%*	*25%*	*12%*	*29%*	*18%*	-	-	*19%*	*16%*	*22%*	39%p	*22%*
8	**59**	29	30	1	17	33	7	1	-	9	41	9	59	-	7	52	49	6	2	3
	32%	*37%*	*29%*	*11%*	*33%*	*39%*	*25%*	*21%*	-	*18%*	*40%*	*31%*	*32%*	-	*48%*	*31%*	*33%*	*35%*	*19%*	*35%*
9	**35**	12	24	2	12	17	2	1	2	13	18	4	35	-	-	35	26	5	3	1
	19%	*14%*	*23%*	*26%*	*24%*	*20%*	*7%*	*8%*	*44%*	*26%*	*17%*	*13%*	*19%*	-	-	*21%*	*18%*	*28%*	*26%*	*12%*
10 - HIGHEST score	**12**	6	7	3	2	5	1	*	-	2	9	1	12	-	3	9	9	2	*	1
	7%	*7%*	*6%*	*40%*	*5%*	*6%*	*4%*	*3%*	-	*4%*	*9%*	*3%*	*7%*	-	*21%*	*5%*	*6%*	*9%*	*3%*	*8%*
Don't know	**8**	6	2	-	2	5	2	-	-	*	5	3	8	-	-	7	8	1	-	*
	5%	*8%*	*2%*	-	*3%*	*6%*	*5%*	-	-	*	*5%*	*10%*	*5%*	-	-	*4%*	*5%*	*3%*	-	*2%*
SUMMARY:																				
NET: 9-10	**47**	17	30	5	14	22	3	1	2	15	27	5	47	-	3	44	36	6	3	1
	26%	*21%*	*29%*	*66%*	*28%*	*26%*	*11%*	*11%*	*44%*	*30%*	*26%*	*16%*	*26%*	-	*21%*	*27%*	*24%*	*37%*	*29%*	*20%*
NET: 7-10	**140**	56	84	6	38	71	18	4	3	37	81	22	140	-	11	128	107	16	10	6
	76%	*69%*	*81%*	*77%*	*74%*	*83%*	*59%*	*56%*	*93%*	*73%*	*77%*	*76%*	*76%*	-	*69%*	*77%*	*73%*	*94%*	*87%*	*77%*
NET: 4-6	**36**	18	18	2	11	9	11	3	*	13	19	4	36	-	5	31	33	1	2	1
	20%	*23%*	*17%*	*23%*	*22%*	*11%*	*36%*	*44%*	*7%*	*27%*	*18%*	*14%*	*20%*	-	*31%*	*19%*	*22%*	*3%*	*13%*	*18%*
NET: 1-3	*	-	*	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-	-	*
	*	-	*	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-	-	2%p
Mean	**7.60**	7.52	7.65	8.41	7.61	7.84	6.89	6.57	7.75	7.34	7.76	7.48	7.60	-	7.58	7.60	7.54	8.19	7.55	7.42
Standard Deviation	**1.45**	1.49	1.43	2.03	1.49	1.23	1.49	1.67	1.44	1.61	1.42	1.21	1.45	-	1.77	1.43	1.49	1.03	1.33	1.65

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 594

Q22i How would you rate CBBC on the statement -
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) CBBC regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**203**	25	152	23	6	197	137	49	58	108	39	165	38	131	71	93	99	54	71	122	78
Weighted Base	**184**	31**	127*	24**	5**	179	119*	49*	58*	88*	32**	152	33**	118*	66*	85*	89*	50*	57*	121*	61*
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	-	*	-	-	*	*	-	-	*	-	*	-	*	-	-	*	*	-	*	-
	*	-	*	-	-	*	*	-	-	*	-	*	-	*	-	-	*	*	-	*	-
4	**6**	-	5	2	-	6	5	2	2	-	2	6	-	5	2	2	5	5	-	6	-
	3%	-	*4%*	*7%*	-	*3%*	*4%*	*3%*	*3%*	-	*5%*	*4%*	-	*4%*	*2%*	*2%*	*5%*	*9%*	-	*5%*	-
5	**11**	3	6	2	1	11	7	1	3	4	1	9	3	7	4	5	4	4	2	7	4
	6%	*10%*	*5%*	*8%*	*15%*	*6%*	*6%*	*3%*	*6%*	*4%*	*2%*	*6%*	*8%*	*6%*	*6%*	*6%*	*5%*	*7%*	*3%*	*6%*	*7%*
6	**18**	5	12	2	2	17	12	5	5	8	5	12	6	7	11	5	10	4	8	11	8
	10%	*15%*	*9%*	*8%*	*29%*	*9%*	*10%*	*10%*	*8%*	*10%*	*14%*	*8%*	*19%*	*6%*	*17%*	*6%*	*11%*	*7%*	*15%*	*9%*	*13%*
7	**33**	1	29	2	2	31	23	5	7	23	6	27	6	23	10	12	19	9	11	20	12
	18%	*5%*	*23%*	*10%*	*28%*	*18%*	*19%*	*11%*	*12%*	*26%*	*18%*	*17%*	*20%*	*19%*	*16%*	*15%*	*22%*	*18%*	*20%*	*17%*	*20%*
8	**59**	9	38	12	2	58	38	18	20	26	9	53	6	44	15	35	23	15	18	42	16
	32%	*29%*	*30%*	*50%*	*28%*	*32%*	*32%*	*37%*	*34%*	*30%*	*27%*	*35%*	*20%*	*38%*	*23%*	*41%*	*25%*	*30%*	*32%*	*35%*	*26%*
9	**35**	7	26	2	-	35	22	10	13	18	5	28	8	19	16	13	21	9	12	23	12
	19%	*21%*	*20%*	*9%*	-	*20%*	*19%*	*21%*	*22%*	*20%*	*14%*	*18%*	*23%*	*17%*	*24%*	*15%*	*24%*	*19%*	*22%*	*19%*	*20%*
10 - HIGHEST score	**12**	6	5	1	-	12	3	7	9	7	5	10	2	7	5	7	5	2	1	8	4
	7%	*21%*	*4%*	*2%*	-	*7%*	*3%*	*14%*	*15%*	*8%*	*15%*	*7%*	*5%*	*6%*	*8%*	*8%*	*6%*	*3%*	*3%*	*7%*	*6%*
Don't know	**8**	-	5	2	-	8	8	*	*	3	1	7	2	5	3	5	2	3	3	4	5
	5%	-	*4%*	*6%*	-	*5%*	*7%*	*	*	*3%*	*5%*	*4%*	*5%*	*4%*	*5%*	*6%*	*2%*	*6%*	*6%*	*3%*	*8%*
SUMMARY: NET: 9-10	**47**	13	31	3	-	47	26	17	21	24	9	38	9	26	21	20	26	11	14	31	16
	26%	*41%*	*24%*	*12%*	-	*26%*	*22%*	*35%*	*37%*	*28%*	*29%*	*25%*	*28%*	*22%*	*31%*	*24%*	*30%*	*22%*	*24%*	*26%*	*26%*
NET: 7-10	**140**	23	99	17	3	137	86	41	48	73	24	118	22	94	46	68	68	35	43	93	44
	76%	*75%*	*78%*	*71%*	*56%*	*76%*	*73%*	*84%*	*83%*	*83%*	*74%*	*78%*	*68%*	*79%*	*70%*	*80%*	*77%*	*70%*	*76%*	*77%*	*72%*
NET: 4-6	**36**	8	23	5	2	34	24	8	10	12	7	27	9	19	17	12	19	12	10	24	12
	20%	*25%*	*18%*	*23%*	*44%*	*19%*	*20%*	*16%*	*17%*	*14%*	*21%*	*18%*	*27%*	*16%*	*25%*	*14%*	*21%*	*24%*	*18%*	*20%*	*20%*
NET: 1-3	*	-	*	-	-	*	*	-	-	*	-	*	-	*	-	-	*	*	-	*	-
	*	-	*	-	-	*	*	-	-	*	-	*	-	*	-	-	*	*	-	*	-
Mean	**7.60**	7.97	7.55	7.33	6.69	7.63	7.46	7.97	7.95	7.76	7.70	7.62	7.49	7.60	7.60	7.78	7.54	7.28	7.66	7.58	7.61
Standard Deviation	**1.45**	1.64	1.39	1.50	1.14	1.45	1.42	1.45	1.50	1.25	1.62	1.46	1.42	1.42	1.52	1.35	1.52	1.65	1.19	1.51	1.36

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 595

Q22i How would you rate CBBC on the statement -
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) CBBC regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**203**	32	7	10	18	6	2	5	36	11	14	22	40
Weighted Base	**184**	17*	11**	16**	28**	9**	3**	8**	12*	17**	22**	33**	7*
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*****	-	-	-	-	-	-	-	-	-	-	-	*
	*****	-	-	-	-	-	-	-	-	-	-	-	2%a
4	**6**	-	3	-	2	-	-	-	-	-	-	2	-
	3%	-	*29%*	-	*6%*	-	-	-	-	-	-	*5%*	-
5	**11**	-	-	2	-	2	-	-	1	1	3	2	1
	6%	-	-	*10%*	-	*17%*	-	-	*11%*	*9%*	*14%*	*5%*	13%b
6	**18**	1	-	-	3	3	-	-	*	3	2	6	*
	10%	*3%*	-	-	*11%*	*33%*	-	-	*3%*	*19%*	*7%*	*19%*	*5%*
7	**33**	4	2	4	3	2	-	2	5	-	5	6	2
	18%	*22%*	*14%*	*29%*	*11%*	*16%*	-	*19%*	39%a	-	*22%*	*18%*	*22%*
8	**59**	6	3	6	11	2	-	3	2	11	6	6	3
	32%	*35%*	*29%*	*40%*	*39%*	*16%*	-	*41%*	*19%*	*64%*	*29%*	*18%*	*35%*
9	**35**	5	3	2	6	-	3	-	3	2	2	9	1
	19%	*28%*	*28%*	*11%*	*23%*	-	*100%*	-	*26%*	*9%*	*7%*	*27%*	*12%*
10 - HIGHEST score	**12**	2	-	2	-	2	-	3	*	-	3	-	1
	7%	*9%*	-	*11%*	-	*17%*	-	*39%*	*3%*	-	*14%*	-	*8%*
Don't know	**8**	1	-	-	3	-	-	-	-	-	2	3	*
	5%	*3%*	-	-	*11%*	-	-	-	-	-	*7%*	*9%*	*2%*
SUMMARY:													
NET: 9-10	**47**	6	3	3	6	2	3	3	3	2	5	9	1
	26%	*37%*	*28%*	*22%*	*23%*	*17%*	*100%*	*39%*	*29%*	*9%*	*21%*	*27%*	*20%*
NET: 7-10	**140**	16	8	14	20	5	3	8	10	13	16	21	6
	76%	*94%*	*71%*	*90%*	*72%*	*50%*	*100%*	*100%*	*87%*	*73%*	*72%*	*63%*	*77%*
NET: 4-6	**36**	1	3	2	5	5	-	-	2	5	5	9	1
	20%	*3%*	*29%*	*10%*	*17%*	*50%*	-	-	*13%*	*27%*	*21%*	*28%*	*18%*
NET: 1-3	*****	-	-	-	-	-	-	-	-	-	-	-	*
	*****	-	-	-	-	-	-	-	-	-	-	-	2%a
Mean	**7.60**	8.19	6.99	7.74	7.64	6.99	9.00	8.59	7.55	7.46	7.54	7.33	7.42
Standard Deviation	**1.45**	1.03	2.10	1.32	1.35	1.74	0.00	1.27	1.33	1.18	1.58	1.48	1.65

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 596

Q22i How would you rate S4C on the statement -
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) S4C regularly

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**10**	6	4	1	2	4	3	-	-	2	7	1	10	-	-	10	-	-	10	-
Weighted Base	**3***	2**	1**	***	1**	1**	1**	-**	-**	1**	2**	***	3**	-**	-**	3**	-**	-**	3**	-**
1 - LOWEST score	*	*	-	-	-	-	*	-	-	-	*	-	*	-	-	*	-	-	*	-
	10%	*16%*	-	-	-	-	*34%*	-	-	-	*14%*	-	*10%*	-	-	*10%*	-	-	*10%*	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	*	*	-	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-	*	-
	11%	*17%*	-	-	-	*25%*	-	-	-	-	*15%*	-	*11%*	-	-	*11%*	-	-	*11%*	-
6	**1**	*	*	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	1	-
	19%	*16%*	*24%*	-	-	-	*66%*	-	-	-	*27%*	-	*19%*	-	-	*19%*	-	-	*19%*	-
7	*	-	*	-	*	-	-	-	-	-	-	*	*	-	-	*	-	-	*	-
	10%	-	*25%*	-	*49%*	-	-	-	-	-	-	*100%*	*10%*	-	-	*10%*	-	-	*10%*	-
8	**1**	1	1	*	*	1	-	-	-	1	1	-	1	-	-	1	-	-	1	-
	41%	*34%*	*52%*	*100%*	*51%*	*50%*	-	-	-	*100%*	*29%*	-	*41%*	-	-	*41%*	-	-	*41%*	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10 - HIGHEST score	*	*	-	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-	*	-
	10%	*17%*	-	-	-	*24%*	-	-	-	-	*15%*	-	*10%*	-	-	*10%*	-	-	*10%*	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY:																				
NET: 9-10	*	*	-	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-	*	-
	10%	*17%*	-	-	-	*24%*	-	-	-	-	*15%*	-	*10%*	-	-	*10%*	-	-	*10%*	-
NET: 7-10	**2**	1	1	*	1	1	-	-	-	1	1	*	2	-	-	2	-	-	2	-
	61%	*51%*	*76%*	*100%*	*100%*	*75%*	-	-	-	*100%*	*43%*	*100%*	*61%*	-	-	*61%*	-	-	*61%*	-
NET: 4-6	**1**	1	*	-	-	*	1	-	-	-	1	-	1	-	-	1	-	-	1	-
	29%	*33%*	*24%*	-	-	*25%*	*66%*	-	-	-	*42%*	-	*29%*	-	-	*29%*	-	-	*29%*	-
NET: 1-3	*	*	-	-	-	-	*	-	-	-	*	-	*	-	-	*	-	-	*	-
	10%	*16%*	-	-	-	-	*34%*	-	-	-	*14%*	-	*10%*	-	-	*10%*	-	-	*10%*	-
Mean	**6.73**	6.38	7.28	8.00	7.51	7.73	4.29	-	-	8.00	6.31	7.00	6.73	-	-	6.73	-	-	6.73	-
Standard Deviation	**2.77**	3.98	-	-	-	-	-	-	-	-	3.53	-	2.77	-	-	2.77	-	-	2.77	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 597

Q22i How would you rate S4C on the statement -
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) S4C regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**10**	-	6	3	-	10	8	2	2	5	5	9	1	7	3	6	3	3	3	5	5
Weighted Base	**3***	-**	2**	1**	-**	3**	3**	1**	1**	2**	2**	3**	***	2**	1**	2**	1**	1**	1**	2**	2**
1 - LOWEST score	*	-	-	*	-	*	*	-	-	-	-	*	-	*	-	*	-	*	-	*	-
	10%	-	-	*31%*	-	*10%*	*12%*	-	-	-	-	*11%*	-	*14%*	-	*16%*	-	*32%*	-	*19%*	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	*	-	*	-	-	*	*	-	-	*	*	*	-	*	-	*	-	*	-	*	-
	11%	-	*18%*	-	-	*11%*	*13%*	-	-	*21%*	*21%*	*12%*	-	*15%*	-	*17%*	-	*35%*	-	*21%*	-
6	**1**	-	1	-	-	1	1	-	-	1	*	1	-	1	-	-	*	-	*	-	1
	19%	-	*32%*	-	-	*19%*	*24%*	-	-	*38%*	*18%*	*21%*	-	*27%*	-	-	*31%*	-	*32%*	-	*38%*
7	*	-	*	-	-	*	*	-	-	*	*	*	-	*	-	*	-	*	-	-	*
	10%	-	*16%*	-	-	*10%*	*12%*	-	-	*20%*	*19%*	*11%*	-	*14%*	-	*16%*	-	*32%*	-	-	*20%*
8	**1**	-	*	1	-	1	1	1	1	-	1	1	*	*	1	1	1	-	1	1	1
	41%	-	*17%*	*69%*	-	*41%*	*26%*	*100%*	*100%*	-	*41%*	*35%*	*100%*	*15%*	*100%*	*34%*	*69%*	-	*68%*	*40%*	*42%*
9	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10 - HIGHEST score	*	-	*	-	-	*	*	-	-	*	-	*	-	*	-	*	-	-	-	*	-
	10%	-	*17%*	-	-	*10%*	*13%*	-	-	*21%*	-	*11%*	-	*15%*	-	*17%*	-	-	-	*20%*	-
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY: NET: 9-10	*	-	*	-	-	*	*	-	-	*	-	*	-	*	-	*	-	-	-	*	-
	10%	-	*17%*	-	-	*10%*	*13%*	-	-	*21%*	-	*11%*	-	*15%*	-	*17%*	-	-	-	*20%*	-
NET: 7-10	**2**	-	1	1	-	2	1	1	1	1	1	2	*	1	1	1	1	*	1	1	1
	61%	-	*50%*	*69%*	-	*61%*	*51%*	*100%*	*100%*	*40%*	*61%*	*57%*	*100%*	*44%*	*100%*	*67%*	*69%*	*32%*	*68%*	*60%*	*62%*
NET: 4-6	**1**	-	1	-	-	1	1	-	-	1	1	1	-	1	-	*	*	*	*	*	1
	29%	-	*50%*	-	-	*29%*	*37%*	-	-	*60%*	*39%*	*33%*	-	*42%*	-	*17%*	*31%*	*35%*	*32%*	*21%*	*38%*
NET: 1-3	*	-	-	*	-	*	*	-	-	-	-	*	-	*	-	*	-	*	-	*	-
	10%	-	-	*31%*	-	*10%*	*12%*	-	-	-	-	*11%*	-	*14%*	-	*16%*	-	*32%*	-	*19%*	-
Mean	**6.73**	-	7.01	5.80	-	6.73	6.40	8.00	8.00	6.81	6.81	6.59	8.00	6.17	8.00	6.54	7.37	4.35	7.36	6.43	7.04
Standard Deviation	**2.77**	-	-	-	-	2.77	3.17	-	-	-	-	2.94	-	3.44	-	3.97	-	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 598

Q22i How would you rate S4C on the statement -
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) S4C regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**10**	-	-	-	-	-	-	-	10	-	-	-	-
Weighted Base	**3****	-**	-**	-**	-**	-**	-**	-**	3**	-**	-**	-**	-**
1 - LOWEST score	*	-	-	-	-	-	-	-	*	-	-	-	-
	10%	-	-	-	-	-	-	-	*10%*	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
5	*	-	-	-	-	-	-	-	*	-	-	-	-
	11%	-	-	-	-	-	-	-	*11%*	-	-	-	-
6	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	19%	-	-	-	-	-	-	-	*19%*	-	-	-	-
7	*	-	-	-	-	-	-	-	*	-	-	-	-
	10%	-	-	-	-	-	-	-	*10%*	-	-	-	-
8	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	41%	-	-	-	-	-	-	-	*41%*	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
10 - HIGHEST score	*	-	-	-	-	-	-	-	*	-	-	-	-
	10%	-	-	-	-	-	-	-	*10%*	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY:													
NET: 9-10	*	-	-	-	-	-	-	-	*	-	-	-	-
	10%	-	-	-	-	-	-	-	*10%*	-	-	-	-
NET: 7-10	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	61%	-	-	-	-	-	-	-	*61%*	-	-	-	-
NET: 4-6	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	29%	-	-	-	-	-	-	-	*29%*	-	-	-	-
NET: 1-3	*	-	-	-	-	-	-	-	*	-	-	-	-
	10%	-	-	-	-	-	-	-	*10%*	-	-	-	-
Mean	**6.73**	-	-	-	-	-	-	-	6.73	-	-	-	-
Standard Deviation	**2.77**	-	-	-	-	-	-	-	2.77	-	-	-	-

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

* = Less than .5

J20427 PSB Tracker 2013

Table 599

Q22ii How would you rate the following channels combined on that statement ?
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) any of these channels regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**333**	141	192	23	83	160	52	8	7	94	177	62	333	-	25	305	167	48	56	62
Weighted Base	**314**	131*	184	22**	77*	153	48*	8**	6**	89*	166	60*	314	-**	36**	274	258	26*	19*	12*
1 - LOWEST score	**6**	4	2	4	1	2	-	-	-	2	3	1	6	-	2	4	5	1	-	-
	2%	*3%*	*1%*	*16%*	*1%*	*1%*	-	-	-	*2%*	*2%*	*2%*	*2%*	-	*6%*	*1%*	*2%*	*4%*	-	-
2	**2**	2	-	-	-	2	*	-	-	-	2	-	2	-	-	2	2	-	*	-
	1%	*1%*	-	-	-	*1%*	*1%*	-	-	-	*1%*	-	*1%*	-	-	*1%*	*1%*	-	*2%*	-
3	**4**	2	2	-	2	2	-	-	-	3	1	-	4	-	-	4	3	1	-	*
	1%	*1%*	*1%*	-	*3%*	*1%*	-	-	-	*3%*	*1%*	-	*1%*	-	-	*1%*	*1%*	*2%*	-	*3%*
4	**6**	3	3	-	2	5	-	-	-	2	2	3	6	-	2	5	6	-	-	*
	2%	*3%*	*2%*	-	*2%*	*3%*	-	-	-	*2%*	*1%*	*5%*	*2%*	-	*5%*	*2%*	*2%*	-	-	*2%*
5	**27**	13	14	3	1	9	11	-	2	9	9	9	27	-	8	19	21	2	2	2
	8%	*10%*	*8%*	*14%*	*1%*	*6%*	**24%de**	-	*40%*	*10%*	*5%*	*15%*	*8%*	-	*22%*	*7%*	*8%*	*6%*	*11%*	*13%*
6	**38**	20	18	2	13	17	4	3	-	13	20	5	38	-	6	32	31	3	4	1
	12%	*15%*	*10%*	*8%*	*17%*	*11%*	*8%*	*35%*	-	*15%*	*12%*	*9%*	*12%*	-	*17%*	*12%*	*12%*	*13%*	*19%*	*6%*
7	**81**	31	50	1	22	40	15	2	2	24	38	20	81	-	5	74	65	10	3	3
	26%	*24%*	*27%*	*5%*	*28%*	*26%*	*31%*	*20%*	*27%*	*27%*	*23%*	*32%*	*26%*	-	*15%*	*27%*	*25%*	*37%*	*18%*	*26%*
8	**69**	22	47	3	20	35	10	1	*	26	35	8	69	-	6	62	57	3	5	3
	22%	*17%*	*25%*	*12%*	*26%*	*23%*	*20%*	*17%*	*3%*	*29%*	*21%*	*14%*	*22%*	-	*18%*	*23%*	*22%*	*13%*	*27%*	*29%*
9	**44**	16	28	4	13	23	3	1	2	6	32	6	44	-	-	43	36	5	3	1
	14%	*13%*	*15%*	*16%*	*17%*	*15%*	*5%*	*6%*	*27%*	*7%*	*20%*	*9%*	*14%*	-	-	*16%*	*14%*	*19%*	*15%*	*6%*
10 - HIGHEST score	**18**	4	14	5	4	9	*	*	*	*	16	2	18	-	6	12	16	1	1	1
	6%	*3%*	*8%*	*21%*	*5%*	*6%*	*	*3%*	*4%*	*	*10%*	*4%*	*6%*	-	*17%*	*4%*	*6%*	*2%*	*5%*	*10%*
Don't know	**19**	14	6	2	1	10	5	2	-	4	9	6	19	-	-	18	17	1	1	1
	6%	*10%*	*3%*	*7%*	*1%*	*7%*	*11%*	*19%*	-	*4%*	*5%*	*10%*	*6%*	-	-	*6%*	*6%*	*4%*	*4%*	*5%*
SUMMARY:																				
NET: 9-10	**63**	21	42	8	17	32	3	1	2	6	48	8	63	-	6	55	52	5	4	2
	20%	*16%*	*23%*	*38%*	*22%*	*21%*	*6%*	*9%*	*31%*	*7%*	**29%i**	*13%*	*20%*	-	*17%*	*20%*	*20%*	*21%*	*20%*	*16%*
NET: 7-10	**212**	74	139	12	59	107	28	4	3	56	121	35	212	-	18	191	174	18	12	8
	68%	*56%*	**75%a**	*55%*	*76%*	*70%*	*57%*	*46%*	*60%*	*64%*	*73%*	*59%*	*68%*	-	*50%*	*70%*	*67%*	*71%*	*65%*	*71%*
NET: 4-6	**71**	36	35	5	15	31	15	3	2	24	30	18	71	-	16	56	58	5	6	2
	23%	*28%*	*19%*	*22%*	*20%*	*20%*	*32%*	*35%*	*40%*	*27%*	*18%*	*29%*	*23%*	-	*44%*	*20%*	*23%*	*19%*	*30%*	*21%*
NET: 1-3	**12**	7	4	4	3	5	*	-	-	5	6	1	12	-	2	9	9	2	*	*
	4%	*5%*	*2%*	*16%*	*3%*	*3%*	*1%*	-	-	*5%*	*4%*	*2%*	*4%*	-	*6%*	*3%*	*4%*	*6%*	*2%*	*3%*
Mean	**7.14**	6.78	7.38	6.73	7.34	7.24	6.70	7.03	6.88	6.78	7.47	6.75	7.14	-	6.59	7.21	7.15	6.98	7.24	7.21
Standard Deviation	**1.77**	1.91	1.63	3.21	1.55	1.72	1.34	1.20	1.92	1.60	1.82	1.71	1.77	-	2.30	1.68	1.78	1.88	1.60	1.75

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 600

Q22ii How would you rate the following channels combined on that statement ?
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) any of these channels regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**333**	39	246	41	10	323	234	72	84	160	62	274	59	211	119	155	153	99	120	202	127
Weighted Base	**314**	47*	220	41**	10**	304	214	75*	84*	139	57*	259	55*	194	118*	147	142	97*	104*	203	108*
1 - LOWEST score	**6**	2	3	2	2	4	4	-	-	3	3	5	1	4	2	5	1	4	1	5	1
	2%	*3%*	*1%*	*4%*	*15%*	*1%*	*2%*	-	-	*2%*	*5%*	*2%*	*1%*	*2%*	*2%*	*4%*	*	*4%*	*1%*	*2%*	*1%*
2	**2**	-	-	*	-	2	2	-	-	-	-	2	-	2	-	2	-	2	-	2	-
	1%	-	-	*1%*	-	*1%*	*1%*	-	-	-	-	*1%*	-	*1%*	-	*1%*	-	*2%*	-	*1%*	-
3	**4**	2	2	-	2	2	2	-	*	*	-	4	-	4	*	2	2	2	-	4	-
	1%	*3%*	*1%*	-	*15%*	*1%*	*1%*	-	*	*	-	*2%*	-	*2%*	*	*1%*	*1%*	*2%*	-	*2%*	-
4	**6**	2	3	*	-	6	6	-	-	3	3	5	2	3	3	*	3	2	5	5	2
	2%	*3%*	*1%*	*	-	*2%*	*3%*	-	-	*2%*	*5%*	*2%*	*3%*	*2%*	*3%*	*	*2%*	*2%*	*4%*	*2%*	*2%*
5	**27**	6	16	4	1	26	19	5	7	10	4	19	8	12	14	8	13	8	8	16	11
	8%	*13%*	*7%*	*10%*	*7%*	*9%*	*9%*	*7%*	*9%*	*7%*	*6%*	*7%*	*14%*	*6%*	*12%*	*5%*	*9%*	*9%*	*8%*	*8%*	*10%*
6	**38**	5	27	6	2	36	26	10	10	12	8	30	9	22	15	19	16	9	17	23	15
	12%	*11%*	*12%*	*15%*	*19%*	*12%*	*12%*	*14%*	*12%*	*9%*	*13%*	*11%*	*16%*	*11%*	*12%*	*13%*	*11%*	*9%*	*16%*	*11%*	*14%*
7	**81**	2	70	9	3	78	60	12	13	43	13	66	15	56	25	37	40	25	33	52	29
	26%	*4%*	*32%a*	*23%*	*30%*	*26%*	*28%*	*16%*	*16%*	*31%*	*23%*	*25%*	*28%*	*29%*	*21%*	*25%*	*28%*	*25%*	*32%*	*25%*	*26%*
8	**69**	11	46	11	-	69	44	23	25	27	12	60	8	45	24	40	26	21	18	44	23
	22%	*24%*	*21%*	*27%*	-	*23%*	*20%*	*31%*	*30%*	*20%*	*21%*	*23%*	*15%*	*23%*	*20%*	*27%*	*18%*	*21%*	*17%*	*22%*	*21%*
9	**44**	5	37	1	-	44	27	15	17	21	3	37	8	27	17	17	24	16	11	30	14
	14%	*11%*	*17%*	*3%*	-	*15%*	*13%*	*19%*	*20%*	*15%*	*6%*	*14%*	*14%*	*14%*	*15%*	*11%*	*17%*	*16%*	*11%*	*15%*	*13%*
10 - HIGHEST score	**18**	11	6	-	2	17	6	8	10	12	8	16	2	7	10	9	9	2	4	13	6
	6%	*24%b*	*3%*	-	*15%*	*5%*	*3%*	*11%*	*12%*	*8%*	*15%*	*6%*	*4%*	*4%*	*9%*	*6%*	*6%*	*2%*	*4%*	*6%*	*5%*
Don't know	**19**	2	10	7	-	19	17	2	2	7	3	15	4	12	7	8	10	7	9	10	9
	6%	*4%*	*5%*	*17%*	-	*6%*	*8%*	*2%*	*2%*	*5%*	*5%*	*6%*	*6%*	*6%*	*6%*	*5%*	*7%*	*7%*	*8%*	*5%*	*8%*
SUMMARY: NET: 9-10	**63**	16	43	1	2	61	34	23	27	33	11	53	10	34	28	26	32	18	15	42	20
	20%	*35%*	*19%*	*3%*	*15%*	*20%*	*16%*	*30%*	*31%*	*24%*	*20%*	*20%*	*17%*	*18%*	*23%*	*18%*	*23%*	*18%*	*15%*	*21%*	*18%*
NET: 7-10	**212**	30	158	22	5	208	137	57	65	103	36	179	33	135	77	103	98	63	66	138	71
	68%	*63%*	*72%*	*53%*	*44%*	*68%*	*64%*	*77%*	*77%*	*74%*	*64%*	*69%*	*60%*	*70%*	*65%*	*70%*	*69%*	*65%*	*63%*	*68%*	*66%*
NET: 4-6	**71**	13	47	10	3	69	51	16	18	25	14	53	18	38	32	27	32	19	29	44	27
	23%	*27%*	*21%*	*25%*	*26%*	*23%*	*24%*	*21%*	*21%*	*18%*	*25%*	*21%*	*33%*	*19%*	*27%*	*18%*	*22%*	*20%*	*28%*	*22%*	*25%*
NET: 1-3	**12**	3	5	2	3	8	8	-	*	3	3	11	1	9	2	9	2	8	1	10	1
	4%	*7%*	*2%*	*5%*	*30%*	*3%*	*4%*	-	*	*2%*	*5%*	*4%*	*1%*	*5%*	*2%*	*6%*	*2%*	*8%*	*1%*	*5%*	*1%*
Mean	**7.14**	7.39	7.20	6.64	5.63	7.20	6.96	7.76f	7.75f	7.33	7.00	7.18	6.95	7.10	7.22	7.13	7.29	6.86	7.02	7.10	7.20
Standard Deviation	**1.77**	2.36	1.53	1.74	2.90	1.70	1.75	1.42	1.47	1.75	2.22	1.80	1.60	1.75	1.81	1.91	1.58	2.04	1.48	1.89	1.55

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 601

Q22ii How would you rate the following channels combined on that statement ?
"It provides a wide range of high quality and UK made programmes for children"

Base : All whose child(ren) watch(es) any of these channels regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**333**	48	12	21	27	16	5	8	56	15	26	37	62
Weighted Base	**314**	26*	18**	32**	42**	25**	8**	13**	19*	23**	41**	56*	12*
1 - LOWEST score	**6**	1	-	-	-	-	-	-	-	2	2	2	-
	2%	*4%*	-	-	-	-	-	-	-	*7%*	*4%*	*3%*	-
2	**2**	-	-	-	-	-	-	-	*	-	2	-	-
	1%	-	-	-	-	-	-	-	*2%*	-	*4%*	-	-
3	**4**	1	1	-	-	-	-	-	-	-	2	-	*
	1%	*2%*	*8%*	-	-	-	-	-	-	-	*4%*	-	*3%*
4	**6**	-	-	-	1	-	-	-	-	-	2	3	*
	2%	-	-	-	*4%*	-	-	-	-	-	*4%*	*6%*	*2%*
5	**27**	2	1	5	2	-	2	-	2	2	8	3	2
	8%	*6%*	*8%*	*14%*	*4%*	-	*20%*	-	*11%*	*7%*	*19%*	*5%*	*13%*
6	**38**	3	2	5	5	11	-	-	4	3	2	5	1
	12%	*13%*	*9%*	*14%*	*11%*	*44%*	-	-	*19%*	*13%*	*4%*	*8%*	*6%*
7	**81**	10	5	6	12	6	3	3	3	5	11	14	3
	26%	*37%*	*25%*	*19%*	*30%*	*25%*	*39%*	*25%*	*18%*	*20%*	*28%*	*24%*	*26%*
8	**69**	3	5	8	8	3	2	3	5	5	10	15	3
	22%	*13%*	*25%*	*24%*	*18%*	*12%*	*20%*	*26%*	*27%*	*19%*	*23%*	*27%*	*29%*
9	**44**	5	2	5	9	2	2	2	3	6	2	7	1
	14%	*19%*	*8%*	*14%*	*23%*	*6%*	*22%*	*12%*	*15%*	*28%*	*4%*	*13%*	*6%*
10 - HIGHEST score	**18**	1	-	5	2	2	-	3	1	-	3	1	1
	6%	*2%*	-	*15%*	*4%*	*6%*	-	*25%*	*5%*	-	*8%*	*3%*	*10%*
Don't know	**19**	1	3	-	3	2	-	2	1	2	-	6	1
	6%	*4%*	*17%*	-	*7%*	*6%*	-	*12%*	*4%*	*7%*	-	*11%*	*5%*
SUMMARY:													
NET: 9-10	**63**	5	2	9	11	3	2	5	4	6	5	9	2
	20%	*21%*	*8%*	*29%*	*26%*	*13%*	*22%*	*37%*	*20%*	*28%*	*11%*	*16%*	*16%*
NET: 7-10	**212**	18	11	23	31	12	6	11	12	16	26	38	8
	68%	*71%*	*58%*	*72%*	*74%*	*50%*	*80%*	*88%*	*65%*	*67%*	*62%*	*68%*	*71%*
NET: 4-6	**71**	5	3	9	8	11	2	-	6	5	11	11	2
	23%	*19%*	*17%*	*28%*	*18%*	*44%*	*20%*	-	*30%*	*19%*	*26%*	*19%*	*21%*
NET: 1-3	**12**	2	1	-	-	-	-	-	*	2	5	2	*
	4%	*6%*	*8%*	-	-	-	-	-	*2%*	*7%*	*11%*	*3%*	*3%*
Mean	**7.14**	6.98	6.82	7.54	7.49	7.00	7.24	8.43	7.24	7.10	6.44	7.11	7.21
Standard Deviation	**1.77**	1.88	1.70	1.62	1.40	1.24	1.43	1.23	1.60	2.14	2.22	1.79	1.75

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 602

Q22iii How important do you think it is that those TV channels combined do this?

Base : All whose child(ren) watch(es) any of these channels regularly

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**333**	141	192	23	83	160	52	8	7	94	177	62	333	-	25	305	167	48	56	62
Weighted Base	**314**	131*	184	22**	77*	153	48*	8**	6**	89*	166	60*	314	-**	36**	274	258	26*	19*	12*
1 - Not at all important	**2**	2	-	2	1	-	*	-	-	2	*	1	2	-	1	2	2	1	*	-
	1%	*2%*	-	*7%*	*1%*	-	*1%*	-	-	*2%*	*	*1%*	*1%*	-	*2%*	*1%*	*1%*	*2%*	*2%*	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**2**	2	-	2	-	-	-	-	-	-	2	-	2	-	2	-	2	-	-	-
	*	*1%*	-	*7%*	-	-	-	-	-	-	*1%*	-	*	-	*4%*	-	*1%*	-	-	-
4	**3**	2	1	-	-	2	1	-	-	-	2	2	3	-	2	2	3	-	-	*
	1%	*1%*	*1%*	-	-	*1%*	*3%*	-	-	-	*1%*	*3%*	*1%*	-	*5%*	*1%*	*1%*	-	-	*2%*
5	**14**	5	8	2	3	7	2	-	1	3	7	4	14	-	3	10	11	2	*	1
	4%	*4%*	*5%*	*9%*	*4%*	*4%*	*3%*	-	*9%*	*4%*	*4%*	*6%*	*4%*	-	*9%*	*4%*	*4%*	*8%*	*2%*	*5%*
6	**18**	11	7	3	2	6	6	1	-	2	11	4	18	-	3	14	14	2	1	-
	6%	*8%*	*4%*	*14%*	*2%*	*4%*	*12%*	*18%*	-	*2%*	*7%*	*7%*	*6%*	-	*9%*	*5%*	*5%*	*8%*	*7%*	-
7	**31**	16	15	1	6	14	8	1	2	7	15	10	31	-	5	25	24	2	3	1
	10%	*12%*	*8%*	*3%*	*8%*	*9%*	*16%*	*17%*	*27%*	*8%*	*9%*	*16%*	*10%*	-	*14%*	*9%*	*9%*	*8%*	*18%*	*13%*
8	**79**	32	48	2	14	49	13	-	*	25	37	17	79	-	6	70	65	8	4	3
	25%	*24%*	*26%*	*11%*	*18%*	*32%*	*27%*	-	*4%*	*28%*	*23%*	*29%*	*25%*	-	*17%*	*26%*	*25%*	*29%*	*23%*	*22%*
9	**72**	31	41	2	29	33	4	-	3	24	35	12	72	-	5	66	58	6	5	3
	23%	*24%*	*22%*	*9%*	**38%f**	*21%*	*8%*	-	*56%*	*27%*	*21%*	*20%*	*23%*	-	*15%*	*24%*	*22%*	*23%*	*27%*	*25%*
10 - Extremely important	**86**	25	61	9	23	37	13	4	*	23	53	10	86	-	9	76	73	5	4	4
	27%	*19%*	*33%*	*39%*	*29%*	*24%*	*27%*	*46%*	*4%*	*25%*	*32%*	*16%*	*27%*	-	*26%*	*28%*	*28%*	*19%*	*22%*	*33%*
Don't know	**8**	5	3	-	-	5	1	2	-	4	3	1	8	-	-	8	8	1	-	-
	3%	*4%*	*2%*	-	-	*3%*	*3%*	*19%*	-	*4%*	*2%*	*2%*	*3%*	-	-	*3%*	*3%*	*2%*	-	-
SUMMARY:																				
NET: 9-10	**157**	56	101	11	52	70	17	4	3	47	89	22	157	-	14	143	130	11	9	7
	50%	*43%*	*55%*	*49%*	**67%ef**	*46%*	*35%*	*46%*	*60%*	*53%*	*53%*	*36%*	*50%*	-	*40%*	*52%*	*50%*	*42%*	*49%*	*59%*
NET: 7-10	**268**	104	164	14	72	134	38	5	5	78	141	49	268	-	26	238	220	20	17	11
	85%	*80%*	*89%*	*63%*	*93%*	*88%*	*78%*	*64%*	*91%*	*88%*	*85%*	*81%*	*85%*	-	*71%*	*87%*	*85%*	*79%*	*89%*	*94%*
NET: 4-6	**35**	18	17	5	5	14	9	1	1	5	20	10	35	-	8	26	28	4	2	1
	11%	*14%*	*9%*	*24%*	*6%*	*9%*	*18%*	*18%*	*9%*	*6%*	*12%*	*16%*	*11%*	-	*23%*	*10%*	*11%*	*17%*	*9%*	*6%*
NET: 1-3	**4**	4	-	3	1	-	*	-	-	2	2	1	4	-	2	2	3	1	*	-
	1%	*3%*	-	*14%*	*1%*	-	*1%*	-	-	*2%*	*1%*	*1%*	*1%*	-	*6%*	*1%*	*1%*	*2%*	*2%*	-
Mean	**8.32**	7.96	**8.56a**	7.45	8.68	8.37	7.96	8.49	8.10	8.44	8.41	7.87	8.32	-	7.56	8.43	8.35	7.96	8.21	8.59
Standard Deviation	**1.63**	1.84	1.43	2.88	1.40	1.40	1.75	1.91	1.47	1.61	1.62	1.68	1.63	-	2.24	1.52	1.62	1.83	1.65	1.49

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 603

Q22iii How important do you think it is that those TV channels combined do this?

Base : All whose child(ren) watch(es) any of these channels regularly

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**333**	39	246	41	10	323	234	72	84	160	62	274	59	211	119	155	153	99	120	202	127
Weighted Base	**314**	47*	220	41**	10**	304	214	75*	84*	139	57*	259	55*	194	118*	147	142	97*	104*	203	108*
1 - Not at all important	**2**	2	1	*	2	1	1	-	-	2	2	2	1	2	1	2	1	*	1	2	1
	1%	*3%*	*	*1%*	*15%*	*	*	-	-	*1%*	*3%*	*1%*	*1%*	*1%*	*	*1%*	*	*	*1%*	*1%*	*
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**2**	-	-	2	-	2	2	-	-	-	-	2	-	2	-	2	-	2	-	2	-
	*	-	-	*4%*	-	*1%*	*1%*	-	-	-	-	*1%*	-	*1%*	-	*1%*	-	*2%*	-	*1%*	-
4	**3**	-	2	2	-	3	2	1	1	2	2	3	-	2	2	2	2	2	-	2	2
	1%	-	*1%*	*4%*	-	*1%*	*1%*	*2%*	*2%*	*1%*	*3%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*2%*
5	**14**	2	10	2	*	14	9	5	5	4	5	10	3	7	6	4	5	5	4	8	6
	4%	*4%*	*5%*	*5%*	*2%*	*4%*	*4%*	*6%*	*6%*	*3%*	*9%*	*4%*	*6%*	*4%*	*5%*	*3%*	*3%*	*5%*	*4%*	*4%*	*5%*
6	**18**	2	14	2	*	17	12	3	5	6	4	10	8	7	11	6	8	3	7	12	6
	6%	*3%*	*6%*	*6%*	*3%*	*6%*	*6%*	*5%*	*6%*	*4%*	*7%*	*4%*	*14%*	*3%*	*9%*	*4%*	*5%*	*3%*	*7%*	*6%*	*5%*
7	**31**	3	25	3	3	28	23	4	4	18	6	28	4	19	12	16	14	7	15	19	12
	10%	*7%*	*11%*	*8%*	*30%*	*9%*	*11%*	*5%*	*4%*	*13%*	*11%*	*11%*	*7%*	*10%*	*11%*	*11%*	*10%*	*7%*	*15%*	*9%*	*11%*
8	**79**	4	64	10	*	79	59	18	20	34	16	63	16	49	30	34	44	27	28	51	26
	25%	*8%*	*29%*	*24%*	*3%*	*26%*	*28%*	*24%*	*24%*	*24%*	*29%*	*24%*	*30%*	*25%*	*26%*	*23%*	*31%*	*28%*	*27%*	*25%*	*24%*
9	**72**	9	57	5	2	70	47	18	20	27	6	58	13	42	28	31	33	20	24	46	25
	23%	*19%*	*26%*	*12%*	*16%*	*23%*	*22%*	*24%*	*23%*	*19%*	*11%*	*23%*	*24%*	*21%*	*24%*	*21%*	*23%*	*21%*	*23%*	*23%*	*23%*
10 - Extremely important	**86**	25	47	10	3	82	53	24	28	44	14	77	9	61	24	50	32	29	23	60	25
	27%	**53%b**	*21%*	*24%*	*32%*	*27%*	*25%*	*32%*	*34%*	*31%*	*26%*	*30%*	*16%*	*32%*	*20%*	*34%*	*22%*	*30%*	*22%*	*29%*	*23%*
Don't know	**8**	2	1	5	-	8	7	1	1	3	1	7	2	5	4	1	5	2	3	2	7
	3%	*3%*	*1%*	*12%*	-	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*2%*	*3%*	*1%*	*4%*	*2%*	*3%*	*1%*	*6%*
SUMMARY:																					
NET: 9-10	**157**	34	104	15	5	152	100	42	48	70	21	135	22	103	52	81	65	49	47	106	50
	50%	*71%*	*47%*	*36%*	*48%*	*50%*	*47%*	*56%*	*57%*	*51%*	*37%*	*52%*	*40%*	*53%*	*44%*	*55%*	*46%*	*51%*	*45%*	*52%*	*46%*
NET: 7-10	**268**	41	193	28	8	260	182	64	72	122	43	226	42	171	95	131	122	83	90	177	88
	85%	*87%*	*88%*	*68%*	*80%*	*85%*	*85%*	*85%*	*85%*	*88%*	*76%*	*87%*	*76%*	*88%*	*81%*	*89%*	*86%*	*86%*	*86%*	*87%*	*81%*
NET: 4-6	**35**	3	25	6	1	34	23	10	11	12	11	24	11	15	19	12	14	10	11	22	13
	11%	*7%*	*12%*	*15%*	*5%*	*11%*	*11%*	*13%*	*13%*	*9%*	*19%*	*9%*	*20%*	*8%*	*16%*	*8%*	*10%*	*10%*	*10%*	*11%*	*12%*
NET: 1-3	**4**	2	1	2	2	2	2	-	-	2	2	3	1	3	1	3	1	2	1	3	1
	1%	*3%*	*	*5%*	*15%*	*1%*	*1%*	-	-	*1%*	*3%*	*1%*	*1%*	*2%*	*	*2%*	*	*2%*	*1%*	*2%*	*
Mean	**8.32**	8.80	8.27	7.83	7.37	8.35	8.28	8.49	8.52	8.40	7.80	8.39	7.96	8.44	8.10	8.44	8.31	8.35	8.26	8.35	8.25
Standard Deviation	**1.63**	1.99	1.44	2.10	3.11	1.56	1.57	1.58	1.56	1.63	2.05	1.63	1.63	1.65	1.59	1.73	1.45	1.70	1.46	1.66	1.60

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 604

Q22iii How important do you think it is that those TV channels combined do this?

Base : All whose child(ren) watch(es) any of these channels regularly

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**333**	48	12	21	27	16	5	8	56	15	26	37	62
Weighted Base	**314**	26*	18**	32**	42**	25**	8**	13**	19*	23**	41**	56*	12*
1 - Not at all important	**2**	1	-	-	-	-	-	-	*	-	-	2	-
	1%	*2%*	-	-	-	-	-	-	*2%*	-	-	*3%*	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**2**	-	-	-	-	-	-	-	-	2	-	-	-
	*****	-	-	-	-	-	-	-	-	*7%*	-	-	-
4	**3**	-	-	-	-	-	-	-	-	-	-	3	*
	1%	-	-	-	-	-	-	-	-	-	-	*6%*	*2%*
5	**14**	2	-	1	2	2	-	-	*	-	2	5	1
	4%	*8%*	-	*5%*	*4%*	*7%*	-	-	*2%*	-	*4%*	*8%*	*5%*
6	**18**	2	-	-	2	3	2	-	1	2	5	2	-
	6%	*8%*	-	-	*4%*	*12%*	*20%*	-	*7%*	*7%*	*12%*	*3%*	-
7	**31**	2	2	3	3	5	-	-	3	2	3	7	1
	10%	*8%*	*8%*	*9%*	*7%*	*19%*	-	-	*18%*	*7%*	*8%*	*13%*	*13%*
8	**79**	8	8	9	11	5	3	3	4	5	11	11	3
	25%	*29%*	*42%*	*29%*	*26%*	*18%*	*39%*	*25%*	*23%*	*20%*	*27%*	*19%*	*22%*
9	**72**	6	9	3	14	5	2	3	5	6	10	6	3
	23%	*23%*	*49%*	*10%*	*34%*	*19%*	*20%*	*25%*	*27%*	*27%*	*23%*	*11%*	*25%*
10 - Extremely important	**86**	5	-	15	8	5	2	6	4	8	11	18	4
	27%	*19%*	-	*48%*	*18%*	*19%*	*22%*	*51%*	*22%*	*33%*	*27%*	*33%*	*33%*
Don't know	**8**	1	-	-	3	2	-	-	-	-	-	3	-
	3%	*2%*	-	-	*7%*	*6%*	-	-	-	-	-	*5%*	-
SUMMARY:													
NET: 9-10	**157**	11	9	18	22	9	3	9	9	14	21	24	7
	50%	*42%*	*49%*	*57%*	*53%*	*38%*	*42%*	*75%*	*49%*	*60%*	*50%*	*43%*	*59%*
NET: 7-10	**268**	20	18	31	35	18	6	13	17	20	35	43	11
	85%	*79%*	*100%*	*95%*	*85%*	*75%*	*80%*	*100%*	*89%*	*86%*	*85%*	*76%*	*94%*
NET: 4-6	**35**	4	-	1	3	5	2	-	2	2	6	9	1
	11%	*17%*	-	*5%*	*7%*	*19%*	*20%*	-	*9%*	*7%*	*15%*	*16%*	*6%*
NET: 1-3	**4**	1	-	-	-	-	-	-	*	2	-	2	-
	1%	*2%*	-	-	-	-	-	-	*2%*	*7%*	-	*3%*	-
Mean	**8.32**	7.96	8.41	8.82	8.49	7.93	8.24	9.26	8.21	8.39	8.34	7.92	8.59
Standard Deviation	**1.63**	1.83	0.66	1.38	1.25	1.57	1.43	0.86	1.65	1.90	1.45	2.22	1.49

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 605

Q22x How would you rate Channel 4 on the statement -
"It provides a wide range of high quality and UK made programmes for OLDER children

Base : All those with a child aged 12-15 that watches C4

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**64**	30	34	-	5	27	28	2	2	18	33	13	64	-	5	58	36	13	7	8
Weighted Base	**66***	27**	39**	-**	3**	28**	29**	3**	3**	20**	36**	10**	66*	-**	7**	58*	56*	7**	2**	1**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**2**	*	2	-	-	-	2	-	-	-	2	*	2	-	-	2	2	-	*	-
	3%	*1%*	*4%*	-	-	-	*6%*	-	-	-	*4%*	*3%*	*3%*	-	-	*3%*	*3%*	-	*14%*	-
4	**7**	3	4	-	-	2	5	-	-	3	4	-	7	-	-	7	6	1	-	-
	10%	*11%*	*10%*	-	-	*8%*	*16%*	-	-	*16%*	*10%*	-	*10%*	-	-	*12%*	*11%*	*8%*	-	-
5	**6**	3	3	-	-	3	4	-	-	3	2	*	6	-	1	5	4	1	*	*
	9%	*12%*	*7%*	-	-	*9%*	*13%*	-	-	*18%*	*7%*	*2%*	*9%*	-	*22%*	*8%*	*8%*	*15%*	*15%*	*13%*
6	**16**	7	9	-	2	5	5	1	2	5	9	2	16	-	2	14	14	1	1	1
	24%	*25%*	*23%*	-	*67%*	*18%*	*19%*	*50%*	*51%*	*25%*	*25%*	*20%*	*24%*	-	*24%*	*25%*	*25%*	*8%*	*29%*	*38%*
7	**14**	5	9	-	1	10	2	1	-	3	7	3	14	-	-	12	12	2	-	-
	21%	*17%*	*24%*	-	*17%*	*35%*	*7%*	*50%*	-	*18%*	*20%*	*30%*	*21%*	-	-	*21%*	*22%*	*23%*	-	-
8	**10**	4	6	-	-	4	6	-	-	1	5	3	10	-	2	8	8	1	1	*
	15%	*14%*	*15%*	-	-	*13%*	*22%*	-	-	*7%*	*15%*	*28%*	*15%*	-	*23%*	*14%*	*14%*	*16%*	*42%*	*12%*
9	**1**	1	*	-	1	*	-	-	-	1	*	-	1	-	-	1	-	1	-	*
	1%	*3%*	*	-	*17%*	*1%*	-	-	-	*3%*	*	-	*1%*	-	-	*1%*	-	*7%*	-	*25%*
10 - HIGHEST score	**2**	*	2	-	-	-	2	-	-	-	2	*	2	-	2	*	2	-	-	*
	3%	*1%*	*4%*	-	-	-	*6%*	-	-	-	*4%*	*2%*	*3%*	-	*23%*	*	*3%*	-	-	*12%*
Don't know	**9**	4	5	-	-	5	3	-	2	3	5	2	9	-	1	9	8	2	-	-
	14%	*15%*	*14%*	-	-	*17%*	*11%*	-	*49%*	*13%*	*15%*	*15%*	*14%*	-	*8%*	*15%*	*14%*	*23%*	-	-
SUMMARY:																				
NET: 9-10	**3**	1	2	-	1	*	2	-	-	1	2	*	3	-	2	1	2	1	-	1
	4%	*3%*	*4%*	-	*17%*	*1%*	*6%*	-	-	*3%*	*5%*	*2%*	*4%*	-	*23%*	*2%*	*3%*	*7%*	-	*37%*
NET: 7-10	**26**	9	17	-	1	14	10	1	-	6	14	6	26	-	3	22	21	3	1	1
	40%	*34%*	*43%*	-	*33%*	*48%*	*35%*	*50%*	-	*29%*	*40%*	*60%*	*40%*	-	*46%*	*37%*	*39%*	*46%*	*42%*	*49%*
NET: 4-6	**29**	13	15	-	2	10	14	1	2	11	15	2	29	-	3	26	25	2	1	1
	43%	*49%*	*39%*	-	*67%*	*35%*	*48%*	*50%*	*51%*	*58%*	*42%*	*22%*	*43%*	-	*46%*	*44%*	*45%*	*31%*	*44%*	*51%*
NET: 1-3	**2**	*	2	-	-	-	2	-	-	-	2	*	2	-	-	2	2	-	*	-
	3%	*1%*	*4%*	-	-	-	*6%*	-	-	-	*4%*	*3%*	*3%*	-	-	*3%*	*3%*	-	*14%*	-
Mean	**6.31**	6.21	6.38	-	6.66	6.47	6.12	6.50	6.00	5.93	6.33	6.97	6.31	-	7.25	6.17	6.25	6.59	6.28	7.33
Standard Deviation	**1.54**	1.45	1.62	-	1.34	1.21	1.95	0.62	-	1.39	1.66	1.25	1.54	-	2.09	1.46	1.52	1.66	2.30	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 606

Q22x How would you rate Channel 4 on the statement -
"It provides a wide range of high quality and UK made programmes for OLDER children

Base : All those with a child aged 12-15 that watches C4

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**64**	12	42	9	1	63	46	15	17	38	9	53	11	43	21	27	33	23	17	41	19
Weighted Base	**66***	14**	40*	13**	***	66*	47*	18**	19**	36**	10**	56*	11**	47*	19**	28**	35**	23**	17**	45*	19**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**2**	-	2	-	-	2	*	2	2	*	-	2	-	2	*	-	2	-	-	-	-
	3%	-	*4%*	-	-	*3%*	*1%*	*9%*	*8%*	*1%*	-	*3%*	-	*3%*	*2%*	-	*5%*	-	-	-	-
4	**7**	1	3	3	-	7	4	3	3	5	2	5	2	5	2	4	3	4	-	5	2
	10%	*4%*	*8%*	*24%*	-	*10%*	*8%*	*17%*	*16%*	*14%*	*16%*	*9%*	*15%*	*11%*	*8%*	*13%*	*9%*	*16%*	-	*12%*	*8%*
5	**6**	3	1	2	-	6	5	1	1	1	1	6	-	4	2	3	3	3	2	2	4
	9%	*22%*	*3%*	*16%*	-	*9%*	*10%*	*8%*	*8%*	*3%*	*5%*	*11%*	-	*9%*	*11%*	*12%*	*8%*	*14%*	*9%*	*5%*	*20%*
6	**16**	2	11	3	-	16	10	6	6	9	*	13	3	12	4	9	5	5	3	10	5
	24%	*12%*	*28%*	*25%*	-	*24%*	*21%*	*34%*	*31%*	*24%*	*2%*	*22%*	*31%*	*25%*	*20%*	*33%*	*14%*	*23%*	*18%*	*23%*	*29%*
7	**14**	3	9	1	-	14	9	4	5	7	2	14	-	9	5	5	9	4	4	11	3
	21%	*22%*	*24%*	*12%*	-	*21%*	*19%*	*20%*	*26%*	*18%*	*16%*	*25%*	-	*18%*	*27%*	*16%*	*27%*	*16%*	*21%*	*24%*	*16%*
8	**10**	-	8	2	*	10	8	2	2	4	6	9	1	8	1	5	4	2	4	6	3
	15%	-	*21%*	*12%*	*100%*	*14%*	*17%*	*9%*	*9%*	*11%*	*62%*	*16%*	*10%*	*18%*	*7%*	*19%*	*12%*	*7%*	*26%*	*14%*	*16%*
9	**1**	1	*	-	-	1	1	-	-	1	-	*	1	*	1	*	1	-	1	1	*
	1%	*5%*	*	-	-	*1%*	*2%*	-	-	*2%*	-	*1%*	*5%*	*1%*	*3%*	*1%*	*2%*	-	*5%*	*2%*	*1%*
10 - HIGHEST score	**2**	2	-	-	-	2	2	-	-	2	-	*	2	*	2	*	2	*	2	2	-
	3%	*13%*	-	-	-	*3%*	*4%*	-	-	*5%*	-	*	*15%*	*	*8%*	*1%*	*4%*	*1%*	*9%*	*4%*	-
Don't know	**9**	3	5	2	-	9	9	1	1	7	-	7	3	7	3	2	6	5	2	7	2
	14%	*22%*	*12%*	*12%*	-	*14%*	*19%*	*3%*	*3%*	*20%*	-	*12%*	*25%*	*14%*	*14%*	*5%*	*18%*	*23%*	*12%*	*15%*	*11%*
SUMMARY: NET: 9-10	**3**	2	*	-	-	3	3	-	-	3	-	1	2	1	2	*	2	*	2	2	*
	4%	*18%*	*	-	-	*4%*	*6%*	-	-	*7%*	-	*1%*	*20%*	*1%*	*11%*	*1%*	*6%*	*1%*	*14%*	*5%*	*1%*
NET: 7-10	**26**	5	18	3	*	26	19	5	7	13	8	23	3	18	9	10	16	5	10	20	6
	40%	*40%*	*45%*	*23%*	*100%*	*39%*	*41%*	*29%*	*35%*	*37%*	*77%*	*42%*	*29%*	*37%*	*46%*	*37%*	*45%*	*24%*	*61%*	*44%*	*33%*
NET: 4-6	**29**	5	15	8	-	29	18	11	11	15	2	24	5	21	7	16	11	12	5	18	11
	43%	*38%*	*39%*	*65%*	-	*44%*	*39%*	*59%*	*54%*	*42%*	*23%*	*43%*	*46%*	*45%*	*39%*	*58%*	*31%*	*53%*	*27%*	*41%*	*56%*
NET: 1-3	**2**	-	2	-	-	2	*	2	2	*	-	2	-	2	*	-	2	-	-	-	-
	3%	-	*4%*	-	-	*3%*	*1%*	*9%*	*8%*	*1%*	-	*3%*	-	*3%*	*2%*	-	*5%*	-	-	-	-
Mean	**6.31**	6.73	6.42	5.68	8.00	6.30	6.55	5.69	5.81	6.41	7.02	6.23	6.83	6.20	6.59	6.22	6.39	5.82	7.31	6.53	6.17
Standard Deviation	**1.54**	1.94	1.40	1.42	-	1.54	1.53	1.48	1.47	1.68	1.59	1.42	2.22	1.47	1.72	1.35	1.76	1.35	1.45	1.50	1.28

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 607

Q22x How would you rate Channel 4 on the statement -
"It provides a wide range of high quality and UK made programmes for OLDER children

Base : All those with a child aged 12-15 that watches C4

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**64**	13	2	3	4	4	3	2	7	5	5	8	8
Weighted Base	**66***	7**	3**	5**	6**	6**	5**	3**	2**	8**	8**	12**	1**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**2**	-	-	-	-	-	-	-	*	2	-	-	-
	3%	-	-	-	-	-	-	-	*14%*	*20%*	-	-	-
4	**7**	1	-	-	-	2	3	-	-	-	-	1	-
	10%	*8%*	-	-	-	*26%*	*67%*	-	-	-	-	*12%*	-
5	**6**	1	-	-	-	-	-	-	*	-	-	4	*
	9%	*15%*	-	-	-	-	-	-	*15%*	-	-	*37%*	*13%*
6	**16**	1	1	1	-	1	2	-	1	3	3	2	1
	24%	*8%*	*49%*	*32%*	-	*24%*	*33%*	-	*29%*	*42%*	*41%*	*13%*	*38%*
7	**14**	2	-	-	3	2	-	2	-	1	3	2	-
	21%	*23%*	-	-	*50%*	*25%*	-	*50%*	-	*19%*	*40%*	*13%*	-
8	**10**	1	-	-	-	2	-	2	1	2	-	3	*
	15%	*16%*	-	-	-	*25%*	-	*50%*	*42%*	*20%*	-	*25%*	*12%*
9	**1**	1	-	-	-	-	-	-	-	-	-	-	*
	1%	*7%*	-	-	-	-	-	-	-	-	-	-	*25%*
10 - HIGHEST score	**2**	-	-	-	-	-	-	-	-	-	2	-	*
	3%	-	-	-	-	-	-	-	-	-	*20%*	-	*12%*
Don't know	**9**	2	2	3	3	-	-	-	-	-	-	-	-
	14%	*23%*	*51%*	*68%*	*50%*	-	-	-	-	-	-	-	-
SUMMARY:													
NET: 9-10	**3**	1	-	-	-	-	-	-	-	-	2	-	1
	4%	*7%*	-	-	-	-	-	-	-	-	*20%*	-	*37%*
NET: 7-10	**26**	3	-	-	3	3	-	3	1	3	5	4	1
	40%	*46%*	-	-	*50%*	*50%*	-	*100%*	*42%*	*39%*	*59%*	*37%*	*49%*
NET: 4-6	**29**	2	1	1	-	3	5	-	1	3	3	8	1
	43%	*31%*	*49%*	*32%*	-	*50%*	*100%*	-	*44%*	*42%*	*41%*	*63%*	*51%*
NET: 1-3	**2**	-	-	-	-	-	-	-	*	2	-	-	-
	3%	-	-	-	-	-	-	-	*14%*	*20%*	-	-	-
Mean	**6.31**	6.59	6.00	6.00	7.00	6.23	4.66	7.50	6.28	6.00	7.19	6.00	7.33
Standard Deviation	**1.54**	1.66	-	-	0.00	1.63	1.06	0.61	2.30	1.77	1.57	1.47	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 608

Q22xx How important do you think it is that Channel 4 does this?

Base : All with a child aged 12-15 that watches C4

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**64**	30	34	-	5	27	28	2	2	18	33	13	64	-	5	58	36	13	7	8
Weighted Base	**66***	27**	39**	-**	3**	28**	29**	3**	3**	20**	36**	10**	66*	-**	7**	58*	56*	7**	2**	1**
1 - Not at all important	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	-	1	-	-	1	-	-	-	-	1	-	1	-	-	1	-	1	-	-
	1%	-	*1%*	-	-	*2%*	-	-	-	-	*2%*	-	*1%*	-	-	*1%*	-	*8%*	-	-
5	**4**	2	2	-	-	1	3	-	-	2	2	-	4	-	-	4	3	1	-	-
	5%	*6%*	*5%*	-	-	*2%*	*11%*	-	-	*11%*	*4%*	-	*5%*	-	-	*6%*	*6%*	*8%*	-	-
6	**8**	6	2	-	-	5	1	1	-	-	6	3	8	-	-	8	6	1	1	-
	12%	*21%*	*6%*	-	-	*19%*	*4%*	*50%*	-	-	*15%*	*25%*	*12%*	-	-	*14%*	*11%*	*8%*	*56%*	-
7	**9**	4	5	-	*	3	6	-	-	2	7	1	9	-	-	9	8	1	*	*
	14%	*15%*	*13%*	-	*6%*	*11%*	*21%*	-	-	*11%*	*19%*	*5%*	*14%*	-	-	*16%*	*14%*	*15%*	*14%*	*14%*
8	**14**	4	10	-	1	7	7	-	-	5	6	4	14	-	-	13	12	2	-	*
	21%	*16%*	*25%*	-	*17%*	*24%*	*24%*	-	-	*24%*	*16%*	*35%*	*21%*	-	-	*22%*	*22%*	*23%*	-	*35%*
9	**11**	4	7	-	2	2	6	-	-	5	4	2	11	-	1	9	9	1	*	*
	16%	*14%*	*17%*	-	*77%*	*7%*	*21%*	-	-	*26%*	*10%*	*17%*	*16%*	-	*22%*	*16%*	*17%*	*7%*	*14%*	*26%*
10 - Extremely important	**13**	4	9	-	-	5	4	1	2	5	7	*	13	-	5	8	11	1	*	*
	19%	*13%*	*23%*	-	-	*18%*	*15%*	*50%*	*51%*	*26%*	*19%*	*3%*	*19%*	-	*70%*	*14%*	*19%*	*16%*	*15%*	*25%*
Don't know	**7**	4	3	-	-	5	1	-	2	1	5	2	7	-	1	7	6	1	-	-
	11%	*15%*	*8%*	-	-	*17%*	*4%*	-	*49%*	*3%*	*15%*	*15%*	*11%*	-	*8%*	*12%*	*11%*	*15%*	-	-
SUMMARY:																				
NET: 9-10	**23**	7	16	-	2	7	10	1	2	10	11	2	23	-	6	17	20	2	1	1
	35%	*27%*	*40%*	-	*77%*	*25%*	*36%*	*50%*	*51%*	*52%*	*30%*	*20%*	*35%*	-	*92%*	*29%*	*36%*	*23%*	*29%*	*51%*
NET: 7-10	**47**	16	31	-	3	17	23	1	2	17	23	6	47	-	6	39	40	4	1	1
	70%	*59%*	*79%*	-	*100%*	*60%*	*81%*	*50%*	*51%*	*87%*	*65%*	*61%*	*70%*	-	*92%*	*67%*	*72%*	*61%*	*44%*	*100%*
NET: 4-6	**12**	7	5	-	-	7	4	1	-	2	8	3	12	-	-	12	9	2	1	-
	18%	*26%*	*13%*	-	-	*23%*	*15%*	*50%*	-	*11%*	*21%*	*25%*	*18%*	-	-	*21%*	*17%*	*23%*	*56%*	-
NET: 1-3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**7.95**	7.62	8.16	-	8.71	7.76	7.90	7.99	10.00	8.36	7.78	7.64	7.95	-	9.76	7.73	8.03	7.45	7.18	8.62
Standard Deviation	**1.57**	1.58	1.55	-	0.70	1.62	1.52	2.46	-	1.56	1.65	1.28	1.57	-	0.47	1.54	1.53	2.01	2.09	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 609

Q22xx How important do you think it is that Channel 4 does this?

Base : All with a child aged 12-15 that watches C4

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**64**	12	42	9	1	63	46	15	17	38	9	53	11	43	21	27	33	23	17	41	19
Weighted Base	**66***	14**	40*	13**	***	66*	47*	18**	19**	36**	10**	56*	11**	47*	19**	28**	35**	23**	17**	45*	19**
1 - Not at all important	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	1	-	-	-	1	1	-	-	1	-	1	-	1	-	1	-	1	-	1	-
	1%	*4%*	-	-	-	*1%*	*1%*	-	-	*2%*	-	*1%*	-	*1%*	-	*2%*	-	*2%*	-	*1%*	-
5	**4**	-	3	1	-	4	4	-	-	2	-	4	-	3	1	-	4	2	-	2	2
	5%	-	*8%*	*4%*	-	*5%*	*8%*	-	-	*4%*	-	*6%*	-	*6%*	*3%*	-	*10%*	*9%*	-	*3%*	*11%*
6	**8**	-	6	2	*	8	4	4	4	4	2	8	*	6	2	4	4	*	3	7	1
	12%	-	*16%*	*12%*	*100%*	*12%*	*9%*	*21%*	*19%*	*11%*	*16%*	*14%*	*3%*	*12%*	*12%*	*15%*	*10%*	*2%*	*18%*	*16%*	*5%*
7	**9**	2	6	2	-	9	7	2	2	4	2	7	2	7	2	2	7	3	4	4	5
	14%	*11%*	*16%*	*12%*	-	*14%*	*15%*	*13%*	*12%*	*11%*	*16%*	*13%*	*20%*	*15%*	*13%*	*7%*	*21%*	*14%*	*23%*	*9%*	*27%*
8	**14**	2	10	3	-	14	10	4	5	6	2	14	*	11	4	6	8	4	4	9	4
	21%	*13%*	*24%*	*23%*	-	*22%*	*21%*	*25%*	*24%*	*16%*	*17%*	*25%*	*2%*	*22%*	*19%*	*22%*	*23%*	*17%*	*25%*	*20%*	*20%*
9	**11**	4	4	3	-	11	5	5	5	6	-	7	4	6	4	7	2	5	1	7	3
	16%	*26%*	*10%*	*24%*	-	*16%*	*12%*	*29%*	*26%*	*16%*	-	*12%*	*36%*	*13%*	*23%*	*24%*	*6%*	*21%*	*4%*	*16%*	*17%*
10 - Extremely important	**13**	5	6	2	-	13	9	2	3	9	5	11	2	9	3	8	4	5	3	10	2
	19%	*35%*	*16%*	*12%*	-	*19%*	*20%*	*9%*	*16%*	*25%*	*51%*	*20%*	*15%*	*20%*	*16%*	*29%*	*13%*	*21%*	*18%*	*23%*	*9%*
Don't know	**7**	2	4	2	-	7	7	1	1	6	-	5	3	5	3	-	6	3	2	5	2
	11%	*11%*	*11%*	*12%*	-	*11%*	*15%*	*3%*	*3%*	*16%*	-	*9%*	*25%*	*10%*	*14%*	-	*17%*	*14%*	*12%*	*12%*	*11%*
SUMMARY:																					
NET: 9-10	**23**	8	10	5	-	23	15	7	8	15	5	18	5	16	7	15	6	10	4	17	5
	35%	*61%*	*26%*	*36%*	-	*35%*	*32%*	*38%*	*42%*	*41%*	*51%*	*32%*	*51%*	*33%*	*39%*	*53%*	*19%*	*42%*	*22%*	*39%*	*26%*
NET: 7-10	**47**	12	26	9	-	47	32	14	15	24	8	39	8	33	14	23	22	17	12	30	14
	70%	*85%*	*66%*	*72%*	-	*71%*	*68%*	*76%*	*78%*	*67%*	*84%*	*70%*	*73%*	*70%*	*72%*	*83%*	*63%*	*73%*	*70%*	*68%*	*74%*
NET: 4-6	**12**	1	9	2	*	12	8	4	4	6	2	12	*	9	3	5	7	3	3	9	3
	18%	*4%*	*23%*	*16%*	*100%*	*18%*	*18%*	*21%*	*19%*	*16%*	*16%*	*21%*	*3%*	*20%*	*15%*	*17%*	*20%*	*13%*	*18%*	*20%*	*15%*
NET: 1-3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**7.95**	8.77	7.67	7.98	6.00	7.96	7.90	7.92	8.08	8.17	8.56	7.86	8.53	7.88	8.13	8.36	7.51	8.11	7.79	8.08	7.62
Standard Deviation	**1.57**	1.52	1.56	1.46	-	1.57	1.66	1.33	1.39	1.68	1.68	1.61	1.26	1.63	1.46	1.54	1.54	1.74	1.42	1.63	1.48

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 610

Q22xx How important do you think it is that Channel 4 does this?

Base : All with a child aged 12-15 that watches C4

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**64**	13	2	3	4	4	3	2	7	5	5	8	8
Weighted Base	**66***	7**	3**	5**	6**	6**	5**	3**	2**	8**	8**	12**	1**
1 - Not at all important	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**1**	1	-	-	-	-	-	-	-	-	-	-	-
	1%	*8%*	-	-	-	-	-	-	-	-	-	-	-
5	**4**	1	-	-	-	-	2	-	-	-	-	2	-
	5%	*8%*	-	-	-	-	*33%*	-	-	-	-	*13%*	-
6	**8**	1	-	-	2	1	-	-	1	2	2	-	-
	12%	*8%*	-	-	*26%*	*24%*	-	-	*56%*	*20%*	*20%*	-	-
7	**9**	1	-	-	-	3	3	-	*	-	-	2	*
	14%	*15%*	-	-	-	*51%*	*67%*	-	*14%*	-	-	*13%*	*14%*
8	**14**	2	-	-	1	-	-	3	-	3	2	3	*
	21%	*23%*	-	-	*24%*	-	-	*100%*	-	*40%*	*20%*	*24%*	*35%*
9	**11**	1	-	3	-	-	-	-	*	2	-	5	*
	16%	*7%*	-	*64%*	-	-	-	-	*14%*	*22%*	-	*38%*	*26%*
10 - Extremely important	**13**	1	1	-	-	2	-	-	*	1	5	2	*
	19%	*16%*	*49%*	-	-	*25%*	-	-	*15%*	*19%*	*60%*	*13%*	*25%*
Don't know	**7**	1	2	2	3	-	-	-	-	-	-	-	-
	11%	*15%*	*51%*	*36%*	*50%*	-	-	-	-	-	-	-	-
SUMMARY: NET: 9-10	**23**	2	1	3	-	2	-	-	1	3	5	6	1
	35%	*23%*	*49%*	*64%*	-	*25%*	-	-	*29%*	*41%*	*60%*	*51%*	*51%*
NET: 7-10	**47**	4	1	3	1	5	3	3	1	6	6	11	1
	70%	*61%*	*49%*	*64%*	*24%*	*76%*	*67%*	*100%*	*44%*	*80%*	*80%*	*87%*	*100%*
NET: 4-6	**12**	2	-	-	2	1	2	-	1	2	2	2	-
	18%	*23%*	-	-	*26%*	*24%*	*33%*	-	*56%*	*20%*	*20%*	*13%*	-
NET: 1-3	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**7.95**	7.45	10.00	9.00	6.96	7.50	6.34	8.00	7.18	8.19	8.81	8.13	8.62
Standard Deviation	**1.57**	2.01	-	0.00	1.21	1.63	1.06	0.00	2.09	1.41	1.72	1.52	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 611

Q22a1 How important do you think it is, that ITV does this?
"Its programmes help me understand what's going on in the world today"

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**65**	37	28	7	10	8	18	12	10	17	32	16	12	53	8	55	54	4	4	2
	2%	*3%*	*2%*	*1%*	*2%*	*1%*	*4%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*
2	**40**	24	17	12	10	3	6	-	10	7	23	10	4	36	6	34	34	4	2	1
	1%	*2%*	*1%*	*3%g*	*2%*	*	*1%*	-	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**81**	34	47	26	16	15	9	5	10	21	41	20	14	67	11	70	67	6	5	2
	3%	*2%*	*3%*	*6%fgh*	*3%*	*3%*	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*2%*
4	**110**	52	58	32	20	15	13	12	17	34	59	18	9	101	6	101	92	9	7	3
	4%	*4%*	*4%*	*7%efh*	*4%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*2%*	*2%*	*4%*	*2%*	*4%*	*4%*	*3%*	*5%*	*4%*
5	**301**	148	153	73	51	51	41	34	52	71	169	61	33	269	30	272	252	31	13	5
	10%	*10%*	*10%*	*16%efgh*	*10%*	*9%*	*8%*	*8%*	*8%*	*9%*	*12%k*	*7%*	*7%*	*11%*	*11%*	*10%*	*10%*	*12%s*	*9%*	*6%*
6	**294**	157	137	57	40	56	44	35	62	69	131	95	45	249	23	268	248	23	16	8
	10%	*11%*	*9%*	*13%*	*8%*	*10%*	*9%*	*9%*	*10%*	*9%*	*9%*	*12%*	*9%*	*10%*	*9%*	*10%*	*10%*	*9%*	*10%*	*9%*
7	**526**	291	236	79	112	101	81	58	95	135	251	140	84	442	45	479	444	46	24	12
	17%	*20%b*	*15%*	*17%*	*23%gh*	*18%*	*16%*	*14%*	*15%*	*18%*	*17%*	*17%*	*17%*	*17%*	*17%*	*17%*	*18%*	*17%*	*16%*	*14%*
8	**680**	314	366	68	92	140	121	102	157	172	320	188	118	562	41	631	581	48	29	22
	22%	*21%*	*24%*	*15%*	*19%*	*25%c*	*24%c*	*25%c*	*25%c*	*22%*	*22%*	*23%*	*24%*	*22%*	*16%*	*23%*	*23%*	*18%*	*20%*	*26%q*
9	**347**	166	182	36	52	67	69	40	84	76	156	115	60	287	25	318	279	38	20	11
	11%	*11%*	*12%*	*8%*	*11%*	*12%*	*14%*	*10%*	*14%*	*10%*	*11%*	*14%*	*12%*	*11%*	*10%*	*12%*	*11%*	*14%*	*14%*	*13%*
10 - Extremely important	**453**	189	265	59	64	92	77	80	81	134	207	113	91	363	60	390	371	44	22	17
	15%	*13%*	*17%a*	*13%*	*13%*	*16%*	*15%*	*20%*	*13%*	*17%*	*14%*	*14%*	*18%*	*14%*	*23%o*	*14%*	*15%*	*16%*	*14%*	*21%p*
Don't know	**129**	63	67	6	18	21	18	25	40	29	63	37	28	101	4	123	107	13	8	1
	4%	*4%*	*4%*	*1%*	*4%*	*4%*	*4%*	*6%c*	*7%c*	*4%*	*4%*	*5%*	*6%*	*4%*	*2%*	*4%*	*4%*	*5%s*	*5%s*	*2%*
SUMMARY:																				
NET: 9-10	**801**	354	446	95	116	159	145	120	165	210	363	228	151	650	86	708	649	82	42	28
	26%	*24%*	*29%*	*21%*	*24%*	*28%*	*29%*	*30%*	*27%*	*27%*	*25%*	*28%*	*30%*	*26%*	*33%*	*26%*	*26%*	*31%*	*28%*	*33%p*
NET: 7-10	**2007**	959	1048	242	320	401	347	280	417	517	934	556	353	1654	172	1818	1674	176	95	62
	66%	*65%*	*67%*	*53%*	*66%c*	*70%c*	*70%c*	*69%c*	*67%c*	*68%*	*64%*	*69%*	*71%*	*65%*	*66%*	*66%*	*66%*	*66%*	*64%*	*73%pr*
NET: 4-6	**706**	357	349	162	112	122	98	82	131	174	359	173	87	619	59	641	591	63	35	17
	23%	*24%*	*22%*	*36%defgh*	*23%*	*21%*	*20%*	*20%*	*21%*	*23%*	*25%*	*21%*	*17%*	*24%l*	*23%*	*23%*	*23%*	*24%*	*24%*	*20%*
NET: 1-3	**186**	95	91	45	35	26	33	17	30	45	95	46	30	156	25	159	156	14	11	5
	6%	*6%*	*6%*	*10%egh*	*7%*	*5%*	*7%*	*4%*	*5%*	*6%*	*7%*	*6%*	*6%*	*6%*	*10%*	*6%*	*6%*	*5%*	*7%*	*5%*
Mean	**7.20**	7.09	7.31	6.58	7.04c	7.41c	7.31c	7.50cd	7.35c	7.26	7.10	7.34	7.48m	7.15	7.19	7.21	7.19	7.29	7.13	7.53pr
Standard Deviation	**2.13**	2.12	2.13	2.25	2.15	1.98	2.20	2.10	2.02	2.15	2.16	2.04	2.11	2.13	2.42	2.10	2.12	2.13	2.24	2.14

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 612

Q22a1 How important do you think it is, that ITV does this?
"Its programmes help me understand what's going on in the world today"

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	3028	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	3028	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	65	5	45	12	2	62	43	16	19	18	8	45	20	35	30	18	36	13	30	36	27
	2%	1%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%
2	40	4	27	9	3	37	28	7	7	10	5	27	13	19	22	13	18	7	21	27	14
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%
3	81	2	62	14	-	81	54	23	24	11	5	53	27	43	38	34	35	7	44	46	35
	3%	*	3%	3%	-	3%	3%	3%	3%	1%	1%	2%	3%	3%	3%	4%	2%	1%	4%q	3%	3%
4	110	4	84	19	14	96	65	26	28	26	10	66	44	45	65	25	55	11	49	46	63
	4%	1%	4%	4%	6%	3%	3%	4%	3%	2%	3%	3%	5%k	3%	5%	3%	4%	2%	4%	3%	5%s
5	301	16	224	49	27	275	190	81	85	100	31	206	96	129	170	84	145	43	136	153	141
	10%	5%	11%a	10%	12%	10%	10%	11%	10%	8%	9%	9%	12%	8%	12%m	9%	10%	7%	12%q	9%	12%
6	294	24	215	36	23	271	181	65	85	101	18	209	85	151	143	80	147	51	119	162	129
	10%	7%	10%	8%	11%	10%	10%	9%	10%	9%	5%	9%	11%	9%	10%	9%	10%	8%	10%	9%	11%
7	526	48	371	82	37	489	340	120	141	220	63	390	136	299	222	164	274	95	213	289	233
	17%	15%	18%	18%	17%	17%	18%	16%	16%	19%	19%	18%	17%	19%	16%	18%	18%	16%	19%	16%	19%
8	680	77	485	99	45	636	412	180	215	312	66	522	158	380	299	195	348	151	229	407	264
	22%	23%	23%	21%	20%	23%	22%	24%	24%	26%	19%	24%	20%	24%	21%	21%	23%	25%	20%	23%	22%
9	347	54	235	43	26	321	228	67	90	181	51	271	76	202	145	109	169	109	105	226	117
	11%	16%c	11%	9%	12%	11%	12%	9%	10%	15%	15%	12%	9%	13%	10%	12%	11%	18%r	9%	13%	10%
10 - Extremely important	453	88	260	78	29	425	276	114	145	183	66	338	115	240	212	160	206	96	153	300	143
	15%	26%bc	12%	17%	13%	15%	15%	16%	16%	15%	20%	15%	14%	15%	15%	17%	14%	16%	13%	17%t	12%
Don't know	129	11	86	25	15	114	72	37	41	23	13	93	36	64	63	38	57	26	41	73	52
	4%	3%	4%	5%	7%	4%	4%	5%	5%	2%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
SUMMARY: NET: 9-10	801	142	495	120	55	746	504	181	235	364	118	609	191	442	357	269	374	205	258	526	260
	26%	43%bc	24%	26%	25%	27%	27%	25%	27%	31%	35%	27%	24%	28%	25%	29%	25%	34%r	23%	30%t	21%
NET: 7-10	2007	267	1350	302	137	1870	1256	481	590	896	246	1521	486	1122	878	628	996	452	700	1222	757
	66%	80%bc	64%	65%	62%	67%	66%	65%	67%	76%	73%	68%l	60%	70%n	62%	68%	67%	74%r	61%	69%t	62%
NET: 4-6	706	43	524	103	64	642	436	172	198	227	60	481	225	326	378	188	348	105	304	361	333
	23%	13%	25%a	22%a	29%	23%	23%	23%	22%	19%	18%	22%	28%k	20%	27%m	20%	23%	17%	27%q	20%	27%s
NET: 1-3	186	11	133	35	6	180	125	46	50	39	18	125	61	97	89	65	89	27	95	108	76
	6%	3%	6%	8%	2%	6%	7%	6%	6%	3%	5%	6%	8%	6%	6%	7%	6%	4%	8%q	6%	6%
Mean	7.20	8.01bc	7.08	7.12	7.17	7.21	7.18	7.18	7.29	7.55	7.50	7.30l	6.94	7.31	7.08	7.30	7.18	7.60r	6.91	7.37t	6.96
Standard Deviation	2.13	1.93	2.11	2.26	2.00	2.14	2.15	2.14	2.11	1.89	2.17	2.08	2.24	2.08	2.18	2.17	2.11	2.00	2.22	2.13	2.11

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 613

Q22a1 How important do you think it is, that ITV does this?
"Its programmes help me understand what's going on in the world today"

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	3028	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	3028	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	65	4	2	8	5	5	2	7	4	5	14	9	2
	2%	2%	1%	3%	1%	2%	1%	4%	3%	2%	4%	2%	2%
2	40	4	3	3	5	2	5	2	2	5	6	4	1
	1%	1%	2%	1%	1%	1%	4%	1%	1%	2%	2%	1%	1%
3	81	6	3	2	8	5	2	10	5	11	13	15	2
	3%	2%	2%	1%	2%	2%	1%	5%	3%	4%	3%	3%	2%
4	110	9	3	3	11	10	6	7	7	19	15	18	3
	4%	3%	2%	1%	3%	4%	5%	4%	5%	7%d	4%	3%	4%
5	301	31	12	26	25	20	14	15	13	27	30	83	5
	10%	12%m	8%	10%	7%	7%	12%	8%	9%	10%	8%	15%aefikm	6%
6	294	23	5	33	33	26	7	18	16	30	43	54	8
	10%	9%	3%	12%	10%	10%	5%	10%	10%	11%	11%	10%	9%
7	526	46	26	49	56	42	26	36	24	36	78	94	12
	17%	17%	18%	18%	16%	16%	22%	20%	16%	14%	20%	17%	14%
8	680	48	40	58	91	82	29	45	29	62	73	100	22
	22%	18%	27%	22%	27%	30%bikl	24%	25%	20%	24%	18%	19%	26%bl
9	347	38	22	30	48	28	8	14	20	14	53	62	11
	11%	14%j	15%	11%	14%j	10%	7%	8%	14%j	5%	13%j	12%	13%j
10 - Extremely important	453	44	28	50	51	40	18	21	22	35	58	71	17
	15%	16%	19%	19%	15%	15%	15%	11%	14%	14%	14%	13%	21%al
Don't know	129	13	5	6	11	12	5	6	8	17	16	29	1
	4%m	5%m	3%	2%	3%	5%	4%	4%	5%m	7%	4%	5%	2%
SUMMARY:													
NET: 9-10	801	82	50	79	99	69	26	35	42	49	110	133	28
	26%	31%j	33%j	30%	29%	25%	21%	19%	28%	19%	28%	25%	33%ahij
NET: 7-10	2007	176	116	186	246	193	81	116	95	147	262	327	62
	66%	66%	78%ijl	70%	72%jl	71%j	67%	65%	64%	57%	65%	61%	73%aijl
NET: 4-6	706	63	20	62	69	56	27	39	35	76	89	155	17
	23%	24%	14%	23%	20%	21%	23%	22%	24%	29%c	22%	29%cm	20%
NET: 1-3	186	14	8	12	17	11	8	18	11	21	33	29	5
	6%	5%	5%	5%	5%	4%	7%	10%	7%	8%	8%	5%	5%
Mean	7.20	7.29	7.64j	7.40	7.43j	7.42	7.03	6.90	7.13	6.83	7.09	7.05	7.53ahijl
Standard Deviation	2.13	2.13	2.01	2.08	1.99	1.95	2.17	2.23	2.24	2.22	2.27	2.08	2.14

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 614

Q22a1 How important do you think it is, that Channel 5 does this?
"Its programmes help me understand what's going on in the world today"

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**153**	79	74	11	28	21	30	23	41	32	72	49	24	129	13	140	127	13	9	4
	5%	*5%*	*5%*	*2%*	*6%*	*4%*	*6%*	*6%*	***7%c***	*4%*	*5%*	*6%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*
2	**70**	41	29	15	15	8	18	6	10	15	43	12	10	60	3	67	56	9	4	2
	2%	*3%*	*2%*	*3%*	*3%*	*1%*	*4%*	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*3%*	*2%*
3	**119**	56	63	27	30	25	11	11	15	38	60	21	16	103	14	103	103	9	4	3
	4%	*4%*	*4%*	*6%*	***6%h***	*4%*	*2%*	*3%*	*2%*	*5%*	*4%*	*3%*	*3%*	*4%*	*5%*	*4%*	*4%*	*3%*	*3%*	*4%*
4	**165**	78	87	48	18	28	21	21	29	52	69	44	16	149	11	152	136	16	8	4
	5%	*5%*	*6%*	***11%defh***	*4%*	*5%*	*4%*	*5%*	*5%*	*7%*	*5%*	*5%*	*3%*	*6%*	*4%*	*6%*	*5%*	*6%*	*6%*	*5%*
5	**469**	219	249	92	87	90	65	43	92	134	228	107	64	405	37	431	391	48	20	9
	15%	*15%*	*16%*	***20%g***	***18%g***	*16%*	*13%*	*11%*	*15%*	*18%*	*16%*	*13%*	*13%*	*16%*	*14%*	*16%*	*15%*	***18%s***	*14%*	*11%*
6	**404**	213	191	74	81	75	59	45	71	103	186	116	68	336	31	368	335	33	24	12
	13%	*14%*	*12%*	*16%*	*17%*	*13%*	*12%*	*11%*	*11%*	*13%*	*13%*	*14%*	*14%*	*13%*	*12%*	*13%*	*13%*	*12%*	*16%*	*14%*
7	**395**	238	157	59	83	83	66	58	46	94	199	102	75	320	42	353	330	33	20	12
	13%	***16%b***	*10%*	***13%h***	***17%h***	***15%h***	***13%h***	***14%h***	*7%*	*12%*	*14%*	*13%*	*15%*	*13%*	*16%*	*13%*	*13%*	*12%*	*14%*	*14%*
8	**394**	170	225	50	43	79	68	59	97	74	195	125	68	326	30	355	334	29	20	12
	13%	*12%*	*14%*	*11%*	*9%*	*14%*	*14%*	*15%*	***16%d***	*10%*	*13%*	***15%i***	*14%*	*13%*	*11%*	*13%*	*13%*	*11%*	*13%*	*14%*
9	**189**	86	104	14	23	30	48	26	48	38	83	69	40	149	15	174	160	16	8	5
	6%	*6%*	*7%*	*3%*	*5%*	*5%*	***10%c***	*6%*	***8%c***	*5%*	*6%*	*8%*	*8%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*
10 - Extremely important	**316**	137	179	39	45	67	52	49	64	91	146	79	65	252	41	272	256	32	16	12
	10%	*9%*	*12%*	*9%*	*9%*	*12%*	*11%*	*12%*	*10%*	*12%*	*10%*	*10%*	*13%*	*10%*	*16%*	*10%*	*10%*	*12%*	*11%*	***14%p***
Don't know	**353**	156	197	25	33	65	59	64	106	94	169	89	54	299	22	327	300	28	15	10
	12%	*11%*	*13%*	*6%*	*7%*	***11%c***	***12%c***	***16%cd***	***17%cd***	*12%*	*12%*	*11%*	*11%*	*12%*	*9%*	*12%*	*12%*	*10%*	*10%*	*12%*
SUMMARY:																				
NET: 9-10	**506**	223	283	54	68	97	100	74	112	129	229	148	105	401	56	446	417	48	24	17
	17%	*15%*	*18%*	*12%*	*14%*	*17%*	***20%c***	*18%*	*18%*	*17%*	*16%*	*18%*	*21%*	*16%*	*22%*	*16%*	*16%*	*18%*	*16%*	*20%*
NET: 7-10	**1295**	630	665	163	194	259	234	190	254	297	624	374	248	1048	128	1154	1080	110	64	41
	43%	*43%*	*43%*	*36%*	*40%*	***45%c***	***47%c***	***47%c***	*41%*	*39%*	*43%*	*46%*	***50%m***	*41%*	*49%*	*42%*	*43%*	*41%*	*43%*	*48%*
NET: 4-6	**1038**	511	527	214	186	193	145	109	192	289	482	266	148	890	80	951	862	98	53	25
	34%	*35%*	*34%*	***47%efgh***	***38%g***	*34%*	*29%*	*27%*	*31%*	*38%*	*33%*	*33%*	*30%*	*35%*	*31%*	*35%*	*34%*	*37%*	*35%*	*30%*
NET: 1-3	**342**	176	166	53	72	53	59	39	66	85	175	82	50	293	30	310	287	31	16	9
	11%	*12%*	*11%*	*12%*	*15%*	*9%*	*12%*	*10%*	*11%*	*11%*	*12%*	*10%*	*10%*	*12%*	*12%*	*11%*	*11%*	*11%*	*11%*	*10%*
Mean	**6.30**	6.21	6.40	5.95	6.02	6.48cd	6.44c	6.57cd	6.39	6.22	6.27	6.45	6.64m	6.24	6.55	6.27	6.30	6.25	6.30	6.61
Standard Deviation	**2.42**	2.39	2.45	2.19	2.37	2.31	2.53	2.48	2.56	2.41	2.42	2.42	2.41	2.41	2.49	2.41	2.41	2.47	2.43	2.47

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 615

Q22a1 How important do you think it is, that Channel 5 does this?
"Its programmes help me understand what's going on in the world today"

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**153**	17	97	29	11	142	93	39	46	58	18	111	42	82	71	44	71	26	64	91	53
	5%	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*4%*	*6%*	*5%*	*4%*
2	**70**	8	52	10	5	66	49	16	17	23	6	47	23	35	36	24	30	15	33	38	32
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*
3	**119**	6	95	12	6	112	84	23	25	24	3	90	29	72	46	56	50	18	62	78	41
	4%	*2%*	*5%*	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*2%*	*1%*	*4%*	*4%*	*5%*	*3%*	**6%p**	*3%*	*3%*	*5%*	*4%*	*3%*
4	**165**	15	119	24	15	150	106	30	39	54	15	115	50	79	85	55	70	24	71	102	58
	5%	*5%*	*6%*	*5%*	*7%*	*5%*	*6%*	*4%*	*4%*	*5%*	*4%*	*5%*	*6%*	*5%*	*6%*	*6%*	*5%*	*4%*	*6%*	*6%*	*5%*
5	**469**	38	340	79	27	442	296	133	144	180	45	330	138	233	235	139	224	79	200	259	206
	15%	*11%*	*16%*	*17%*	*12%*	*16%*	*16%*	*18%*	*16%*	*15%*	*13%*	*15%*	*17%*	*15%*	*17%*	*15%*	*15%*	*13%*	*18%*	*15%*	*17%*
6	**404**	43	291	50	26	378	257	95	114	169	58	313	90	231	171	120	205	85	152	211	189
	13%	*13%*	*14%*	*11%*	*12%*	*13%*	*14%*	*13%*	*13%*	*14%*	*17%*	*14%*	*11%*	*14%*	*12%*	*13%*	*14%*	*14%*	*13%*	*12%*	*16%*
7	**395**	36	280	57	25	370	238	104	124	186	51	287	108	209	184	116	213	82	128	206	185
	13%	*11%*	*13%*	*12%*	*11%*	*13%*	*13%*	*14%*	*14%*	*16%*	*15%*	*13%*	*13%*	*13%*	*13%*	*13%*	*14%*	*13%*	*11%*	*12%*	*15%*
8	**394**	42	266	67	24	370	246	89	118	154	47	297	98	214	180	116	196	88	142	244	146
	13%	*13%*	*13%*	*14%*	*11%*	*13%*	*13%*	*12%*	*13%*	*13%*	*14%*	*13%*	*12%*	*13%*	*13%*	*13%*	*13%*	*14%*	*12%*	*14%*	*12%*
9	**189**	23	130	31	19	170	128	28	42	93	25	136	54	95	93	50	99	47	69	116	70
	6%	*7%*	*6%*	*7%*	*9%*	*6%*	*7%*	*4%*	*5%*	*8%*	*7%*	*6%*	*7%*	*6%*	*7%*	*5%*	*7%*	*8%*	*6%*	*7%*	*6%*
10 - Extremely important	**316**	57	184	56	23	293	201	74	90	112	52	227	89	166	150	108	147	65	115	212	98
	10%	**17%b**	*9%*	*12%*	*11%*	*10%*	*11%*	*10%*	*10%*	*9%*	**15%i**	*10%*	*11%*	*10%*	*11%*	*12%*	*10%*	*11%*	*10%*	**12%t**	*8%*
Don't know	**353**	48	240	51	39	314	192	105	119	132	16	267	86	192	157	91	185	81	103	208	139
	12%	*14%*	*11%*	*11%*	**18%l**	*11%*	*10%*	*14%*	*14%*	**11%j**	*5%*	*12%*	*11%*	*12%*	*11%*	*10%*	*12%*	*13%*	*9%*	*12%*	*11%*
SUMMARY: NET: 9-10	**506**	80	314	88	43	463	328	102	132	205	77	363	143	261	242	158	246	112	184	327	168
	17%	**24%b**	*15%*	*19%*	*19%*	*17%*	*17%*	*14%*	*15%*	*17%*	*23%*	*16%*	*18%*	*16%*	*17%*	*17%*	*16%*	*18%*	*16%*	**19%t**	*14%*
NET: 7-10	**1295**	158	860	212	92	1203	813	294	375	545	176	947	349	685	607	390	654	282	455	777	499
	43%	*48%*	*41%*	*45%*	*42%*	*43%*	*43%*	*40%*	*43%*	*46%*	*52%*	*43%*	*43%*	*43%*	*43%*	*42%*	*44%*	*46%*	*40%*	*44%*	*41%*
NET: 4-6	**1038**	96	750	152	69	969	659	258	297	404	118	759	279	543	491	314	500	188	423	572	453
	34%	*29%*	*36%*	*33%*	*31%*	*35%*	*35%*	*35%*	*34%*	*34%*	*35%*	*34%*	*35%*	*34%*	*35%*	*34%*	*34%*	*31%*	*37%*	*32%*	*37%*
NET: 1-3	**342**	31	244	51	22	321	226	79	88	105	27	248	94	189	153	124	151	59	159	207	126
	11%	*9%*	*12%*	*11%*	*10%*	*11%*	*12%*	*11%*	*10%*	*9%*	*8%*	*11%*	*12%*	*12%*	*11%*	*14%*	*10%*	*10%*	*14%*	*12%*	*10%*
Mean	**6.30**	6.75b	6.21	6.40	6.42	6.30	6.29	6.22	6.33	6.45	6.72	6.32	6.27	6.30	6.30	6.24	6.38	6.54r	6.10	6.37	6.22
Standard Deviation	**2.42**	2.56	2.36	2.51	2.49	2.41	2.43	2.38	2.37	2.32	2.37	2.40	2.46	2.41	2.43	2.47	2.36	2.38	2.47	2.49	2.27

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 616

Q22a1 How important do you think it is, that Channel 5 does this?
"Its programmes help me understand what's going on in the world today"

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**153**	13	11	19	17	14	3	10	9	14	13	27	4
	5%	*5%*	*7%*	*7%*	*5%*	*5%*	*3%*	*5%*	*6%*	*5%*	*3%*	*5%*	*5%*
2	**70**	9	11	4	5	3	5	3	4	10	10	6	2
	2%	*3%*	**7%aefl**	*2%*	*1%*	*1%*	*4%*	*2%*	*3%*	*4%*	*2%*	*1%*	*2%*
3	**119**	9	8	3	11	5	3	16	4	16	17	24	3
	4%	*3%*	*5%*	*1%*	*3%*	*2%*	*3%*	**9%adf**	*3%*	*6%*	*4%*	*5%*	*4%*
4	**165**	16	5	11	19	10	3	18	8	19	24	29	4
	5%	*6%*	*3%*	*4%*	*5%*	*4%*	*3%*	*10%*	*6%*	*7%*	*6%*	*5%*	*5%*
5	**469**	48	11	42	54	37	21	26	20	36	58	106	9
	15%	**18%cm**	*7%*	*16%*	*16%*	*14%*	*17%*	*15%*	*14%*	*14%*	*15%*	**20%cm**	*11%*
6	**404**	33	18	39	37	48	15	27	24	34	50	66	12
	13%	*12%*	*12%*	*15%*	*11%*	*18%*	*12%*	*15%*	*16%*	*13%*	*12%*	*12%*	*14%*
7	**395**	33	22	32	43	41	21	15	20	38	52	67	12
	13%	*12%*	*15%*	*12%*	*13%*	*15%*	*17%*	*8%*	*14%*	*14%*	*13%*	*12%*	*14%*
8	**394**	29	23	31	54	43	16	29	20	31	49	57	12
	13%	*11%*	*16%*	*11%*	*16%*	*16%*	*14%*	*16%*	*13%*	*12%*	*12%*	*11%*	*14%*
9	**189**	16	9	16	28	18	6	5	8	9	35	35	5
	6%	*6%*	*6%*	*6%*	*8%*	*6%*	*5%*	*3%*	*6%*	*4%*	*9%*	*6%*	*6%*
10 - Extremely important	**316**	32	15	37	26	33	14	14	16	20	39	58	12
	10%	*12%*	*10%*	*14%*	*8%*	*12%*	*12%*	*8%*	*11%*	*8%*	*10%*	*11%*	**14%e**
Don't know	**353**	28	16	34	48	22	13	16	15	34	54	65	10
	12%	*10%*	*10%*	*13%*	*14%*	*8%*	*10%*	*9%*	*10%*	*13%*	*13%*	*12%*	*12%*
SUMMARY:													
NET: 9-10	**506**	48	25	53	54	50	21	19	24	29	73	92	17
	17%	*18%*	*17%*	*20%*	*16%*	*18%*	*17%*	*11%*	*16%*	*11%*	*18%*	*17%*	**20%hj**
NET: 7-10	**1295**	110	70	115	152	135	58	63	64	98	174	216	41
	43%	*41%*	*47%*	*43%*	*44%*	*49%*	*48%*	*35%*	*43%*	*38%*	*44%*	*40%*	*48%*
NET: 4-6	**1038**	98	34	92	110	94	39	71	53	89	132	201	25
	34%	**37%c**	*23%*	*34%*	*32%*	*35%*	*32%*	**40%c**	*35%*	*34%*	*33%*	**37%c**	*30%*
NET: 1-3	**342**	31	29	26	32	22	12	29	16	39	40	57	9
	11%	*11%*	**20%f**	*10%*	*9%*	*8%*	*10%*	*16%*	*11%*	*15%*	*10%*	*11%*	*10%*
Mean	**6.30**	6.25	6.14	6.45	6.39	**6.63hj**	6.53	5.83	6.30	5.90	6.43	6.25	**6.61hj**
Standard Deviation	**2.42**	2.47	2.73	2.54	2.34	2.30	2.30	2.40	2.43	2.42	2.35	2.39	2.47

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 617

Q22a2 How important do you think it is, that ITV does this?
"It's news programmes are trustworthy"

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**60**	31	29	7	9	10	14	10	10	16	30	14	12	48	10	50	50	6	3	2
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*2%*	*2%*
2	**15**	8	7	2	5	1	1	2	5	*	8	6	3	12	2	13	13	2	*	1
	1%	*1%*	*	*	*1%*	*	*	*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*	*	*1%*	*	*1%*
3	**29**	14	15	2	5	8	3	3	8	6	9	13	5	23	3	25	26	1	1	*
	1%	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*
4	**49**	31	18	7	9	8	12	6	7	14	27	8	7	43	6	43	44	3	2	1
	2%	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*
5	**194**	98	96	37	32	26	32	27	40	33	111	50	24	170	15	177	166	19	5	4
	6%	*7%*	*6%*	*8%*	*7%*	*5%*	*6%*	*7%*	*6%*	*4%*	**8%i**	*6%*	*5%*	*7%*	*6%*	*6%*	*7%*	*7%*	*4%*	*5%*
6	**252**	143	110	45	43	39	33	39	54	66	97	90	33	220	19	233	213	19	14	6
	8%	*10%*	*7%*	*10%*	*9%*	*7%*	*7%*	*10%*	*9%*	*9%*	*7%*	**11%j**	*7%*	*9%*	*7%*	*8%*	*8%*	*7%*	*10%*	*7%*
7	**445**	236	209	76	84	71	73	60	81	106	221	119	61	384	48	397	382	33	19	11
	15%	*16%*	*13%*	*17%*	*17%*	*12%*	*15%*	*15%*	*13%*	*14%*	*15%*	*15%*	*12%*	*15%*	*18%*	*14%*	*15%*	*12%*	*13%*	*13%*
8	**594**	272	323	81	87	115	96	80	134	151	277	167	95	500	34	548	486	59	32	17
	20%	*18%*	*21%*	*18%*	*18%*	*20%*	*19%*	*20%*	*22%*	*20%*	*19%*	*21%*	*19%*	*20%*	*13%*	*20%*	*19%*	*22%*	*22%*	*20%*
9	**444**	216	228	55	80	93	79	54	82	112	215	117	80	364	35	408	363	40	26	14
	15%	*15%*	*15%*	*12%*	*17%*	*16%*	*16%*	*14%*	*13%*	*15%*	*15%*	*14%*	*16%*	*14%*	*13%*	*15%*	*14%*	*15%*	*18%*	*17%*
10 - Extremely important	**827**	369	458	130	114	182	140	98	162	231	404	193	158	669	87	732	686	76	38	28
	27%	*25%*	*29%*	*29%*	*24%*	*32%*	*28%*	*24%*	*26%*	*30%*	*28%*	*24%*	*32%*	*26%*	*33%*	*27%*	*27%*	*28%*	*26%*	*32%*
Don't know	**118**	55	63	11	16	17	14	24	35	32	52	35	22	96	3	114	100	10	7	1
	4%	*4%*	*4%*	*2%*	*3%*	*3%*	*3%*	*6%*	*6%*	*4%*	*4%*	*4%*	*4%*	*4%*	*1%*	*4%*	*4%*	*4%*	**5%s**	*1%*
SUMMARY:																				
NET: 9-10	**1271**	585	685	185	195	275	219	153	244	342	619	310	238	1033	122	1141	1049	116	64	42
	42%	*40%*	*44%*	*41%*	*40%*	**48%g**	*44%*	*38%*	*40%*	*45%*	*43%*	*38%*	*48%*	*41%*	*47%*	*42%*	*41%*	*43%*	*43%*	**49%p**
NET: 7-10	**2310**	1093	1217	343	366	461	389	293	459	599	1116	595	394	1917	203	2086	1917	207	115	70
	76%	*74%*	*78%*	*75%*	*75%*	*81%*	*78%*	*73%*	*74%*	*78%*	*77%*	*73%*	*79%*	*76%*	*78%*	*76%*	*76%*	*78%*	*78%*	**83%p**
NET: 4-6	**496**	272	224	90	84	73	77	71	101	112	236	148	63	432	40	453	423	40	22	11
	16%	**18%b**	*14%*	*20%*	*17%*	*13%*	*15%*	*18%*	*16%*	*15%*	*16%*	*18%*	*13%*	*17%*	*15%*	*17%*	*17%*	*15%*	*15%*	*13%*
NET: 1-3	**104**	53	50	11	19	18	18	15	23	23	47	33	20	84	15	89	89	9	4	3
	3%	*4%*	*3%*	*2%*	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*	*6%*	*3%*	*4%*	*3%*	*3%*	*3%*
Mean	**7.90**	7.77	**8.02a**	7.86	7.76	**8.15d**	7.92	7.78	7.88	8.05	7.90	7.77	8.10	7.86	7.83	7.90	7.88	7.99	8.04	**8.17p**
Standard Deviation	**2.02**	2.05	1.99	1.99	2.04	1.95	2.09	2.05	2.02	1.99	2.05	2.01	2.07	2.01	2.30	2.00	2.03	2.02	1.89	1.96

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 618

Q22a2 How important do you think it is, that ITV does this?
"It's news programmes are trustworthy"

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**60**	8	37	15	4	56	40	14	16	15	6	42	18	36	24	22	30	15	24	37	21
	2%	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
2	**15**	-	8	5	5	10	7	3	3	-	2	11	4	9	6	3	9	2	5	7	8
	1%	-	*	*1%*	2%ef	*	*	*	*	-	*	*	*1%*	*1%*	*	*	*1%*	*	*	*	*1%*
3	**29**	3	11	12	3	25	17	8	8	8	6	17	11	12	17	8	11	3	10	11	18
	1%	*1%*	*1%*	3%b	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
4	**49**	2	35	10	3	46	28	13	15	18	3	34	15	27	22	14	23	7	19	25	25
	2%	*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*
5	**194**	15	132	41	22	172	119	47	52	66	32	126	68	86	105	47	100	28	78	104	83
	6%	*4%*	*6%*	*9%*	*10%*	*6%*	*6%*	*6%*	*6%*	*6%*	*10%*	*6%*	*8%*	*5%*	*7%*	*5%*	*7%*	*5%*	*7%*	*6%*	*7%*
6	**252**	24	175	38	26	226	145	60	75	108	36	181	72	126	127	77	122	42	91	130	114
	8%	*7%*	*8%*	*8%*	*12%*	*8%*	*8%*	*8%*	*9%*	*9%*	*11%*	*8%*	*9%*	*8%*	*9%*	*8%*	*8%*	*7%*	*8%*	*7%*	*9%*
7	**445**	43	314	66	39	406	286	100	116	171	43	325	120	215	225	132	234	84	174	233	209
	15%	*13%*	*15%*	*14%*	*18%*	*14%*	*15%*	*14%*	*13%*	*14%*	*13%*	*15%*	*15%*	*13%*	*16%*	*14%*	*16%*	*14%*	*15%*	*13%*	*17%*
8	**594**	58	425	80	36	559	368	153	186	271	62	456	138	342	251	173	307	135	209	351	236
	20%	*18%*	*20%*	*17%*	*16%*	*20%*	*19%*	*21%*	*21%*	*23%*	*18%*	*21%*	*17%*	*21%*	*18%*	*19%*	*21%*	*22%*	*18%*	*20%*	*19%*
9	**444**	58	301	74	18	426	290	109	127	195	54	342	102	249	194	138	223	106	161	287	152
	15%	*17%*	*14%*	*16%*	*8%*	*15%*	*15%*	*15%*	*14%*	*16%*	*16%*	*15%*	*13%*	*15%*	*14%*	*15%*	*15%*	*17%*	*14%*	*16%*	*12%*
10 - Extremely important	**827**	115	570	110	49	778	527	196	243	307	80	600	227	440	387	276	374	173	325	510	306
	27%	35%c	*27%*	*24%*	*22%*	*28%*	*28%*	*27%*	*28%*	*26%*	*24%*	*27%*	*28%*	*27%*	*28%*	*30%*	*25%*	*28%*	*29%*	*29%*	*25%*
Don't know	**118**	6	87	15	17	102	63	31	37	28	13	88	31	68	50	31	57	15	43	70	47
	4%	*2%*	*4%*	*3%*	8%i	*4%*	*3%*	*4%*	*4%*	*2%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*2%*	*4%*	*4%*	*4%*
SUMMARY: NET: 9-10	**1271**	173	871	184	67	1204	817	305	370	501	134	942	329	689	581	414	597	279	486	797	458
	42%	52%bc	*42%*	*39%*	*30%*	43%d	43%d	*41%*	42%d	*42%*	*40%*	*42%*	*41%*	*43%*	*41%*	*45%*	*40%*	*46%*	*43%*	45%t	*38%*
NET: 7-10	**2310**	274	1610	330	141	2169	1471	559	672	943	239	1723	587	1246	1057	718	1138	498	869	1381	902
	76%	83%c	*77%*	*71%*	*64%*	77%d	78%d	76%d	77%d	80%j	*71%*	*78%*	*73%*	*77%*	*75%*	*78%*	*76%*	*82%*	*76%*	*78%*	*74%*
NET: 4-6	**496**	41	342	89	51	445	291	120	142	192	71	341	155	239	253	137	244	77	188	259	222
	16%	*12%*	*16%*	*19%*	*23%*	*16%*	*15%*	*16%*	*16%*	*16%*	*21%*	*15%*	*19%*	*15%*	*18%*	*15%*	*16%*	*13%*	*16%*	*15%*	*18%*
NET: 1-3	**104**	11	55	32	11	92	65	26	28	23	13	70	34	56	48	33	51	20	39	55	47
	3%	*3%*	*3%*	7%b	*5%*	*3%*	*3%*	*4%*	*3%*	*2%*	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*4%*
Mean	**7.90**	8.22c	7.94c	7.54	7.39	7.94d	7.94d	7.89	7.95d	8.01	7.72	7.95	7.76	7.96	7.85	8.00	7.85	8.07	7.91	8.03t	7.74
Standard Deviation	**2.02**	1.98	1.96	2.29	2.17	2.01	2.02	2.03	1.99	1.82	2.06	1.98	2.14	2.02	2.03	2.04	2.00	1.96	2.05	2.00	2.04

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 619

Q22a2 How important do you think it is, that ITV does this?
"It's news programmes are trustworthy"

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**60**	6	1	5	5	2	2	3	3	5	18	10	2
	2%	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*4%*	*2%*	*2%*
2	**15**	2	-	2	3	-	2	2	*	-	2	3	1
	1%	*1%*	-	*1%*	*1%*	-	*1%*	*1%*	*	-	*	*1%*	*1%*
3	**29**	1	3	2	3	-	-	-	1	2	6	11	*
	1%	*	*2%*	*1%*	*1%*	-	-	-	*1%*	*1%*	*2%*	*2%*	*
4	**49**	3	2	5	5	5	5	2	2	9	3	9	1
	2%	*1%*	*1%*	*2%*	*1%*	*2%*	*4%*	*1%*	*1%*	*4%*	*1%*	*2%*	*1%*
5	**194**	19	6	13	20	15	6	15	5	22	23	46	4
	6%	*7%*	*4%*	*5%*	*6%*	*6%*	*5%*	*8%*	*4%*	*8%*	*6%*	**9%i**	*5%*
6	**252**	19	9	22	30	25	5	15	14	22	39	47	6
	8%	*7%*	*6%*	*8%*	*9%*	*9%*	*4%*	*8%*	*10%*	*8%*	*10%*	*9%*	*7%*
7	**445**	33	14	30	42	49	28	28	19	34	73	86	11
	15%	*12%*	*9%*	*11%*	*12%*	*18%*	*23%*	*16%*	*13%*	*13%*	*18%*	*16%*	*13%*
8	**594**	59	26	54	80	65	15	35	32	52	67	93	17
	20%	*22%*	*18%*	*20%*	*23%*	*24%*	*12%*	*20%*	*22%*	*20%*	*17%*	*17%*	*20%*
9	**444**	40	28	39	43	40	24	34	26	27	61	66	14
	15%	*15%*	*19%*	*15%*	*13%*	*15%*	*20%*	*19%*	*18%*	*10%*	*15%*	*12%*	*17%*
10 - Extremely important	**827**	76	53	85	101	68	29	41	38	75	96	139	28
	27%	*28%*	*36%*	*32%*	*29%*	*25%*	*24%*	*23%*	*26%*	*29%*	*24%*	*26%*	*32%*
Don't know	**118**	10	6	12	11	5	6	5	7	14	13	29	1
	4%	*4%*	*4%*	*4%*	*3%*	*2%*	*5%*	*3%*	**5%m**	*5%*	*3%*	**5%m**	*1%*
SUMMARY:													
NET: 9-10	**1271**	116	81	124	144	108	53	75	64	102	157	205	42
	42%	*43%*	**54%l**	*47%*	*42%*	*40%*	*44%*	*42%*	*43%*	*39%*	*39%*	*38%*	**49%al**
NET: 7-10	**2310**	207	120	208	266	222	96	138	115	188	297	384	70
	76%	*78%*	*81%*	*78%*	*78%*	*81%*	*79%*	*77%*	*78%*	*72%*	*74%*	*71%*	**83%ajl**
NET: 4-6	**496**	40	17	39	55	45	16	31	22	53	65	102	11
	16%	*15%*	*12%*	*15%*	*16%*	*16%*	*13%*	*17%*	*15%*	*20%*	*16%*	*19%*	*13%*
NET: 1-3	**104**	9	4	8	11	2	3	5	4	6	26	24	3
	3%	*3%*	*3%*	*3%*	*3%*	*1%*	*3%*	*3%*	*3%*	*2%*	**6%f**	*4%*	*3%*
Mean	**7.90**	7.99	**8.36kl**	8.12	7.99	8.01	7.88	7.86	8.04	7.82	7.63	7.70	**8.17kl**
Standard Deviation	**2.02**	2.02	1.88	1.98	1.97	1.68	2.00	1.94	1.89	2.07	2.26	2.12	1.96

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 620

Q22a2 How important do you think it is, that Channel 5 does this?
"It's news programmes are trustworthy"

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**149**	80	69	17	26	26	26	18	36	31	72	47	22	127	18	130	128	11	7	4
	5%	*5%*	*4%*	*4%*	*5%*	*5%*	*5%*	*5%*	*6%*	*4%*	*5%*	*6%*	*4%*	*5%*	*7%*	*5%*	*5%*	*4%*	*4%*	*5%*
2	**31**	14	17	3	3	6	11	3	4	8	15	8	5	27	2	30	23	5	3	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*
3	**62**	30	32	10	19	13	5	6	9	19	30	13	17	44	11	50	57	1	1	2
	2%	*2%*	*2%*	*2%*	*4%*	*2%*	*1%*	*1%*	*1%*	*3%*	*2%*	*2%*	*4%*	*2%*	*4%*	*2%*	*2%*	*	*1%*	**2%q**
4	**73**	38	36	8	11	10	11	15	18	13	38	22	8	66	5	68	64	5	2	2
	2%	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*1%*	*3%*
5	**286**	144	142	48	52	46	49	39	51	60	145	81	42	244	25	260	236	31	13	6
	9%	*10%*	*9%*	*11%*	*11%*	*8%*	*10%*	*10%*	*8%*	*8%*	*10%*	*10%*	*8%*	*10%*	*10%*	*9%*	*9%*	*12%*	*9%*	*7%*
6	**272**	143	129	45	52	51	40	40	44	67	113	92	34	238	26	244	235	19	12	6
	9%	*10%*	*8%*	*10%*	*11%*	*9%*	*8%*	*10%*	*7%*	*9%*	*8%*	*11%*	*7%*	*9%*	*10%*	*9%*	*9%*	*7%*	*8%*	*7%*
7	**379**	210	169	65	78	61	55	47	74	91	181	107	55	323	29	349	311	35	22	11
	13%	*14%*	*11%*	*14%*	*16%*	*11%*	*11%*	*12%*	*12%*	*12%*	*13%*	*13%*	*11%*	*13%*	*11%*	*13%*	*12%*	*13%*	*15%*	*13%*
8	**414**	191	223	58	47	100	68	58	83	97	202	115	78	336	24	378	337	42	24	11
	14%	*13%*	*14%*	*13%*	*10%*	**18%d**	*14%*	*14%*	*13%*	*13%*	*14%*	*14%*	*16%*	*13%*	*9%*	*14%*	*13%*	*16%*	*16%*	*12%*
9	**303**	140	163	43	57	53	54	39	57	79	139	85	50	253	21	281	252	26	15	9
	10%	*9%*	*10%*	*9%*	*12%*	*9%*	*11%*	*10%*	*9%*	*10%*	*10%*	*10%*	*10%*	*10%*	*8%*	*10%*	*10%*	*10%*	*10%*	*11%*
10 - Extremely important	**694**	314	380	119	100	145	116	82	133	193	350	152	136	558	80	609	575	63	32	23
	23%	*21%*	*24%*	*26%*	*21%*	*25%*	*23%*	*20%*	*21%*	**25%k**	*24%*	*19%*	*27%*	*22%*	*31%*	*22%*	*23%*	*24%*	*22%*	*27%*
Don't know	**365**	168	197	39	41	59	63	56	109	107	167	91	51	314	19	342	309	28	17	10
	12%	*11%*	*13%*	*8%*	*8%*	*10%*	*13%*	*14%*	**18%cde**	*14%*	*11%*	*11%*	*10%*	*12%*	*7%*	*12%*	*12%*	*11%*	*12%*	*12%*
SUMMARY:																				
NET: 9-10	**997**	454	543	162	157	198	169	121	190	272	488	237	186	811	101	890	827	90	48	32
	33%	*31%*	*35%*	*36%*	*32%*	*35%*	*34%*	*30%*	*31%*	*36%*	*34%*	*29%*	*37%*	*32%*	*39%*	*32%*	*33%*	*34%*	*32%*	*38%*
NET: 7-10	**1789**	855	934	285	281	359	292	225	346	460	871	458	320	1470	154	1617	1476	167	93	54
	59%	*58%*	*60%*	*63%*	*58%*	*63%*	*59%*	*56%*	*56%*	*60%*	*60%*	*56%*	*64%*	*58%*	*59%*	*59%*	*58%*	*63%*	*63%*	*63%*
NET: 4-6	**631**	325	306	101	115	107	100	94	114	141	296	195	84	548	56	572	535	55	27	14
	21%	*22%*	*20%*	*22%*	*24%*	*19%*	*20%*	*23%*	*18%*	*18%*	*20%*	*24%*	*17%*	*22%*	*22%*	*21%*	*21%*	*21%*	*18%*	*17%*
NET: 1-3	**242**	124	118	31	48	45	42	28	49	58	116	68	45	198	31	210	208	17	10	7
	8%	*8%*	*8%*	*7%*	*10%*	*8%*	*8%*	*7%*	*8%*	*8%*	*8%*	*8%*	*9%*	*8%*	*12%*	*8%*	*8%*	*6%*	*7%*	*8%*
Mean	**7.28**	7.15	7.40	7.42	7.05	7.45	7.28	7.19	7.24	7.46	7.30	7.06	7.49	7.23	7.22	7.28	7.25	7.40	7.38	7.48
Standard Deviation	**2.52**	2.53	2.50	2.40	2.54	2.48	2.59	2.47	2.60	2.48	2.54	2.51	2.54	2.51	2.78	2.49	2.53	2.42	2.42	2.57

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 621

Q22a2 How important do you think it is, that Channel 5 does this?
"It's news programmes are trustworthy"

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**149**	15	101	26	11	138	90	36	44	58	16	112	37	81	68	52	61	31	58	91	53
	5%	*4%*	*5%*	*6%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*	*4%*	*5%*	*5%*	*5%*	*4%*
2	**31**	4	20	5	5	26	20	6	7	14	3	28	4	18	13	12	17	7	11	20	11
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**62**	7	43	10	5	57	36	17	21	18	3	42	19	25	37	25	24	12	19	31	31
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*
4	**73**	3	52	15	8	65	42	19	22	33	10	58	15	33	41	26	37	12	25	37	34
	2%	*1%*	*2%*	*3%*	*4%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*
5	**286**	34	191	51	28	258	182	66	72	101	41	198	88	153	131	92	130	45	116	158	122
	9%	*10%*	*9%*	*11%*	*13%*	*9%*	*10%*	*9%*	*8%*	*9%*	*12%*	*9%*	*11%*	*10%*	*9%*	*10%*	*9%*	*7%*	*10%*	*9%*	*10%*
6	**272**	40	179	42	15	258	167	67	84	122	38	205	67	146	123	79	145	50	108	165	105
	9%	*12%*	*9%*	*9%*	*7%*	*9%*	*9%*	*9%*	*10%*	*10%*	*11%*	*9%*	*8%*	*9%*	*9%*	*9%*	*10%*	*8%*	*10%*	*9%*	*9%*
7	**379**	33	261	65	29	350	236	94	111	164	48	277	101	201	177	101	211	69	141	179	196
	13%	*10%*	*12%*	*14%*	*13%*	*12%*	*12%*	*13%*	*13%*	*14%*	*14%*	*12%*	*13%*	*12%*	*13%*	*11%*	*14%*	*11%*	*12%*	*10%*	***16%s***
8	**414**	34	299	58	22	391	271	95	121	182	50	300	113	228	184	101	227	103	145	252	153
	14%	*10%*	*14%*	*12%*	*10%*	*14%*	*14%*	*13%*	*14%*	*15%*	*15%*	*14%*	*14%*	*14%*	*13%*	*11%*	*15%*	*17%*	*13%*	*14%*	*13%*
9	**303**	32	213	51	18	285	184	75	93	107	36	231	72	157	145	105	141	60	112	177	123
	10%	*10%*	*10%*	*11%*	*8%*	*10%*	*10%*	*10%*	*11%*	*9%*	*11%*	*10%*	*9%*	*10%*	*10%*	*11%*	*9%*	*10%*	*10%*	*10%*	*10%*
10 - Extremely important	**694**	92	477	96	41	653	451	164	195	251	73	498	196	362	331	241	295	143	284	424	262
	23%	*28%*	*23%*	*21%*	*18%*	*23%*	*24%*	*22%*	*22%*	*21%*	*22%*	*22%*	*24%*	*23%*	*24%*	***25%p***	*20%*	*23%*	*25%*	*24%*	*22%*
Don't know	**365**	37	258	47	38	326	211	98	110	136	19	271	93	204	158	86	200	78	120	228	128
	12%	*11%*	*12%*	*10%*	*17%*	*12%*	*11%*	*13%*	*12%*	***12%j***	*6%*	*12%*	*12%*	*13%*	*11%*	*9%*	***13%o***	*13%*	*11%*	*13%*	*11%*
SUMMARY: NET: 9-10	**997**	124	690	147	58	938	636	238	289	358	109	728	268	519	477	346	436	203	396	601	385
	33%	*37%*	*33%*	*31%*	*26%*	*33%*	*34%*	*32%*	*33%*	*30%*	*32%*	*33%*	*33%*	*32%*	*34%*	***38%p***	*29%*	*33%*	*35%*	*34%*	*32%*
NET: 7-10	**1789**	192	1250	270	110	1679	1142	427	520	703	207	1306	483	948	837	549	875	376	682	1033	733
	59%	*58%*	*60%*	*58%*	*50%*	*60%*	*60%*	*58%*	*59%*	*59%*	*61%*	*59%*	*60%*	*59%*	*59%*	*60%*	*59%*	*62%*	*60%*	*59%*	*60%*
NET: 4-6	**631**	78	421	108	51	580	391	151	177	255	89	461	170	333	294	197	312	106	249	361	261
	21%	*23%*	*20%*	*23%*	*23%*	*21%*	*21%*	*21%*	*20%*	*22%*	*27%*	*21%*	*21%*	*21%*	*21%*	*21%*	*21%*	*17%*	*22%*	*20%*	*21%*
NET: 1-3	**242**	25	164	41	21	221	146	60	72	90	22	182	60	124	119	88	102	50	88	142	95
	8%	*8%*	*8%*	*9%*	*9%*	*8%*	*8%*	*8%*	*8%*	*8%*	*7%*	*8%*	*7%*	*8%*	*8%*	*10%*	*7%*	*8%*	*8%*	*8%*	*8%*
Mean	**7.28**	7.41	7.31	7.09	6.85	7.31	7.33	7.26	7.28	7.22	7.21	7.26	7.34	7.29	7.27	7.27	7.26	7.39	7.32	7.34	7.22
Standard Deviation	**2.52**	2.53	2.50	2.56	2.64	2.51	2.50	2.52	2.51	2.47	2.40	2.53	2.48	2.51	2.54	2.65	2.39	2.52	2.53	2.56	2.45

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 622

Q22a2 How important do you think it is, that Channel 5 does this?
"It's news programmes are trustworthy"

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**149**	11	17	14	22	5	5	6	7	13	23	24	4
	5%	*4%*	**11%abf**	*5%*	*6%*	*2%*	*4%*	*4%*	*4%*	*5%*	*6%*	*4%*	*5%*
2	**31**	5	3	1	3	2	2	3	3	3	5	1	1
	1%	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	**2%l**	*1%*	*1%*	*	*1%*
3	**62**	1	1	3	8	5	-	2	1	9	18	12	2
	2%	*	*1%*	*1%*	*2%*	*2%*	-	*1%*	*1%*	*4%*	**4%b**	*2%*	**2%b**
4	**73**	5	3	9	6	9	2	7	2	9	3	15	2
	2%	*2%*	*2%*	*4%*	*2%*	*3%*	*1%*	*4%*	*1%*	*4%*	*1%*	*3%*	*3%*
5	**286**	31	9	24	30	17	11	15	13	31	32	67	6
	9%	*12%*	*6%*	*9%*	*9%*	*6%*	*9%*	*8%*	*9%*	*12%*	*8%*	*13%*	*7%*
6	**272**	19	17	15	36	31	10	17	12	11	44	55	6
	9%	*7%*	*11%*	*6%*	*10%*	*11%*	*8%*	*9%*	*8%*	*4%*	*11%*	*10%*	*7%*
7	**379**	35	20	20	34	44	19	25	22	37	48	63	11
	13%	*13%*	*14%*	*8%*	*10%*	*16%*	*16%*	*14%*	**15%d**	*14%*	*12%*	*12%*	*13%*
8	**414**	42	11	44	51	42	16	24	24	27	53	71	11
	14%	*16%*	*7%*	*16%*	*15%*	*15%*	*13%*	*13%*	*16%*	*10%*	*13%*	*13%*	*12%*
9	**303**	26	19	33	21	33	18	26	15	24	41	38	9
	10%	*10%*	*13%*	*12%*	*6%*	*12%*	*15%*	*14%*	*10%*	*9%*	*10%*	*7%*	*11%*
10 - Extremely important	**694**	63	33	64	84	62	23	38	32	65	83	124	23
	23%	*24%*	*22%*	*24%*	*24%*	*23%*	*19%*	*21%*	*22%*	*25%*	*21%*	*23%*	*27%*
Don't know	**365**	28	16	38	48	25	16	17	17	30	51	68	10
	12%	*11%*	*10%*	*14%*	*14%*	*9%*	*13%*	*10%*	*12%*	*12%*	*13%*	*13%*	*12%*
SUMMARY:													
NET: 9-10	**997**	90	51	97	105	94	40	64	48	89	124	162	32
	33%	*34%*	*35%*	*37%*	*31%*	*35%*	*33%*	*36%*	*32%*	*34%*	*31%*	*30%*	*38%*
NET: 7-10	**1789**	167	82	161	190	180	76	112	93	153	225	296	54
	59%	*63%*	*55%*	*61%*	*56%*	*66%*	*63%*	*63%*	*63%*	*59%*	*56%*	*55%*	*63%*
NET: 4-6	**631**	55	29	48	72	57	23	38	27	52	79	137	14
	21%	*21%*	*20%*	*18%*	*21%*	*21%*	*19%*	*21%*	*18%*	*20%*	*20%*	**26%m**	*17%*
NET: 1-3	**242**	17	22	19	32	11	6	11	10	25	45	37	7
	8%	*6%*	**15%f**	*7%*	*9%*	*4%*	*5%*	*6%*	*7%*	*10%*	**11%f**	*7%*	*8%*
Mean	**7.28**	7.40	6.83	7.47	7.18	7.59	7.43	7.39	7.38	7.18	7.11	7.18	7.48
Standard Deviation	**2.52**	2.42	2.98	2.56	2.66	2.12	2.30	2.39	2.42	2.64	2.61	2.47	2.57

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 623

Q22a3 How important do you think it is, that ITV does this?
"It shows high quality soaps or dramas made in the UK"

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**194**	129	64	29	20	44	32	30	38	46	101	47	39	155	21	168	163	17	8	6
	6%	**9%b**	*4%*	*6%*	*4%*	*8%*	*6%*	*7%*	*6%*	*6%*	*7%*	*6%*	*8%*	*6%*	*8%*	*6%*	*6%*	*6%*	*5%*	*7%*
2	**48**	26	22	8	6	5	9	7	12	13	24	11	4	44	8	39	38	7	2	2
	2%	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*3%*	*1%*	*1%*	*3%*	*1%*	*2%*
3	**83**	49	34	17	19	12	12	8	16	25	37	21	8	75	8	74	70	7	3	2
	3%	*3%*	*2%*	*4%*	*4%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*
4	**115**	61	54	32	20	18	16	17	12	35	55	25	17	98	20	95	94	11	7	4
	4%	*4%*	*3%*	**7%h**	*4%*	*3%*	*3%*	*4%*	*2%*	*5%*	*4%*	*3%*	*3%*	*4%*	**8%o**	*3%*	*4%*	*4%*	*4%*	*4%*
5	**266**	133	133	48	44	57	45	29	45	71	131	65	48	218	20	245	215	30	15	7
	9%	*9%*	*9%*	*10%*	*9%*	*10%*	*9%*	*7%*	*7%*	*9%*	*9%*	*8%*	*10%*	*9%*	*8%*	*9%*	*8%*	*11%*	*10%*	*9%*
6	**345**	182	163	78	66	69	42	42	47	105	159	81	51	294	42	301	290	25	20	10
	11%	*12%*	*10%*	**17%fh**	**14%h**	*12%*	*9%*	*10%*	*8%*	*14%*	*11%*	*10%*	*10%*	*12%*	*16%*	*11%*	*11%*	*9%*	*13%*	*12%*
7	**503**	249	254	89	84	86	85	64	93	133	226	144	69	434	44	454	422	40	27	15
	17%	*17%*	*16%*	*20%*	*17%*	*15%*	*17%*	*16%*	*15%*	*17%*	*16%*	*18%*	*14%*	*17%*	*17%*	*17%*	*17%*	*15%*	*18%*	*18%*
8	**625**	284	341	73	103	112	97	93	147	151	307	166	92	532	47	571	520	56	31	18
	21%	*19%*	*22%*	*16%*	*21%*	*20%*	*20%*	*23%*	**24%c**	*20%*	*21%*	*20%*	*19%*	*21%*	*18%*	*21%*	*21%*	*21%*	*21%*	*21%*
9	**280**	112	168	36	44	57	52	30	62	55	138	88	54	226	11	269	241	20	13	6
	9%	*8%*	*11%*	*8%*	*9%*	*10%*	*10%*	*7%*	*10%*	*7%*	*9%*	*11%*	*11%*	*9%*	*4%*	*10%*	*10%*	*8%*	*9%*	*7%*
10 - Extremely important	**334**	115	219	35	46	74	65	44	70	80	153	101	73	261	25	309	276	30	16	12
	11%	*8%*	**14%a**	*8%*	*9%*	*13%*	*13%*	*11%*	*11%*	*10%*	*11%*	*12%*	*15%*	*10%*	*10%*	*11%*	*11%*	*11%*	*11%*	*15%*
Don't know	**236**	132	104	9	33	37	42	40	75	52	120	64	44	192	14	217	200	24	8	4
	8%	*9%*	*7%*	*2%*	**7%c**	**6%c**	**8%c**	**10%c**	**12%ce**	*7%*	*8%*	*8%*	*9%*	*8%*	*5%*	*8%*	*8%*	*9%*	*5%*	*5%*
SUMMARY:																				
NET: 9-10	**614**	227	387	71	90	131	117	74	132	135	291	189	127	488	36	578	517	50	29	18
	20%	*15%*	**25%a**	*16%*	*18%*	*23%*	*23%*	*18%*	*21%*	*18%*	*20%*	*23%*	**25%m**	*19%*	*14%*	*21%*	*20%*	*19%*	*19%*	*21%*
NET: 7-10	**1742**	760	982	233	277	329	299	231	373	419	824	499	289	1453	128	1603	1459	145	87	51
	58%	*52%*	**63%a**	*51%*	*57%*	*58%*	*60%*	*57%*	*60%*	*55%*	*57%*	*62%*	*58%*	*57%*	*49%*	*58%*	*58%*	*55%*	*58%*	*60%*
NET: 4-6	**726**	377	349	158	130	144	103	87	104	211	344	171	116	610	82	641	598	66	41	21
	24%	*26%*	*22%*	**35%efgh**	**27%h**	**25%h**	*21%*	*22%*	*17%*	**28%k**	*24%*	*21%*	*23%*	*24%*	*31%*	*23%*	*24%*	*25%*	*28%*	*25%*
NET: 1-3	**324**	204	120	54	45	60	53	45	67	84	162	78	51	274	38	281	271	32	12	9
	11%	**14%b**	*8%*	*12%*	*9%*	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*	*10%*	*10%*	*11%*	*14%*	*10%*	*11%*	*12%*	*8%*	*11%*
Mean	**6.73**	6.34	**7.08a**	6.32	6.75	6.77	**6.85c**	6.69	**6.91c**	6.59	6.69	6.92	6.86	6.70	6.20	**6.79n**	6.73	6.60	6.77	6.77
Standard Deviation	**2.43**	2.53	2.28	2.33	2.24	2.50	2.49	2.50	2.47	2.39	2.47	2.39	2.56	2.40	2.52	2.41	2.43	2.50	2.29	2.49

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 624

Q22a3 How important do you think it is, that ITV does this?
"It shows high quality soaps or dramas made in the UK"

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	3028	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	3028	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	194	18	119	43	24	170	120	32	46	44	20	146	48	104	90	69	93	42	69	118	70
	6%	6%	6%	9%	11%g	6%	6%	4%	5%	4%	6%	7%	6%	6%	6%	8%	6%	7%	6%	7%	6%
2	48	2	27	19	3	45	28	12	16	10	2	29	20	24	24	9	26	5	22	24	25
	2%	1%	1%	4%b	1%	2%	1%	2%	2%	1%	*	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%
3	83	4	59	17	4	79	50	24	29	17	4	54	28	38	44	22	39	9	37	44	38
	3%	1%	3%	4%	2%	3%	3%	3%	3%	1%	1%	2%	4%	2%	3%	2%	3%	1%	3%	3%	3%
4	115	9	91	13	6	108	72	28	36	44	14	76	39	58	55	44	40	16	50	65	47
	4%	3%	4%	3%	3%	4%	4%	4%	4%	4%	4%	3%	5%	4%	4%	5%	3%	3%	4%	4%	4%
5	266	26	186	47	24	243	181	48	57	84	22	195	72	129	137	75	133	50	123	137	126
	9%	8%	9%	10%	11%	9%	10%	7%	7%	7%	7%	9%	9%	8%	10%	8%	9%	8%	11%	8%	10%
6	345	28	253	45	27	318	230	69	83	96	31	256	89	198	147	119	166	67	151	181	160
	11%	8%	12%	10%	12%	11%	12%	9%	9%	8%	9%	12%	11%	12%	10%	13%	11%	11%	13%	10%	13%
7	503	36	374	76	22	481	334	123	140	218	69	369	134	258	243	151	267	95	199	270	228
	17%	11%	18%a	16%	10%	17%	18%	17%	16%	18%	21%	17%	17%	16%	17%	16%	18%	16%	18%	15%	19%
8	625	63	446	87	57	567	363	164	192	293	62	460	164	331	287	183	304	137	200	380	235
	21%	19%	21%	19%	26%	20%	19%	22%	22%	25%	18%	21%	20%	21%	20%	20%	20%	22%	18%	22%	19%
9	280	47	188	36	11	270	186	72	83	157	35	221	60	168	113	76	147	77	99	184	91
	9%	14%	9%	8%	5%	10%	10%	10%	9%	13%	10%	10%	7%	10%	8%	8%	10%	13%	9%	10%	7%
10 - Extremely important	334	72	202	40	21	314	192	95	119	165	52	249	85	180	153	117	146	67	112	217	108
	11%	22%bc	10%	9%	9%	11%	10%	13%	14%	14%	16%	11%	11%	11%	11%	13%	10%	11%	10%	12%	9%
Don't know	236	27	148	44	22	214	135	68	78	59	25	167	68	121	115	55	128	45	78	143	91
	8%	8%	7%	9%	10%	8%	7%	9%	9%	5%	7%	8%	8%	8%	8%	6%	9%	7%	7%	8%	7%
SUMMARY: NET: 9-10	614	119	391	76	31	583	378	167	201	322	87	469	145	347	266	193	293	144	211	402	199
	20%	36%bc	19%	16%	14%	21%	20%	23%	23%	27%	26%	21%	18%	22%	19%	21%	20%	24%	19%	23%t	16%
NET: 7-10	1742	219	1210	239	111	1631	1075	454	533	834	218	1299	443	937	796	526	863	376	610	1052	662
	58%	66%c	58%	51%	50%	58%	57%	62%	61%	70%	65%	58%	55%	58%	56%	57%	58%	62%r	54%	60%	54%
NET: 4-6	726	62	530	105	57	669	482	146	176	224	67	526	200	385	339	237	339	134	324	383	333
	24%	19%	25%	22%	26%	24%	26%gh	20%	20%	19%	20%	24%	25%	24%	24%	26%	23%	22%	28%	22%	27%s
NET: 1-3	324	24	205	78	31	294	198	69	91	70	26	229	96	166	159	101	159	56	127	186	133
	11%	7%	10%	17%ab	14%	10%	10%	9%	10%	6%	8%	10%	12%	10%	11%	11%	11%	9%	11%	11%	11%
Mean	6.73	7.44bc	6.71c	6.25	6.36	6.75	6.68	6.98d	6.92	7.29	7.08	6.78	6.58	6.79	6.65	6.69	6.73	6.94r	6.55	6.84t	6.55
Standard Deviation	2.43	2.45	2.33	2.66	2.64	2.41	2.40	2.35	2.44	2.15	2.38	2.42	2.45	2.42	2.44	2.49	2.40	2.40	2.39	2.47	2.34

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 625

Q22a3 How important do you think it is, that ITV does this?
"It shows high quality soaps or dramas made in the UK"

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**194**	17	8	22	25	14	9	14	8	10	24	37	6
	6%	*6%*	*5%*	*8%*	*7%*	*5%*	*8%*	*8%*	*5%*	*4%*	*6%*	*7%*	*7%*
2	**48**	7	3	2	5	3	5	2	2	5	5	9	2
	2%	*3%*	*2%*	*1%*	*1%*	*1%*	*4%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*
3	**83**	7	2	6	9	5	7	5	3	6	11	20	2
	3%	*3%*	*1%*	*2%*	*3%*	*2%*	*5%*	*3%*	*2%*	*2%*	*3%*	*4%*	*2%*
4	**115**	11	3	8	14	6	5	8	7	9	23	18	4
	4%	*4%*	*2%*	*3%*	*4%*	*2%*	*4%*	*5%*	*4%*	*4%*	*6%*	*3%*	*4%*
5	**266**	30	8	14	25	25	5	13	15	25	29	71	7
	9%	*11%*	*5%*	*5%*	*7%*	*9%*	*4%*	*7%*	*10%*	*10%*	*7%*	**13%ad**	*9%*
6	**345**	25	19	23	33	28	10	26	20	42	56	53	10
	11%	*9%*	*13%*	*9%*	*10%*	*10%*	*8%*	*15%*	*13%*	*16%*	*14%*	*10%*	*12%*
7	**503**	40	17	38	48	57	23	31	27	37	79	91	15
	17%	*15%*	*11%*	*14%*	*14%*	*21%*	*19%*	*17%*	*18%*	*14%*	*20%*	*17%*	*18%*
8	**625**	56	32	73	75	61	28	40	31	50	76	85	18
	21%	*21%*	*22%*	**27%l**	*22%*	*22%*	*23%*	*22%*	*21%*	*19%*	*19%*	*16%*	*21%*
9	**280**	20	26	26	39	28	8	11	13	19	32	52	6
	9%	*8%*	**18%abkm**	*10%*	*11%*	*10%*	*7%*	*6%*	*9%*	*7%*	*8%*	*10%*	*7%*
10 - Extremely important	**334**	30	25	31	43	23	13	19	16	33	35	54	12
	11%	*11%*	*17%*	*12%*	*13%*	*9%*	*11%*	*11%*	*11%*	*13%*	*9%*	*10%*	*15%*
Don't know	**236**	24	6	23	27	22	9	10	8	25	30	49	4
	8%	*9%*	*4%*	*9%*	*8%*	*8%*	*8%*	*5%*	*5%*	*9%*	*8%*	*9%*	*5%*
SUMMARY:													
NET: 9-10	**614**	50	51	57	82	51	21	30	29	52	67	106	18
	20%	*19%*	**34%abfhijkl**	*22%*	*24%*	*19%*	*17%*	*17%*	*19%*	*20%*	*17%*	*20%*	*21%*
NET: 7-10	**1742**	145	100	169	205	170	71	101	87	139	222	282	51
	58%	*55%*	**67%l**	*63%*	*60%*	*62%*	*59%*	*56%*	*58%*	*53%*	*56%*	*52%*	*60%*
NET: 4-6	**726**	66	30	45	72	59	19	47	41	76	107	142	21
	24%	*25%*	*20%*	*17%*	*21%*	*22%*	*16%*	*27%*	**28%d**	**29%d**	*27%*	*26%*	*25%*
NET: 1-3	**324**	32	12	30	39	22	21	21	12	21	40	66	9
	11%	*12%*	*8%*	*11%*	*11%*	*8%*	*17%*	*12%*	*8%*	*8%*	*10%*	*12%*	*11%*
Mean	**6.73**	6.60	**7.34bl**	6.92	6.83	6.89	6.48	6.59	6.77	6.83	6.59	6.50	6.77
Standard Deviation	**2.43**	2.50	2.38	2.51	2.54	2.22	2.66	2.44	2.29	2.26	2.33	2.50	2.49

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 626

Q22a4 How important do you think it is, that ITV does this?
"It portrays my region my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK"

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	3028	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	3028	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	75	51	24	12	12	12	17	12	11	14	42	20	13	63	12	62	64	6	2	2
	2%	3%b	2%	3%	3%	2%	3%	3%	2%	2%	3%	2%	3%	2%	4%	2%	3%	2%	2%	3%
2	20	6	14	3	7	3	3	1	3	4	10	6	4	16	5	15	18	1	1	*
	1%	*	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	2%	1%	1%	*	1%	*
3	59	34	25	7	12	15	5	9	11	21	24	15	10	49	9	48	56	2	1	*
	2%	2%	2%	2%	2%	3%	1%	2%	2%	3%	2%	2%	2%	2%	4%	2%	2%	1%	*	*
4	128	70	58	42	21	22	15	12	16	31	82	15	12	116	16	112	121	4	1	2
	4%	5%	4%	9%efgh	4%	4%	3%	3%	3%	4%	6%k	2%	2%	5%	6%	4%	5%qr	1%	1%	2%
5	277	141	135	63	35	50	52	24	52	74	124	79	27	249	34	241	242	17	13	5
	9%	10%	9%	14%dg	7%	9%	10%	6%	8%	10%	9%	10%	6%	10%l	13%	9%	10%	6%	8%	6%
6	340	176	163	61	71	55	46	46	61	85	163	91	51	288	34	301	290	25	19	6
	11%	12%	10%	13%	15%	10%	9%	11%	10%	11%	11%	11%	10%	11%	13%	11%	11%	9%	13%s	7%
7	537	253	285	90	94	107	87	74	86	143	260	134	84	453	41	492	449	49	28	12
	18%	17%	18%	20%	19%	19%	18%	18%	14%	19%	18%	17%	17%	18%	16%	18%	18%	18%	19%	14%
8	675	332	343	82	99	118	114	95	166	190	290	195	122	553	43	629	565	66	27	17
	22%	23%	22%	18%	20%	21%	23%	24%	27%c	25%	20%	24%	25%	22%	16%	23%	22%	25%	18%	20%
9	335	163	172	45	59	61	62	37	71	67	176	92	53	282	26	307	264	34	23	14
	11%	11%	11%	10%	12%	11%	13%	9%	12%	9%	12%	11%	11%	11%	10%	11%	10%	13%	16%p	16%p
10 - Extremely important	406	162	244	37	49	101	71	65	83	86	206	114	87	319	27	375	304	55	25	23
	13%	11%	16%a	8%	10%	18%cd	14%	16%c	13%	11%	14%	14%	17%	13%	10%	14%	12%	20%p	17%p	27%pr
Don't know	177	86	91	12	27	25	26	28	60	51	74	52	35	142	14	160	156	9	10	3
	6%	6%	6%	3%	5%	4%	5%	7%	10%ce	7%	5%	6%	7%	6%	5%	6%	6%	3%	6%	3%
SUMMARY:																				
NET: 9-10	741	324	416	81	108	162	133	102	154	153	382	206	140	600	53	682	568	89	48	37
	24%	22%	27%a	18%	22%	28%c	27%c	25%	25%	20%	26%l	25%	28%	24%	20%	25%	22%	33%p	32%p	43%pqr
NET: 7-10	1953	908	1044	254	300	387	334	271	406	486	932	535	347	1606	137	1803	1581	203	102	66
	64%	62%	67%a	56%	62%	68%c	67%c	67%c	66%c	63%	64%	66%	70%	63%	52%	66%n	63%	76%p	69%	78%pr
NET: 4-6	744	388	356	167	127	127	113	82	128	190	369	185	91	654	84	653	653	45	32	13
	25%	26%	23%	37%defgh	26%	22%	23%	20%	21%	25%	25%	23%	18%	26%l	32%	24%	26%qs	17%	22%	15%
NET: 1-3	154	90	64	22	31	31	25	22	25	38	76	40	27	128	26	125	138	10	4	3
	5%	6%	4%	5%	6%	5%	5%	5%	4%	5%	5%	5%	5%	5%	10%o	5%	5%	4%	3%	4%
Mean	7.17	7.00	7.34a	6.67	7.01	7.31c	7.26c	7.33c	7.40cd	7.10	7.15	7.29	7.46m	7.12	6.57	7.24n	7.07	7.68p	7.56p	7.91pr
Standard Deviation	2.08	2.14	2.01	2.05	2.08	2.12	2.11	2.09	1.97	1.99	2.15	2.04	2.08	2.08	2.34	2.04	2.09	1.97	1.90	2.08

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 627

Q22a4 How important do you think it is, that ITV does this?
"It portrays my region my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK"

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	3028	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	3028	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	75	10	52	12	9	67	46	16	20	21	10	61	14	45	31	33	35	17	26	44	28
	2%	3%	2%	2%	4%	2%	2%	2%	2%	2%	3%	3%	2%	3%	2%	4%	2%	3%	2%	2%	2%
2	20	2	14	4	3	16	11	5	5	6	3	16	4	12	7	8	9	2	9	14	6
	1%	*	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%	*
3	59	8	37	11	5	54	39	13	13	18	3	43	16	37	20	17	27	11	25	41	17
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%
4	128	13	83	23	7	121	83	34	37	29	8	84	44	62	66	41	54	19	59	69	57
	4%	4%	4%	5%	3%	4%	4%	5%	4%	2%	2%	4%	5%	4%	5%	4%	4%	3%	5%	4%	5%
5	277	18	200	49	21	255	185	52	65	87	19	193	84	137	139	85	124	49	129	144	127
	9%	6%	10%	11%	10%	9%	10%	7%	7%	7%	6%	9%	10%	9%	10%	9%	8%	8%	11%	8%	10%
6	340	22	239	64	32	307	200	80	100	131	38	237	102	158	180	110	156	50	138	176	161
	11%	7%	11%	14%a	15%	11%	11%	11%	11%	11%	11%	11%	13%	10%	13%	12%	10%	8%	12%	10%	13%
7	537	54	404	57	39	498	358	116	134	212	62	399	138	287	248	149	293	103	224	284	246
	18%	16%	19%c	12%	18%	18%	19%	16%	15%	18%	18%	18%	17%	18%	18%	16%	20%	17%	20%	16%	20%
8	675	71	468	113	44	631	415	171	208	296	80	497	178	368	302	175	353	155	221	402	267
	22%	22%	22%	24%	20%	22%	22%	23%	24%	25%	24%	22%	22%	23%	21%	19%	24%	25%	19%	23%	22%
9	335	40	240	39	15	320	221	79	96	157	39	252	83	188	147	111	160	91	117	215	114
	11%	12%	11%	8%	7%	11%	12%	11%	11%	13%	11%	11%	10%	12%	10%	12%	11%	15%	10%	12%	9%
10 - Extremely important	406	79	245	64	24	382	239	116	140	192	51	307	99	222	183	139	194	85	136	268	129
	13%	24%bc	12%	14%	11%	14%	13%	16%	16%	16%	15%	14%	12%	14%	13%	15%	13%	14%	12%	15%t	11%
Don't know	177	13	111	29	21	156	91	53	60	36	23	132	45	93	84	53	86	27	56	108	67
	6%	4%	5%	6%	9%	6%	5%	7%	7%	3%	7%i	6%	6%	6%	6%	6%	6%	4%	5%	6%	6%
SUMMARY: NET: 9-10	741	119	485	103	39	701	460	196	236	349	89	558	182	410	330	250	353	176	252	483	243
	24%	36%bc	23%	22%	18%	25%	24%	27%	27%	29%	26%	25%	23%	25%	23%	27%	24%	29%r	22%	27%t	20%
NET: 7-10	1953	245	1357	274	123	1830	1233	482	579	857	232	1454	498	1064	881	573	998	434	698	1169	755
	64%	74%bc	65%	59%	56%	65%	65%	65%	66%	72%	69%	65%	62%	66%	63%	62%	67%	71%r	61%	66%	62%
NET: 4-6	744	54	522	136	60	684	468	166	201	247	65	514	230	357	385	235	334	118	326	389	345
	25%	16%	25%a	29%a	27%	24%	25%	23%	23%	21%	19%	23%	29%k	22%	27%m	26%	22%	19%	29%q	22%	28%s
NET: 1-3	154	20	103	27	17	137	97	35	39	45	17	121	33	94	59	58	72	31	60	99	51
	5%	6%	5%	6%	8%	5%	5%	5%	4%	4%	5%	5%	4%	6%	4%	6%	5%	5%	5%	6%	4%
Mean	7.17	7.60bc	7.13	7.04	6.82	7.20	7.15	7.31	7.34d	7.49	7.38	7.20	7.10	7.21	7.14	7.12	7.23	7.39r	6.99	7.28t	7.03
Standard Deviation	2.08	2.22	2.04	2.15	2.20	2.07	2.07	2.10	2.08	1.94	2.07	2.10	2.01	2.12	2.03	2.23	2.02	2.06	2.07	2.13	1.98

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 628

Q22a4 How important do you think it is, that ITV does this?
"It portrays my region my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK"

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	3028	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	3028	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	75	6	5	5	6	6	2	5	2	5	21	11	2
	2%	2%	3%	2%	2%	2%	1%	3%	2%	2%	5%	2%	3%
2	20	1	-	2	3	-	5	-	1	2	5	2	*
	1%	*	-	1%	1%	-	4%afl	-	1%	1%	1%	*	*
3	59	2	1	6	6	3	-	2	1	5	14	18	*
	2%	1%	1%	2%	2%	1%	-	1%	*	2%	4%	3%	*
4	128	4	5	11	20	8	11	8	1	17	15	26	2
	4%bi	1%	3%	4%	6%bi	3%	9%bi	4%	1%	7%bi	4%	5%bi	2%
5	277	17	8	16	23	33	11	26	13	27	40	58	5
	9%	6%	5%	6%	7%	12%	9%	15%b	8%	10%	10%	11%	6%
6	340	25	8	30	37	38	10	16	19	31	55	65	6
	11%	9%	5%	11%	11%	14%	8%	9%	13%m	12%	14%	12%	7%
7	537	49	30	42	56	51	27	32	28	34	76	100	12
	18%	18%	20%	16%	16%	19%	23%	18%	19%	13%	19%	19%	14%
8	675	66	33	70	80	62	28	48	27	62	75	108	17
	22%	25%	23%	26%	23%	23%	23%	27%	18%	24%	19%	20%	20%
9	335	34	19	31	40	30	8	16	23	25	37	58	14
	11%	13%	13%	12%	12%	11%	7%	9%	16%a	10%	9%	11%	16%ak
10 - Extremely important	406	55	34	39	51	33	10	17	25	29	33	57	23
	13%	20%afghjkl	23%akl	15%	15%	12%	8%	10%	17%k	11%	8%	11%	27%adefghijkl
Don't know	177	9	6	17	19	8	10	8	10	23	28	38	3
	6%	3%	4%	6%	6%	3%	8%	4%	6%	9%b	7%	7%	3%
SUMMARY: NET: 9-10	741	89	53	70	91	63	18	33	48	55	70	115	37
	24%	33%afghjkl	36%ghkl	26%	27%	23%	15%	19%	32%aghjkl	21%	18%	21%	43%abdefghijkl
NET: 7-10	1953	203	116	182	227	176	73	114	102	151	221	323	66
	64%k	76%aefghjkl	78%ajkl	68%k	66%	64%	60%	64%	69%kl	58%	55%	60%	78%aefghijkl
NET: 4-6	744	45	20	56	81	80	32	50	32	75	110	148	13
	25%bm	17%	14%	21%	24%	29%bcm	27%	28%bm	22%	29%bcm	28%bcm	28%bcm	15%
NET: 1-3	154	10	6	12	16	9	6	6	4	11	40	31	3
	5%	4%	4%	5%	5%	3%	5%	4%	3%	4%	10%abim	6%	4%
Mean	7.17k	7.68afghjkl	7.72gkl	7.38k	7.28k	7.15	6.76	7.03	7.56agjkl	7.03	6.63	6.98	7.91adefghijkl
Standard Deviation	2.08	1.97	2.08	2.00	2.08	1.94	2.08	1.97	1.90	2.07	2.27	2.05	2.08

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 629

Q22a5_1 How important do you think it is, that ITV does this?
"It shows well-made, high quality programmes"

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**43**	23	20	6	9	9	9	5	5	10	27	6	9	34	6	38	38	2	2	2
	1%	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*
2	**27**	19	7	2	6	3	2	5	8	7	13	7	2	25	7	20	24	2	*	1
	1%	*1%*	*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*3%*	*1%*	*1%*	*1%*	*	*1%*
3	**34**	17	17	3	9	7	5	4	5	8	14	13	3	31	4	30	28	4	1	1
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
4	**56**	37	19	15	9	5	12	7	8	8	34	14	12	43	15	41	47	6	2	1
	2%	*3%*	*1%*	*3%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*3%*	*2%*	***6%o***	*1%*	*2%*	*2%*	*1%*	*1%*
5	**238**	131	107	47	37	49	36	22	47	58	113	66	30	208	18	218	207	19	9	3
	8%	*9%*	*7%*	*10%*	*8%*	*9%*	*7%*	*6%*	*8%*	*8%*	*8%*	*8%*	*6%*	*8%*	*7%*	*8%*	***8%s***	*7%*	*6%*	*4%*
6	**319**	173	146	65	63	61	45	40	45	99	139	82	45	274	24	292	266	30	15	8
	11%	*12%*	*9%*	***14%h***	***13%h***	*11%*	*9%*	*10%*	*7%*	*13%*	*10%*	*10%*	*9%*	*11%*	*9%*	*11%*	*11%*	*11%*	*10%*	*9%*
7	**600**	297	302	84	110	101	94	79	132	142	288	169	96	504	49	546	506	52	27	15
	20%	*20%*	*19%*	*19%*	*23%*	*18%*	*19%*	*20%*	*21%*	*19%*	*20%*	*21%*	*19%*	*20%*	*19%*	*20%*	*20%*	*19%*	*18%*	*18%*
8	**760**	358	402	112	107	153	125	111	152	186	366	207	125	635	55	700	632	67	38	23
	25%	*24%*	*26%*	*25%*	*22%*	*27%*	*25%*	*28%*	*25%*	*24%*	*25%*	*26%*	*25%*	*25%*	*21%*	*26%*	*25%*	*25%*	*25%*	*27%*
9	**417**	189	228	58	70	75	74	42	97	108	208	100	70	347	28	385	342	35	27	13
	14%	*13%*	*15%*	*13%*	*14%*	*13%*	*15%*	*10%*	*16%*	*14%*	*14%*	*12%*	*14%*	*14%*	*11%*	*14%*	*14%*	*13%*	*18%*	*15%*
10 - Extremely important	**437**	175	261	56	51	95	82	69	83	111	201	125	86	351	51	382	357	42	21	16
	14%	*12%*	***17%a***	*12%*	*11%*	*17%*	*17%*	*17%*	*14%*	*14%*	*14%*	*15%*	*17%*	*14%*	*19%*	*14%*	*14%*	*16%*	*14%*	***19%p***
Don't know	**98**	52	45	5	15	10	13	18	37	28	48	21	20	78	6	90	82	7	6	2
	3%	*4%*	*3%*	*1%*	*3%*	*2%*	*3%*	*4%*	***6%ce***	*4%*	*3%*	*3%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	*4%*	*2%*
SUMMARY:																				
NET: 9-10	**854**	364	489	114	121	171	156	111	181	219	409	225	156	697	78	767	698	77	48	30
	28%	*25%*	***31%a***	*25%*	*25%*	*30%*	*31%*	*28%*	*29%*	*29%*	*28%*	*28%*	*31%*	*28%*	*30%*	*28%*	*28%*	*29%*	*32%*	***35%p***
NET: 7-10	**2213**	1020	1193	310	337	425	375	301	464	548	1063	602	377	1836	182	2013	1836	195	113	68
	73%	*69%*	***77%a***	*68%*	*70%*	*75%*	*75%*	*75%*	*75%*	*72%*	*73%*	*74%*	*76%*	*73%*	*70%*	*73%*	*73%*	*73%*	*76%*	***80%p***
NET: 4-6	**613**	341	272	127	108	115	93	69	100	165	286	162	88	525	57	551	520	55	26	12
	20%	***23%b***	*17%*	***28%fgh***	*22%*	*20%*	*19%*	*17%*	*16%*	*22%*	*20%*	*20%*	*18%*	*21%*	*22%*	*20%*	***21%s***	*21%*	*17%*	*14%*
NET: 1-3	**104**	60	44	12	25	20	16	15	17	24	53	27	14	90	16	88	90	8	3	3
	3%	*4%*	*3%*	*3%*	*5%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*6%*	*3%*	*4%*	*3%*	*2%*	*4%*
Mean	**7.48**	7.29	7.66a	7.29	7.24	7.56	7.58	7.58	7.60d	7.50	7.45	7.51	7.63	7.45	7.30	7.50	7.45	7.53	7.71	7.77p
Standard Deviation	**1.87**	1.92	1.81	1.85	1.93	1.88	1.90	1.87	1.77	1.84	1.91	1.82	1.88	1.87	2.23	1.83	1.88	1.83	1.74	1.89

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 630

Q22a5_1 How important do you think it is, that ITV does this?
"It shows well-made, high quality programmes"

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**43**	3	31	7	5	39	27	12	12	8	6	32	12	24	20	22	17	12	13	25	17
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*
2	**27**	5	11	11	2	25	19	3	3	4	2	24	3	19	8	6	16	3	15	14	12
	1%	*1%*	*1%*	**2%b**	*1%*	*1%*	*1%*	*	*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
3	**34**	3	20	10	2	32	21	10	11	8	8	21	14	12	22	3	20	5	14	17	17
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*
4	**56**	2	37	14	1	55	37	13	19	17	2	42	14	28	27	19	18	14	18	35	18
	2%	*	*2%*	*3%*	*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*
5	**238**	17	170	34	28	210	146	58	62	63	10	152	86	115	123	56	125	41	99	124	109
	8%	*5%*	*8%*	*7%*	*13%*	*7%*	*8%*	*8%*	*7%*	*5%*	*3%*	*7%*	**11%k**	*7%*	*9%*	*6%*	*8%*	*7%*	*9%*	*7%*	*9%*
6	**319**	28	226	55	25	295	208	67	81	106	40	229	91	167	152	100	163	57	133	156	158
	11%	*9%*	*11%*	*12%*	*11%*	*10%*	*11%*	*9%*	*9%*	*9%*	*12%*	*10%*	*11%*	*10%*	*11%*	*11%*	*11%*	*9%*	*12%*	*9%*	**13%s**
7	**600**	52	443	79	46	554	380	130	162	241	63	453	147	325	269	172	327	106	237	330	266
	20%	*16%*	*21%*	*17%*	*21%*	*20%*	*20%*	*18%*	*18%*	*20%*	*19%*	*20%*	*18%*	*20%*	*19%*	*19%*	*22%*	*17%*	*21%*	*19%*	*22%*
8	**760**	75	543	113	48	712	486	184	214	353	90	575	185	420	336	220	386	174	280	464	287
	25%	*23%*	*26%*	*24%*	*22%*	*25%*	*26%*	*25%*	*24%*	*30%*	*27%*	*26%*	*23%*	*26%*	*24%*	*24%*	*26%*	*29%*	*25%*	*26%*	*24%*
9	**417**	54	293	56	19	398	250	119	145	189	44	291	125	218	198	131	183	87	151	253	153
	14%	*16%*	*14%*	*12%*	*9%*	*14%*	*13%*	*16%*	*16%*	*16%*	*13%*	*13%*	*16%*	*14%*	*14%*	*14%*	*12%*	*14%*	*13%*	*14%*	*13%*
10 - Extremely important	**437**	89	256	67	30	407	267	112	138	191	58	336	101	241	196	161	189	99	147	291	139
	14%	**27%bc**	*12%*	*14%*	*14%*	*14%*	*14%*	*15%*	*16%*	*16%*	*17%*	*15%*	*12%*	*15%*	*14%*	**17%p**	*13%*	*16%*	*13%*	**16%t**	*11%*
Don't know	**98**	4	64	20	16	82	48	28	32	6	13	68	30	40	57	28	46	12	33	55	41
	3%	*1%*	*3%*	*4%*	**7%ef**	*3%*	*3%*	*4%*	*4%*	*1%*	**4%i**	*3%*	*4%*	*2%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*
SUMMARY: NET: 9-10	**854**	143	549	123	49	804	517	231	282	380	103	627	226	459	394	292	373	187	298	544	292
	28%	**43%bc**	*26%*	*26%*	*22%*	*29%*	*27%*	*31%*	*32%*	*32%*	*30%*	*28%*	*28%*	*29%*	*28%*	**32%p**	*25%*	*31%*	*26%*	**31%t**	*24%*
NET: 7-10	**2213**	269	1535	315	143	2070	1384	545	659	974	256	1655	558	1204	1000	684	1086	466	815	1338	845
	73%	**81%c**	*73%*	*68%*	*65%*	*74%*	*73%*	*74%*	*75%*	*82%*	*76%*	*75%*	*69%*	*75%*	*71%*	*74%*	*73%*	*76%*	*72%*	**76%t**	*69%*
NET: 4-6	**613**	47	433	103	54	560	391	139	162	186	52	422	191	310	302	176	305	112	250	315	286
	20%	*14%*	*21%*	*22%*	*24%*	*20%*	*21%*	*19%*	*18%*	*16%*	*15%*	*19%*	*24%*	*19%*	*21%*	*19%*	*20%*	*18%*	*22%*	*18%*	**23%s**
NET: 1-3	**104**	11	62	28	8	96	67	24	26	20	16	76	28	55	50	32	53	20	42	56	46
	3%	*3%*	*3%*	**6%b**	*4%*	*3%*	*4%*	*3%*	*3%*	*2%*	**5%i**	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*
Mean	**7.48**	**7.99bc**	7.44	7.28	7.25	7.50	7.45	7.58	7.62	7.78	7.65	7.52	7.38	7.52	7.44	7.58	7.41	7.60	7.39	**7.61t**	7.29
Standard Deviation	**1.87**	1.89	1.80	2.07	1.93	1.86	1.87	1.87	1.85	1.63	1.88	1.86	1.88	1.86	1.88	1.95	1.81	1.89	1.85	1.86	1.84

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 631

Q22a5_1 How important do you think it is, that ITV does this?
"It shows well-made, high quality programmes"

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	3028	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	3028	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	43	2	-	3	5	3	2	3	2	5	13	4	2
	1%	1%	-	1%	1%	1%	1%	2%	1%	2%	3%	1%	2%
2	27	2	3	3	-	3	2	3	*	2	7	2	1
	1%	1%	2%	1%	-	1%	1%	2%	*	1%	2%	*	1%
3	34	4	2	3	5	2	-	3	1	3	3	8	1
	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%
4	56	6	2	6	3	5	2	3	2	2	12	14	1
	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	3%	3%	1%
5	238	19	8	20	28	17	5	23	9	23	26	57	3
	8%m	7%	5%	8%	8%	6%	4%	13%m	6%	9%	6%	10%m	4%
6	319	30	9	26	36	25	8	23	15	34	58	46	8
	11%	11%	6%	10%	10%	9%	7%	13%	10%	13%	15%	8%	9%
7	600	52	34	43	52	69	34	33	27	49	75	115	15
	20%	19%	23%	16%	15%	25%	28%	19%	18%	19%	19%	21%	18%
8	760	67	34	68	89	71	26	42	38	64	92	146	23
	25%	25%	23%	26%	26%	26%	22%	23%	25%	24%	23%	27%	27%
9	417	35	26	42	59	38	16	19	27	30	44	67	13
	14%	13%	18%	16%	17%	14%	13%	11%	18%k	12%	11%	12%	15%
10 - Extremely important	437	42	29	43	53	40	18	20	21	32	57	63	16
	14%	16%	20%	16%	15%	15%	15%	11%	14%	12%	14%	12%	19%al
Don't know	98	7	2	7	13	-	9	5	6	16	13	18	2
	3%	3%f	1%	3%	4%	-	8%f	3%	4%f	6%f	3%	3%	2%f
SUMMARY:													
NET: 9-10	854	77	56	85	111	78	34	40	48	63	102	130	30
	28%	29%	38%l	32%	33%	29%	28%	22%	32%l	24%	25%	24%	35%ahjkl
NET: 7-10	2213	195	124	197	253	218	94	115	113	176	269	391	68
	73%	73%	83%hjk	74%	74%	80%hjk	77%	64%	76%	68%	67%	73%	80%ahjk
NET: 4-6	613	55	19	53	67	46	15	49	26	59	95	116	12
	20%m	21%	13%	20%	20%	17%	12%	27%cm	17%	23%	24%m	21%	14%
NET: 1-3	104	8	4	9	9	8	3	10	3	10	23	14	3
	3%	3%	3%	3%	3%	3%	2%	5%	2%	4%	6%	3%	4%
Mean	7.48	7.53	7.85h	7.58	7.66	7.56	7.64	7.09	7.71hk	7.35	7.22	7.39	7.77ahkl
Standard Deviation	1.87	1.83	1.76	1.91	1.81	1.77	1.75	2.00	1.74	1.87	2.10	1.77	1.89

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 632

Q22a5_2 How important do you think it is, that Channel 5 does this?
"It shows well-made, high quality programmes"

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**119**	68	51	12	21	20	20	17	29	27	59	33	19	100	13	105	99	10	7	3
	4%	*5%*	*3%*	*3%*	*4%*	*3%*	*4%*	*4%*	*5%*	*3%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*5%*	*4%*
2	**49**	30	19	3	10	8	13	5	10	12	31	6	6	44	5	44	44	4	*	2
	2%	*2%*	*1%*	*1%*	*2%*	*1%*	*3%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*	**2%r**
3	**85**	42	44	6	18	19	18	9	16	25	37	24	11	74	3	81	76	6	2	1
	3%	*3%*	*3%*	*1%*	*4%*	*3%*	*4%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*1%*	*3%*	*3%*	*2%*	*2%*	*1%*
4	**100**	52	48	28	15	16	19	11	11	31	42	26	13	87	15	84	82	10	4	3
	3%	*4%*	*3%*	**6%h**	*3%*	*3%*	*4%*	*3%*	*2%*	*4%*	*3%*	*3%*	*3%*	*3%*	*6%*	*3%*	*3%*	*4%*	*3%*	*4%*
5	**356**	188	167	55	67	70	53	41	69	97	171	88	51	305	27	327	301	32	15	7
	12%	*13%*	*11%*	*12%*	*14%*	*12%*	*11%*	*10%*	*11%*	*13%*	*12%*	*11%*	*10%*	*12%*	*10%*	*12%*	*12%*	*12%*	*10%*	*8%*
6	**409**	185	225	79	74	83	50	52	72	100	190	120	70	339	29	376	335	43	21	10
	14%	*13%*	*14%*	**17%l**	*15%*	*15%*	*10%*	*13%*	*12%*	*13%*	*13%*	*15%*	*14%*	*13%*	*11%*	*14%*	*13%*	*16%*	*14%*	*12%*
7	**496**	263	233	67	80	103	81	65	100	124	221	151	83	413	42	450	404	47	29	16
	16%	*18%*	*15%*	*15%*	*17%*	*18%*	*16%*	*16%*	*16%*	*16%*	*15%*	*19%*	*17%*	*16%*	*16%*	*16%*	*16%*	*18%*	*20%*	*18%*
8	**524**	242	282	82	80	101	87	74	99	126	270	127	87	437	42	478	445	37	27	15
	17%	*16%*	*18%*	*18%*	*17%*	*18%*	*17%*	*18%*	*16%*	*17%*	*19%*	*16%*	*17%*	*17%*	*16%*	*17%*	*18%*	*14%*	*18%*	*18%*
9	**262**	124	138	51	46	41	41	24	59	72	117	73	45	216	19	242	217	24	14	7
	9%	*8%*	*9%*	*11%*	*9%*	*7%*	*8%*	*6%*	*10%*	*9%*	*8%*	*9%*	*9%*	*9%*	*7%*	*9%*	*9%*	*9%*	*9%*	*8%*
10 - Extremely important	**313**	129	184	47	35	68	54	50	60	75	148	90	62	251	41	268	257	29	16	12
	10%	*9%*	*12%*	*10%*	*7%*	*12%*	*11%*	*12%*	*10%*	*10%*	*10%*	*11%*	*13%*	*10%*	*16%*	*10%*	*10%*	*11%*	*11%*	*14%*
Don't know	**315**	152	163	24	38	41	62	56	94	77	164	74	51	264	26	286	269	24	13	9
	10%	*10%*	*11%*	*5%*	*8%*	*7%*	**12%c**	**14%ce**	**15%cde**	*10%*	*11%*	*9%*	*10%*	*10%*	*10%*	*10%*	*11%*	*9%*	*9%*	*11%*
SUMMARY:																				
NET: 9-10	**575**	253	322	98	81	109	94	74	119	147	265	163	108	467	60	510	474	53	30	18
	19%	*17%*	*21%*	*21%*	*17%*	*19%*	*19%*	*18%*	*19%*	*19%*	*18%*	*20%*	*22%*	*18%*	*23%*	*19%*	*19%*	*20%*	*20%*	*22%*
NET: 7-10	**1595**	757	838	247	242	313	262	213	318	397	757	441	278	1317	143	1439	1323	138	85	49
	53%	*51%*	*54%*	*54%*	*50%*	*55%*	*53%*	*53%*	*51%*	*52%*	*52%*	*54%*	*56%*	*52%*	*55%*	*52%*	*52%*	*52%*	*58%*	*58%*
NET: 4-6	**865**	424	440	161	157	169	122	104	152	228	402	234	134	730	71	787	718	85	40	21
	29%	*29%*	*28%*	**35%fgh**	*32%*	*30%*	*25%*	*26%*	*25%*	*30%*	*28%*	*29%*	*27%*	*29%*	*27%*	*29%*	*28%*	*32%*	*27%*	*24%*
NET: 1-3	**253**	140	114	22	49	47	51	31	54	64	128	62	35	218	21	230	219	19	10	6
	8%	*9%*	*7%*	*5%*	**10%c**	*8%*	**10%c**	*8%*	*9%*	*8%*	*9%*	*8%*	*7%*	*9%*	*8%*	*8%*	*9%*	*7%*	*7%*	*7%*
Mean	**6.73**	6.57	**6.88a**	6.86	6.50	6.78	6.67	6.84	6.75	6.69	6.71	6.79	6.93	6.69	6.82	6.72	6.71	6.73	6.88	6.96
Standard Deviation	**2.26**	2.29	2.21	2.08	2.24	2.21	2.38	2.28	2.32	2.24	2.29	2.21	2.22	2.26	2.43	2.24	2.26	2.21	2.18	2.28

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 633

Q22a5_2 How important do you think it is, that Channel 5 does this?
"It shows well-made, high quality programmes"

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**119**	12	74	24	11	108	66	33	38	35	13	93	26	65	52	44	54	25	39	79	38
	4%	*4%*	*4%*	*5%*	*5%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	*4%*	*5%*	*4%*	*4%*	*3%*	*4%*	*3%*
2	**49**	5	34	10	2	48	34	9	12	16	4	43	6	27	22	17	28	13	20	31	18
	2%	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*
3	**85**	16	52	17	4	81	50	27	28	34	8	59	26	40	44	29	36	24	25	51	31
	3%	*5%*	*3%*	*4%*	*2%*	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*4%*	*2%*	*3%*	*3%*
4	**100**	7	71	21	8	91	73	14	19	27	8	73	27	50	50	36	46	18	52	59	41
	3%	*2%*	*3%*	*5%*	*4%*	*3%*	*4%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*5%*	*3%*	*3%*
5	**356**	33	268	38	28	327	238	77	87	155	27	250	105	188	166	101	172	66	154	193	156
	12%	*10%*	*13%*	*8%*	*13%*	*12%*	*13%*	*10%*	*10%*	*13%*	*8%*	*11%*	*13%*	*12%*	*12%*	*11%*	*12%*	*11%*	*13%*	*11%*	*13%*
6	**409**	37	293	63	28	381	256	99	117	171	41	300	109	225	183	125	201	65	170	219	181
	14%	*11%*	*14%*	*14%*	*13%*	*14%*	*14%*	*13%*	*13%*	*14%*	*12%*	*14%*	*14%*	*14%*	*13%*	*14%*	*14%*	*11%*	*15%*	*12%*	*15%*
7	**496**	44	350	78	37	459	324	104	131	208	70	368	128	268	228	124	275	100	192	264	230
	16%	*13%*	*17%*	*17%*	*17%*	*16%*	*17%*	*14%*	*15%*	*18%*	*21%*	*17%*	*16%*	*17%*	*16%*	*13%*	**18%o**	*16%*	*17%*	*15%*	*19%*
8	**524**	50	379	77	29	495	326	132	162	210	66	381	143	278	244	159	266	121	179	311	203
	17%	*15%*	*18%*	*17%*	*13%*	*18%*	*17%*	*18%*	*18%*	*18%*	*20%*	*17%*	*18%*	*17%*	*17%*	*17%*	*18%*	*20%*	*16%*	*18%*	*17%*
9	**262**	30	184	38	20	242	163	65	78	97	30	189	73	145	117	84	120	51	106	158	101
	9%	*9%*	*9%*	*8%*	*9%*	*9%*	*9%*	*9%*	*9%*	*8%*	*9%*	*8%*	*9%*	*9%*	*8%*	*9%*	*8%*	*8%*	*9%*	*9%*	*8%*
10 - Extremely important	**313**	61	182	57	19	295	182	91	110	125	56	237	77	156	156	121	129	68	96	206	102
	10%	**18%b**	*9%*	*12%*	*8%*	*11%*	*10%*	*12%*	*12%*	*11%*	*17%*	*11%*	*10%*	*10%*	*11%*	**13%p**	*9%*	*11%*	*8%*	*12%*	*8%*
Don't know	**315**	37	205	43	34	281	178	86	97	108	15	228	87	166	146	80	160	59	107	193	117
	10%	*11%*	*10%*	*9%*	*16%*	*10%*	*9%*	*12%*	*11%*	*9%*	*4%*	*10%*	*11%*	*10%*	*10%*	*9%*	*11%*	*10%*	*9%*	*11%*	*10%*
SUMMARY: NET: 9-10	**575**	91	366	95	38	537	345	156	187	222	85	425	150	301	273	205	249	119	202	364	203
	19%	**28%b**	*17%*	*20%*	*17%*	*19%*	*18%*	*21%*	*21%*	*19%*	*25%*	*19%*	*19%*	*19%*	*19%*	**22%p**	*17%*	*20%*	*18%*	*21%*	*17%*
NET: 7-10	**1595**	185	1095	250	104	1491	995	392	480	640	221	1174	421	847	745	488	791	340	573	939	636
	53%	*56%*	*52%*	*54%*	*47%*	*53%*	*53%*	*53%*	*55%*	*54%*	**66%i**	*53%*	*52%*	*53%*	*53%*	*53%*	*53%*	*56%*	*50%*	*53%*	*52%*
NET: 4-6	**865**	77	632	122	65	800	567	189	223	352	76	624	241	463	399	261	420	150	375	471	377
	29%	*23%*	*30%*	*26%*	*29%*	*28%*	*30%*	*26%*	*25%*	*30%*	*22%*	*28%*	*30%*	*29%*	*28%*	*28%*	*28%*	*25%*	**33%q**	*27%*	*31%*
NET: 1-3	**253**	32	161	50	17	236	150	69	79	85	25	195	58	132	118	91	119	62	84	161	87
	8%	*10%*	*8%*	*11%*	*8%*	*8%*	*8%*	*9%*	*9%*	*7%*	*8%*	*9%*	*7%*	*8%*	*8%*	*10%*	*8%*	*10%*	*7%*	*9%*	*7%*
Mean	**6.73**	7.05	6.69	6.67	6.58	6.74	6.70	6.83	6.86	6.81	7.13	6.72	6.76	6.72	6.75	6.75	6.70	6.75	6.63	6.76	6.69
Standard Deviation	**2.26**	2.43	2.18	2.42	2.29	2.25	2.21	2.34	2.33	2.14	2.24	2.29	2.16	2.24	2.26	2.41	2.18	2.34	2.17	2.35	2.11

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

* = Less than .5

J20427 PSB Tracker 2013

Table 634

Q22a5_2 How important do you think it is, that Channel 5 does this?
"It shows well-made, high quality programmes"

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**119**	10	11	14	11	9	3	8	7	11	21	10	3
	4%	*4%*	**7%l**	*5%*	*3%*	*3%*	*3%*	*4%*	*5%*	*4%*	*5%*	*2%*	*4%*
2	**49**	4	5	3	5	5	2	8	*	5	7	6	2
	2%	*1%*	*3%*	*1%*	*1%*	*2%*	*1%*	*4%*	*	*2%*	*2%*	*1%*	**2%i**
3	**85**	6	8	6	12	6	-	5	2	11	11	17	1
	3%	*2%*	*5%*	*2%*	*4%*	*2%*	-	*3%*	*2%*	*4%*	*3%*	*3%*	*1%*
4	**100**	10	3	6	5	6	2	7	4	6	23	24	3
	3%	*4%*	*2%*	*2%*	*1%*	*2%*	*1%*	*4%*	*3%*	*2%*	*6%*	*5%*	*4%*
5	**356**	32	11	23	51	25	16	21	15	34	37	84	7
	12%	*12%*	*7%*	*9%*	*15%*	*9%*	*14%*	*12%*	*10%*	*13%*	*9%*	**16%m**	*8%*
6	**409**	43	26	45	42	31	16	20	21	38	43	74	10
	14%	*16%*	*18%*	*17%*	*12%*	*11%*	*14%*	*11%*	*14%*	*14%*	*11%*	*14%*	*12%*
7	**496**	47	14	42	42	58	27	29	29	39	66	88	16
	16%	*18%*	*10%*	*16%*	*12%*	*21%*	*22%*	*16%*	*20%*	*15%*	*16%*	*16%*	*18%*
8	**524**	37	20	48	57	46	24	37	27	44	70	99	15
	17%	*14%*	*14%*	*18%*	*17%*	*17%*	*20%*	*21%*	*18%*	*17%*	*17%*	*18%*	*18%*
9	**262**	24	14	27	30	28	11	14	14	26	28	38	7
	9%	*9%*	*9%*	*10%*	*9%*	*10%*	*9%*	*8%*	*9%*	*10%*	*7%*	*7%*	*8%*
10 - Extremely important	**313**	29	25	26	38	36	7	14	16	23	45	44	12
	10%	*11%*	*17%*	*10%*	*11%*	*13%*	*5%*	*8%*	*11%*	*9%*	*11%*	*8%*	**14%l**
Don't know	**315**	24	12	26	50	21	13	16	13	25	50	56	9
	10%	*9%*	*8%*	*10%*	*15%*	*8%*	*10%*	*9%*	*9%*	*9%*	*12%*	*10%*	*11%*
SUMMARY:													
NET: 9-10	**575**	53	39	53	68	64	18	29	30	49	73	82	18
	19%	*20%*	*26%*	*20%*	*20%*	*24%*	*15%*	*16%*	*20%*	*19%*	*18%*	*15%*	*22%*
NET: 7-10	**1595**	138	73	143	167	169	69	94	85	131	209	268	49
	53%	*52%*	*49%*	*54%*	*49%*	**62%l**	*57%*	*53%*	*58%*	*50%*	*52%*	*50%*	*58%*
NET: 4-6	**865**	85	40	74	97	62	35	48	40	78	103	182	21
	29%	*32%*	*27%*	*28%*	*28%*	*23%*	*29%*	*27%*	*27%*	*30%*	*26%*	**34%fm**	*24%*
NET: 1-3	**253**	19	23	23	28	20	5	21	10	27	39	33	6
	8%	*7%*	**16%l**	*9%*	*8%*	*7%*	*4%*	*12%*	*7%*	*10%*	*10%*	*6%*	*7%*
Mean	**6.73**	6.73	6.61	6.78	6.78	7.03	6.87	6.50	6.88	6.60	6.64	6.65	6.96
Standard Deviation	**2.26**	2.21	2.72	2.29	2.27	2.22	1.87	2.37	2.18	2.30	2.41	2.04	2.28

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 635

Q22a6 How important do you think it is, that ITV does this?
"Its regional news programmes provide a wide range of good quality news about my area"

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	**57**	33	24	5	13	7	14	9	9	15	28	14	10	47	8	49	49	4	3	2
	2%	*2%*	*2%*	*1%*	*3%*	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	*3%*
2	**25**	12	13	2	5	3	6	5	4	6	13	6	7	18	2	23	23	2	-	-
	1%	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-
3	**39**	21	18	10	11	5	5	3	5	11	24	4	6	33	3	36	36	2	*	*
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*
4	**79**	32	47	24	15	13	16	7	6	18	42	19	13	66	15	65	71	4	4	1
	3%	*2%*	*3%*	*5%h*	*3%*	*2%*	*3%*	*2%*	*1%*	*2%*	*3%*	*2%*	*3%*	*3%*	*6%*	*2%*	*3%*	*2%*	*2%*	*1%*
5	**241**	126	115	53	42	48	35	30	33	58	125	58	33	208	23	216	210	16	10	6
	8%	*9%*	*7%*	*12%h*	*9%*	*8%*	*7%*	*8%*	*5%*	*8%*	*9%*	*7%*	*7%*	*8%*	*9%*	*8%*	*8%*	*6%*	*6%*	*7%*
6	**315**	159	156	75	57	53	49	37	45	107	127	81	35	280	22	292	266	28	16	6
	10%	*11%*	*10%*	*16%egh*	*12%*	*9%*	*10%*	*9%*	*7%*	*14%j*	*9%*	*10%*	*7%*	*11%*	*8%*	*11%*	*11%*	*10%*	*11%*	*7%*
7	**534**	275	259	85	104	100	78	64	103	122	246	166	87	447	46	484	451	43	27	13
	18%	*19%*	*17%*	*19%*	*21%*	*18%*	*16%*	*16%*	*17%*	*16%*	*17%*	*20%*	*17%*	*18%*	*18%*	*18%*	*18%*	*16%*	*18%*	*16%*
8	**715**	357	357	95	100	139	108	91	183	170	364	180	110	604	54	649	597	64	33	20
	24%	*24%*	*23%*	*21%*	*21%*	*24%*	*22%*	*23%*	*30%cd*	*22%*	*25%*	*22%*	*22%*	*24%*	*21%*	*24%*	*24%*	*24%*	*22%*	*24%*
9	**379**	172	206	38	57	62	82	50	90	86	173	119	60	318	27	350	297	43	23	15
	13%	*12%*	*13%*	*8%*	*12%*	*11%*	*16%c*	*12%*	*15%c*	*11%*	*12%*	*15%*	*12%*	*13%*	*10%*	*13%*	*12%*	*16%p*	*16%*	*18%p*
10 - Extremely important	**491**	200	290	54	67	110	85	82	93	136	224	131	111	380	53	434	393	50	26	21
	16%	*14%*	*19%a*	*12%*	*14%*	*19%c*	*17%*	*20%c*	*15%*	*18%*	*15%*	*16%*	*22%m*	*15%*	*20%*	*16%*	*16%*	*19%*	*18%*	*24%p*
Don't know	**153**	85	68	15	15	31	21	25	48	35	84	34	26	126	8	143	135	10	7	1
	5%	*6%*	*4%*	*3%*	*3%*	*5%*	*4%*	*6%*	*8%cd*	*5%*	*6%*	*4%*	*5%*	*5%*	*3%*	*5%*	*5%s*	*4%*	*5%s*	*1%*
SUMMARY:																				
NET: 9-10	**869**	373	497	93	124	171	167	131	183	222	397	250	171	698	80	784	690	94	50	36
	29%	*25%*	*32%a*	*20%*	*26%*	*30%c*	*34%c*	*33%c*	*30%c*	*29%*	*27%*	*31%*	*34%m*	*28%*	*31%*	*29%*	*27%*	*35%p*	*34%p*	*42%pr*
NET: 7-10	**2118**	1005	1113	272	327	411	353	286	469	514	1008	596	368	1750	181	1917	1739	201	109	69
	70%	*68%*	*72%*	*60%*	*67%*	*72%c*	*71%c*	*71%c*	*76%cd*	*67%*	*69%*	*73%*	*74%*	*69%*	*69%*	*70%*	*69%*	*75%p*	*74%*	*81%pr*
NET: 4-6	**636**	318	318	151	114	114	99	75	83	184	294	158	81	555	60	573	546	48	29	12
	21%	*22%*	*20%*	*33%defgh*	*23%h*	*20%*	*20%*	*19%*	*13%*	*24%*	*20%*	*19%*	*16%*	*22%*	*23%*	*21%*	*22%s*	*18%*	*20%*	*15%*
NET: 1-3	**121**	66	55	17	29	15	25	17	18	32	65	24	23	98	13	108	108	8	3	2
	4%	*4%*	*4%*	*4%*	*6%*	*3%*	*5%*	*4%*	*3%*	*4%*	*4%*	*3%*	*5%*	*4%*	*5%*	*4%*	*4%*	*3%*	*2%*	*3%*
Mean	**7.45**	7.33	7.56a	7.01	7.17	7.61cd	7.48c	7.59c	7.73cd	7.42	7.40	7.55	7.64	7.41	7.34	7.45	7.38	7.74p	7.69p	7.93p
Standard Deviation	**1.99**	1.99	1.98	1.92	2.09	1.89	2.12	2.07	1.78	2.02	2.02	1.90	2.10	1.96	2.21	1.97	2.01	1.87	1.85	1.95

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 636

Q22a6 How important do you think it is, that ITV does this?
"Its regional news programmes provide a wide range of good quality news about my area"

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	3028	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	3028	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	57	5	37	11	8	49	32	18	18	17	6	41	16	26	31	23	27	9	22	32	22
	2%	1%	2%	2%	4%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
2	25	3	15	7	3	22	11	8	9	9	5	18	6	14	11	7	16	4	7	15	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	39	5	20	12	2	37	23	14	14	10	4	28	11	18	21	16	18	8	12	25	14
	1%	1%	1%	3%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
4	79	2	63	13	3	76	46	27	30	24	4	47	33	34	45	23	41	10	36	48	30
	3%	1%	3%	3%	2%	3%	2%	4%	3%	2%	1%	2%	4%	2%	3%	2%	3%	2%	3%	3%	2%
5	241	14	169	44	22	219	155	54	61	77	27	175	66	129	110	75	106	31	106	122	114
	8%	4%	8%	9%	10%	8%	8%	7%	7%	7%	8%	8%	8%	8%	8%	8%	7%	5%	9%q	7%	9%
6	315	22	231	46	20	295	197	77	93	115	27	219	96	162	152	96	150	50	140	160	151
	10%	7%	11%	10%	9%	11%	10%	11%	11%	10%	8%	10%	12%	10%	11%	10%	10%	8%	12%	9%	12%
7	534	45	384	84	52	482	332	118	142	193	65	384	150	270	263	148	278	93	210	273	257
	18%	14%	18%	18%	24%	17%	18%	16%	16%	16%	19%	17%	19%	17%	19%	16%	19%	15%	18%	15%	21%s
8	715	72	509	105	45	669	452	175	206	303	73	527	188	363	350	205	350	159	258	406	295
	24%	22%	24%	23%	21%	24%	24%	24%	23%	26%	22%	24%	23%	23%	25%	22%	23%	26%	23%	23%	24%
9	379	60	251	49	17	362	248	86	113	203	51	286	93	224	153	116	193	94	133	253	120
	13%	18%bc	12%	10%	8%	13%	13%	12%	13%	17%	15%	13%	12%	14%	11%	13%	13%	15%	12%	14%t	10%
10 - Extremely important	491	90	310	69	28	463	313	117	146	211	64	376	115	282	206	162	239	117	175	338	145
	16%	27%bc	15%	15%	13%	16%	17%	16%	17%	18%	19%	17%	14%	18%	15%	18%	16%	19%	15%	19%t	12%
Don't know	153	14	104	28	20	133	82	43	46	24	14	120	33	88	65	50	72	35	41	91	59
	5%	4%	5%	6%	9%	5%	4%	6%	5%	2%	4%	5%	4%	5%	5%	5%	5%	6%	4%	5%	5%
SUMMARY: NET: 9-10	869	150	561	117	44	825	560	203	259	414	115	661	208	506	360	277	431	211	308	591	265
	29%	45%bc	27%	25%	20%	29%	30%	28%	29%	35%	34%	30%	26%	31%n	26%	30%	29%	35%r	27%	34%t	22%
NET: 7-10	2118	266	1454	306	142	1976	1344	496	608	910	252	1573	545	1138	973	629	1059	463	776	1270	818
	70%	80%bc	69%	66%	64%	70%	71%	67%	69%	77%	75%	71%	68%	71%	69%	68%	71%	76%r	68%	72%	67%
NET: 4-6	636	38	464	103	46	590	398	158	184	216	58	441	195	325	308	194	297	91	281	330	296
	21%	12%	22%a	22%a	21%	21%	21%	21%	21%	18%	17%	20%	24%	20%	22%	21%	20%	15%	25%q	19%	24%s
NET: 1-3	121	13	72	29	13	108	66	39	41	36	14	88	33	58	63	46	61	21	41	72	45
	4%	4%	3%	6%	6%	4%	3%	5%	5%	3%	4%	4%	4%	4%	4%	5%	4%	3%	4%	4%	4%
Mean	7.45	8.08bc	7.40	7.21	7.07	7.47	7.50	7.34	7.43	7.70	7.63	7.51	7.28	7.55	7.33	7.42	7.46	7.78r	7.34	7.60t	7.23
Standard Deviation	1.99	1.92	1.94	2.13	2.12	1.98	1.94	2.11	2.06	1.87	1.98	1.98	2.00	1.97	2.01	2.10	1.98	1.89	1.97	2.03	1.89

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 637

Q22a6 How important do you think it is, that ITV does this?
"Its regional news programmes provide a wide range of good quality news about my area"

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	3028	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	3028	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	57	4	2	3	5	3	3	3	3	8	16	6	2
	2%	1%	1%	1%	1%	1%	3%	2%	2%	3%	4%	1%	3%
2	25	2	-	2	3	-	2	2	-	5	1	9	-
	1%	1%	-	1%	1%	-	1%	1%	-	2%	*	2%	-
3	39	2	3	2	2	5	2	2	*	5	9	8	*
	1%	1%	2%	1%	*	2%	1%	1%	*	2%	2%	1%	*
4	79	4	5	6	16	5	6	5	4	3	8	17	1
	3%	2%	3%	2%	5%	2%	5%	3%	2%	1%	2%	3%	1%
5	241	16	2	11	22	19	10	22	10	27	33	65	6
	8%	6%	1%	4%	6%	7%	8%	12%c	6%	10%c	8%	12%bcd	7%c
6	315	28	8	37	33	28	12	22	16	26	49	53	6
	10%	10%	5%	14%	10%	10%	10%	12%	11%	10%	12%	10%	7%
7	534	43	26	42	56	58	20	32	27	45	75	97	13
	18%	16%	18%	16%	16%	21%	16%	18%	18%	17%	19%	18%	16%
8	715	64	37	62	77	80	34	38	33	57	85	127	20
	24%	24%	25%	23%	23%	30%	28%	21%	22%	22%	21%	24%	24%
9	379	43	23	33	52	25	10	26	23	23	40	66	15
	13%	16%	15%	12%	15%	9%	8%	14%	16%	9%	10%	12%	18%afjk
10 - Extremely important	491	50	36	57	60	45	16	20	26	44	56	59	21
	16%	19%l	24%l	22%l	17%	16%	13%	11%	18%l	17%	14%	11%	24%ahkl
Don't know	153	10	8	12	17	5	8	8	7	17	27	33	1
	5%m	4%	5%	5%	5%	2%	7%	5%	5%m	7%m	7%m	6%m	1%
SUMMARY:													
NET: 9-10	869	94	59	90	112	70	26	46	50	68	95	124	36
	29%	35%akl	39%kl	34%l	33%	26%	21%	26%	34%kl	26%	24%	23%	42%afghijkl
NET: 7-10	2118	201	122	194	245	209	79	116	109	170	255	348	69
	70%	75%kl	82%ahjkl	73%	72%	77%kl	65%	65%	74%kl	65%	64%	64%	81%aeghijkl
NET: 4-6	636	48	14	54	70	51	28	48	29	56	90	135	12
	21%cm	18%	9%	20%	21%	19%	23%	27%cm	20%c	21%	23%c	25%cm	15%
NET: 1-3	121	8	5	6	9	8	6	6	3	18	27	23	2
	4%	3%	3%	2%	3%	3%	5%	4%	2%	7%	7%i	4%	3%
Mean	7.45	7.74ajkl	8.02aghjkl	7.74kl	7.58	7.55	7.16	7.22	7.69kl	7.23	7.13	7.17	7.93aghjkl
Standard Deviation	1.99	1.87	1.82	1.86	1.96	1.77	2.11	1.95	1.85	2.21	2.18	1.96	1.95

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

Q22a1 How important do you think it is, that these channels do this?

Base : All

	ITV	Channel 5
Unweighted Base	3028	3028
Weighted Base	3028	3028
Its programmes help me understand what's going on in the world today	7.20	6.30
It's news programmes are trustworthy	7.90	7.28
It shows high quality soaps or dramas made in the UK	6.73	-
It portrays my region/ nation fairly to the rest of the UK	7.17	-
It shows well-made, high quality programmes	7.48	6.73
Its regional news programmes provide a wide range of good quality news about my area	7.45	-

Q22a1 How important do you think it is, that these channels do this? SCORES OF 7-10

Base : All

	ITV	Channel 5
Unweighted Base	3028	3028
Weighted Base	3028	3028
It's programmes help me understand what's going on in the world today	2007 *66%*	1295 *43%*
It's news programmes are trustworthy	2310 *76%*	1789 *59%*
It shows high quality soaps or dramas made in the UK	1742 *58%*	- -
It portrays my region/ nation fairly to the rest of the UK	1953 *64%*	- -
It shows well-made, high quality programmes	2213 *73%*	1595 *53%*
Its regional news programmes provide a wide range of good quality news about my area	2118 *70%*	- -

J20427 PSB Tracker 2013

Table 640

Q23 Do you have access to the internet at home?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Yes	**2423**	1229	1194	387	425	511	429	322	348	692	1201	530	467	1956	225	2182	2028	212	112	71
	80%	**83%b**	*77%*	**85%h**	**88%gh**	**90%gh**	**86%h**	**80%h**	*56%*	**90%jk**	**83%k**	*65%*	**94%m**	*77%*	*86%*	*80%*	*80%*	*79%*	*76%*	**84%r**
No	**601**	242	359	67	60	58	68	81	266	74	246	281	32	569	37	556	497	54	36	14
	20%	*16%*	**23%a**	*15%*	*12%*	*10%*	*14%*	**20%de**	**43%cdefg**	*10%*	**17%i**	**35%ij**	*6%*	**23%l**	*14%*	*20%*	*20%*	*20%*	**24%s**	*16%*
Don't know	**4**	2	2	-	-	-	-	-	4	1	3	-	-	4	-	4	3	1	-	-
	*	*	*	-	-	-	-	-	*1%*	*	*	-	-	*	-	*	*	*	-	-

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 641

Q23 Do you have access to the internet at home?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Yes	**2423**	272	1680	373	129	2294	1620	546	641	952	269	2040	383	1470	947	920	1490	573	933	1551	843
	80%	*82%*	*80%*	*80%*	*59%*	**82%dgh**	**86%degh**	**74%d**	**73%d**	*80%*	*80%*	**92%l**	*47%*	**91%n**	*67%*	*100%*	*100%*	**94%r**	*82%*	**88%t**	*69%*
No	**601**	60	411	93	91	510	266	190	238	234	67	179	422	137	459	-	-	37	203	211	373
	20%	*18%*	*20%*	*20%*	**41%efgh**	**18%f**	*14%*	**26%ef**	**27%ef**	*20%*	*20%*	*8%*	**52%k**	*9%*	**33%m**	-	-	*6%*	**18%q**	*12%*	**31%s**
Don't know	**4**	-	3	-	-	4	4	-	-	-	-	2	2	2	2	-	-	-	4	2	2
	*	-	*	-	-	*	*	-	-	-	-	*	*	*	*	-	-	-	*	*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 642

Q23 Do you have access to the internet at home?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Yes	**2423**	212	106	207	285	210	98	142	112	209	321	449	71
	80%	*79%*	*72%*	*78%*	*83%*	*77%*	*81%*	*79%*	*76%*	*80%*	*80%*	**83%ci**	**84%l**
No	**601**	54	42	59	57	62	23	37	36	52	77	88	14
	20%	*20%*	**28%l**	*22%*	*17%*	*23%*	*19%*	*21%*	**24%lm**	*20%*	*19%*	*16%*	*16%*
Don't know	**4**	1	-	-	-	-	-	-	-	-	2	2	-
	*	*	-	-	-	-	-	-	-	-	*	*	-

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 643

Q25 Which of these methods does your household use to connect to the internet at home?

Base : All with internet access at home

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2417**	1207	1210	398	427	519	412	331	330	652	1217	548	485	1932	155	2249	1301	397	340	379
Weighted Base	**2423**	1229	1194	387	425	511	429	322	348	692	1201	530	467	1956	225	2182	2028	212	112	71
Ordinary phone line - dial-up access - not broadband	**149**	79	69	20	14	18	31	35	30	29	70	50	23	125	14	133	130	9	6	3
	6%	*6%*	*6%*	*5%*	*3%*	*4%*	*7%*	**11%de**	**9%de**	*4%*	*6%*	**10%i**	*5%*	*6%*	*6%*	*6%*	*6%*	*4%*	*5%*	*5%*
Fixed Broadband through a phone line or cable service - perhaps using a WiFi router	**2139**	1088	1051	344	388	463	378	275	292	622	1070	447	428	1711	198	1931	1783	188	104	64
	88%	*89%*	*88%*	*89%*	**91%h**	*90%*	*88%*	*85%*	*84%*	*90%*	*89%*	*84%*	*92%*	*87%*	*88%*	*88%*	*88%*	*89%*	*93%*	*90%*
Via a mobile phone	**502**	249	253	142	105	116	78	37	23	161	254	87	101	401	65	434	405	56	25	17
	21%	*20%*	*21%*	**37%defgh**	**25%gh**	**23%gh**	**18%h**	*12%*	*7%*	*23%*	*21%*	*16%*	*22%*	*20%*	*29%*	*20%*	*20%*	**26%p**	*22%*	*23%*
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in 3G connectivity in a laptop or another device	**254**	126	128	34	41	70	46	31	31	72	126	56	53	200	29	217	215	20	11	7
	10%	*10%*	*11%*	*9%*	*10%*	*14%*	*11%*	*10%*	*9%*	*10%*	*11%*	*11%*	*11%*	*10%*	*13%*	*10%*	*11%*	*10%*	*10%*	*10%*
ISDN line - mid speed access, allows you to make voice calls at the same time as using the Internet	**65**	38	28	5	6	18	17	9	10	16	36	14	20	45	6	60	57	5	3	1
	3%	*3%*	*2%*	*1%*	*2%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*1%*
Other	**14**	9	5	*	-	2	6	1	5	-	9	5	2	13	3	11	12	1	*	*
	1%	*1%*	*	*	-	*	*1%*	*	*1%*	-	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*
Don't know	**23**	5	18	2	*	7	1	2	11	6	9	8	4	20	2	22	21	1	1	*
	1%	*	*2%*	*	*	*1%*	*	*1%*	**3%df**	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 644

Q25 Which of these methods does your household use to connect to the internet at home?

Base : All with internet access at home

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2417**	244	1735	336	111	2306	1654	522	619	991	283	2014	403	1485	926	900	1504	541	1003	1519	860
Weighted Base	**2423**	272	1680	373	129*	2294	1620	546	641	952	269	2040	383	1470	947	920	1490	573	933	1551	843
Ordinary phone line - dial-up access - not broadband	**149**	24	86	32	24	125	91	27	32	59	20	114	35	75	72	59	88	26	57	87	60
	6%	*9%*	*5%*	*9%*	**18%efgh**	*5%*	*6%*	*5%*	*5%*	*6%*	*7%*	*6%*	*9%*	*5%*	*8%*	*6%*	*6%*	*5%*	*6%*	*6%*	*7%*
Fixed Broadband through a phone line or cable service - perhaps using a WiFi router	**2139**	228	1512	316	102	2036	1472	455	540	836	236	1847	292	1339	796	833	1294	539	836	1409	704
	88%	*84%*	*90%*	*85%*	*79%*	**89%dgh**	**91%dgh**	*83%*	*84%*	*88%*	*87%*	**91%l**	*76%*	**91%n**	*84%*	*91%*	*87%*	*94%*	*90%*	**91%t**	*83%*
Via a mobile phone	**502**	43	383	58	11	491	382	93	101	214	61	428	74	321	179	216	286	124	235	301	195
	21%	*16%*	**23%c**	*16%*	*9%*	**21%dh**	**24%dgh**	*17%*	*16%*	*22%*	*23%*	*21%*	*19%*	*22%*	*19%*	*23%*	*19%*	*22%*	*25%*	*19%*	*23%*
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in 3G connectivity in a laptop or another device	**254**	28	164	47	5	249	164	71	79	136	32	205	48	143	111	104	150	63	89	169	85
	10%	*10%*	*10%*	*13%*	*4%*	*11%*	*10%*	*13%*	*12%*	*14%*	*12%*	*10%*	*13%*	*10%*	*12%*	*11%*	*10%*	*11%*	*10%*	*11%*	*10%*
ISDN line - mid speed access, allows you to make voice calls at the same time as using the Internet	**65**	3	44	16	3	62	42	15	19	24	10	63	2	48	17	39	27	15	25	44	20
	3%	*1%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*4%*	*3%*	*1%*	*3%*	*2%*	**4%p**	*2%*	*3%*	*3%*	*3%*	*2%*
Other	**14**	2	9	3	2	13	8	4	4	4	2	9	5	7	5	4	8	2	5	9	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*
Don't know	**23**	5	8	11	-	23	12	8	10	10	5	12	11	9	13	2	21	2	5	7	16
	1%	*2%*	*	**3%b**	-	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	**3%k**	*1%*	*1%*	*	*1%*	*	*1%*	*	**2%s**

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 645

Q25 Which of these methods does your household use to connect to the internet at home?

Base : All with internet access at home

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2417**	397	69	133	184	135	61	88	340	134	201	296	379
Weighted Base	**2423**	212	106*	207	285	210	98*	142*	112	209	321	449	71
Ordinary phone line - dial-up access - not broadband	**149**	9	8	8	14	15	13	6	6	11	22	33	3
	6%	*4%*	*7%*	*4%*	*5%*	*7%*	*13%*	*4%*	*5%*	*5%*	*7%*	*7%*	*5%*
Fixed Broadband through a phone line or cable service - perhaps using a WiFi router	**2139**	188	99	180	251	192	87	130	104	179	276	388	64
	88%	*89%*	*93%*	*87%*	*88%*	*91%*	*89%*	*92%*	*93%*	*86%*	*86%*	*86%*	*90%*
Via a mobile phone	**502**	56	16	36	52	41	19	34	25	32	88	87	17
	21%	**26%j**	*15%*	*17%*	*18%*	*19%*	*20%*	*24%*	*22%*	*15%*	**27%j**	*19%*	*23%*
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in 3G connectivity in a laptop or another device	**254**	20	9	30	36	19	13	6	11	13	41	48	7
	10%	*10%*	*9%*	*14%*	*13%*	*9%*	*13%*	*4%*	*10%*	*6%*	*13%*	*11%*	*10%*
ISDN line - mid speed access, allows you to make voice calls at the same time as using the Internet	**65**	5	5	8	12	2	2	6	3	6	6	10	1
	3%	*2%*	*5%*	*4%*	*4%*	*1%*	*2%*	*4%*	*2%*	*3%*	*2%*	*2%*	*1%*
Other	**14**	1	-	2	3	-	-	2	*	3	2	2	*
	1%	*1%*	-	*1%*	*1%*	-	-	*1%*	*	*1%*	*	*	*1%*
Don't know	**23**	1	-	2	3	2	-	2	1	4	3	6	*
	1%	*1%*	-	*1%*	*1%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 646

Q27 How important is it that the BBC provides a website with high quality content that you can trust?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	3028	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	3028	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	122	74	48	11	14	14	17	19	47	24	46	52	16	106	11	109	105	9	5	3
	4%	5%	3%	2%	3%	2%	3%	5%	8%cdef	3%	3%	6%ij	3%	4%	4%	4%	4%	3%	4%	3%
2	25	9	16	5	4	3	2	6	7	5	10	10	1	25	2	24	22	-	2	1
	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	-	2%q	1%q
3	20	10	11	2	4	1	5	4	5	3	11	6	2	18	2	19	16	3	1	1
	1%	1%	1%	*	1%	*	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
4	33	20	13	5	11	4	7	5	*	6	20	6	7	26	5	28	30	2	1	1
	1%	1%	1%	1%	2%h	1%	1%	1%	*	1%	1%	1%	1%	1%	2%	1%	1%	1%	*	1%
5	146	65	81	15	10	38	36	16	31	33	78	35	25	121	7	139	123	14	5	4
	5%	4%	5%	3%	2%	7%d	7%d	4%	5%	4%	5%	4%	5%	5%	3%	5%	5%	5%	4%	4%
6	87	47	40	21	9	12	8	13	24	19	35	33	8	79	7	80	76	5	4	2
	3%	3%	3%	5%	2%	2%	2%	3%	4%	2%	2%	4%	2%	3%	3%	3%	3%	2%	3%	2%
7	165	86	80	33	28	34	18	28	23	53	65	47	23	143	16	146	132	18	11	5
	5%	6%	5%	7%	6%	6%	4%	7%	4%	7%	4%	6%	5%	6%	6%	5%	5%	7%	7%	6%
8	543	287	256	106	107	106	67	68	89	133	261	150	83	460	50	492	446	52	26	19
	18%	19%	16%	23%fh	22%fh	19%	14%	17%	14%	17%	18%	18%	17%	18%	19%	18%	18%	20%	18%	22%
9	533	266	267	94	99	95	110	54	79	150	270	112	80	453	44	485	443	48	28	13
	18%	18%	17%	21%h	20%h	17%	22%gh	13%	13%	20%k	19%	14%	16%	18%	17%	18%	18%	18%	19%	15%
10 - Extremely important	901	423	478	135	148	207	168	127	114	287	455	158	201	700	101	791	756	79	41	25
	30%	29%	31%	30%h	31%h	36%h	34%h	32%h	19%	38%k	31%k	20%	40%m	28%	39%o	29%	30%	30%	27%	30%
Don't know	453	187	266	27	50	57	59	62	198	52	199	202	54	400	17	429	381	37	24	12
	15%	13%	17%a	6%	10%	10%	12%c	15%c	32%cdefg	7%	14%i	25%ij	11%	16%	6%	16%n	15%	14%	16%	14%
SUMMARY:																				
NET: 9-10	1433	689	745	229	248	302	278	182	194	438	725	270	281	1152	145	1275	1200	127	69	38
	47%	47%	48%	50%h	51%h	53%h	56%gh	45%h	31%	57%jk	50%k	33%	56%m	46%	56%	47%	47%	48%	46%	45%
NET: 7-10	2142	1061	1081	369	383	443	364	278	306	623	1051	468	387	1755	212	1913	1777	196	106	62
	71%	72%	70%	81%gh	79%gh	78%gh	73%h	69%h	49%	81%jk	72%k	58%	78%m	69%	81%o	70%	70%	74%	71%	73%
NET: 4-6	266	132	134	42	30	53	51	34	56	58	133	74	40	226	18	247	228	21	10	6
	9%	9%	9%	9%	6%	9%	10%	8%	9%	8%	9%	9%	8%	9%	7%	9%	9%	8%	7%	7%
NET: 1-3	168	93	75	17	22	17	23	29	59	32	67	68	19	149	15	151	142	12	9	5
	6%	6%	5%	4%	4%	3%	5%	7%e	10%cdef	4%	5%	8%ij	4%	6%	6%	6%	6%	4%	6%	6%
Mean	8.12	8.03	8.22	8.26h	8.31h	8.40h	8.29h	7.99h	7.40	8.41k	8.23k	7.56	8.49m	8.05	8.33	8.10	8.11	8.22	8.12	8.15
Standard Deviation	2.32	2.39	2.25	1.99	2.10	2.03	2.26	2.50	2.88	2.10	2.22	2.65	2.13	2.35	2.27	2.32	2.34	2.15	2.29	2.24

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 647

Q27 How important is it that the BBC provides a website with high quality content that you can trust?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	3028	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	3028	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	122	19	76	22	17	105	70	23	36	50	22	69	53	54	68	12	62	18	48	67	50
	4%	6%	4%	5%	8%	4%	4%	3%	4%	4%	7%	3%	7%k	3%	5%	1%	4%o	3%	4%	4%	4%
2	25	*	18	6	3	22	11	10	12	12	2	18	7	13	12	11	5	5	6	17	9
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%
3	20	*	13	4	4	16	12	4	4	4	3	14	6	6	14	6	12	3	7	9	11
	1%	*	1%	1%	2%	1%	1%	1%	*	*	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%
4	33	-	24	3	5	28	23	5	5	15	1	22	11	15	18	12	18	5	16	17	15
	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
5	146	13	96	30	6	140	99	29	40	74	23	87	59	63	81	31	84	32	53	83	57
	5%	4%	5%	6%	3%	5%	5%	4%	5%	6%	7%	4%	7%k	4%	6%	3%	6%	5%	5%	5%	5%
6	87	9	56	12	5	82	56	20	25	32	8	73	14	53	34	37	42	12	42	55	32
	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	4%	3%	2%	4%	3%	3%
7	165	12	116	34	12	153	113	34	39	65	16	122	43	93	73	53	82	38	68	98	65
	5%	4%	6%	7%	6%	5%	6%	5%	4%	5%	5%	6%	5%	6%	5%	6%	5%	6%	6%	6%	5%
8	543	42	418	70	33	510	361	129	144	225	71	426	117	294	247	162	311	111	217	303	234
	18%	13%	20%a	15%	15%	18%	19%	17%	16%	19%	21%	19%	14%	18%	18%	18%	21%	18%	19%	17%	19%
9	533	54	389	69	25	507	336	136	159	209	39	404	129	313	217	171	288	105	209	303	225
	18%	16%	19%	15%	11%	18%	18%	18%	18%	18%	12%	18%	16%	19%	15%	19%	19%	17%	18%	17%	18%
10 - Extremely important	901	129	597	134	54	847	590	199	247	318	91	759	142	536	365	378	420	237	317	602	290
	30%	39%b	28%	29%	25%	30%	31%	27%	28%	27%	27%	34%l	18%	33%n	26%	41%p	28%	39%r	28%	34%t	24%
Don't know	453	54	291	81	56	397	221	148	169	182	60	226	227	169	280	48	166	46	156	209	231
	15%	16%	14%	17%	25%ef	14%	12%	20%ef	19%ef	15%	18%	10%	28%k	10%	20%m	5%	11%o	8%	14%q	12%	19%s
SUMMARY:																					
NET: 9-10	1433	183	986	203	80	1354	927	334	405	527	130	1163	271	849	581	548	708	342	526	906	515
	47%	55%c	47%	44%	36%	48%d	49%d	45%	46%	44%	39%	52%l	34%	53%n	41%	60%p	48%	56%r	46%	51%t	42%
NET: 7-10	2142	236	1519	308	125	2017	1400	497	588	817	217	1712	430	1235	901	763	1101	491	811	1306	813
	71%	71%	73%	66%	57%	72%d	74%dgh	68%	67%	69%	64%	77%l	53%	77%n	64%	83%p	74%	80%r	71%	74%t	67%
NET: 4-6	266	22	176	45	15	251	177	54	70	121	33	182	84	131	134	80	143	48	111	156	104
	9%	7%	8%	10%	7%	9%	9%	7%	8%	10%	10%	8%	10%	8%	9%	9%	10%	8%	10%	9%	9%
NET: 1-3	168	20	107	32	24	143	92	37	51	66	27	102	66	74	94	29	79	25	62	93	70
	6%	6%	5%	7%	11%efg	5%	5%	5%	6%	6%	8%	5%	8%k	5%	7%	3%	5%	4%	5%	5%	6%
Mean	8.12	8.38	8.15	7.92	7.50	8.17d	8.18d	8.19d	8.11	7.99	7.76	8.32l	7.45	8.31n	7.89	8.55p	8.09	8.42r	8.06	8.24	7.99
Standard Deviation	2.32	2.45	2.24	2.49	2.93	2.27	2.23	2.24	2.37	2.36	2.62	2.15	2.73	2.16	2.49	1.92	2.26	2.11	2.30	2.28	2.33

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 648

Q27 How important is it that the BBC provides a website with high quality content that you can trust?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	**122**	9	6	9	12	9	13	6	5	6	21	21	3
	4%	*3%*	*4%*	*3%*	*4%*	*3%*	***11%abj***	*3%*	*4%*	*2%*	*5%*	*4%*	*3%*
2	**25**	-	5	5	2	2	-	5	2	2	3	-	1
	1%	-	***3%bl***	*2%*	*	*1%*	-	***3%l***	***2%bl***	*1%*	*1%*	-	***1%bl***
3	**20**	3	2	4	-	2	2	-	1	2	5	-	1
	1%	*1%*	*1%*	*2%*	-	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	***1%el***
4	**33**	2	3	2	5	2	-	-	1	2	6	11	1
	1%	*1%*	*2%*	*1%*	*1%*	*1%*	-	-	*	*1%*	*2%*	*2%*	*1%*
5	**146**	14	9	17	23	16	2	-	5	15	16	25	4
	5%	***5%h***	***6%h***	***6%h***	***7%h***	*6%*	*1%*	-	***4%h***	***6%h***	*4%*	*5%*	***4%h***
6	**87**	5	6	6	5	5	5	3	4	13	11	23	2
	3%	*2%*	*4%*	*2%*	*1%*	*2%*	*4%*	*2%*	*3%*	*5%*	*3%*	*4%*	*2%*
7	**165**	18	3	12	20	16	8	13	11	8	27	24	5
	5%	*7%*	*2%*	*5%*	*6%*	*6%*	*7%*	*7%*	*7%*	*3%*	*7%*	*4%*	*6%*
8	**543**	52	28	40	56	48	16	37	26	53	77	90	19
	18%	*20%*	*19%*	*15%*	*16%*	*18%*	*13%*	*21%*	*18%*	*20%*	*19%*	*17%*	*22%*
9	**533**	48	18	44	61	41	27	39	28	53	70	88	13
	18%	*18%*	*12%*	*17%*	*18%*	*15%*	*22%*	*22%*	*19%*	*21%*	*18%*	*16%*	*15%*
10 - Extremely important	**901**	79	37	81	106	89	32	43	41	63	129	177	25
	30%	*30%*	*25%*	*30%*	*31%*	*33%*	*26%*	*24%*	*27%*	*24%*	*32%*	*33%*	*30%*
Don't know	**453**	37	31	46	53	45	16	32	24	43	34	80	12
	15%k	*14%*	***21%k***	***17%k***	*15%*	*16%*	*14%*	***18%k***	***16%k***	*17%*	*8%*	*15%*	*14%*
SUMMARY:													
NET: 9-10	**1433**	127	55	125	167	130	59	82	69	117	200	265	38
	47%	*48%*	*37%*	*47%*	*49%*	*48%*	*49%*	*46%*	*46%*	*45%*	*50%*	*49%*	*45%*
NET: 7-10	**2142**	196	86	177	243	194	83	132	106	178	304	380	62
	71%c	***74%c***	*58%*	*66%*	*71%*	*71%*	*69%*	*74%*	*71%*	*68%*	***76%c***	*70%*	***73%c***
NET: 4-6	**266**	21	19	25	32	22	6	3	10	30	33	58	6
	9%	*8%*	***13%h***	*9%*	*9%*	*8%*	*5%*	*2%*	*7%*	***11%h***	*8%*	***11%h***	***7%h***
NET: 1-3	**168**	12	12	18	14	12	15	11	9	10	29	21	5
	6%	*4%*	*8%*	*7%*	*4%*	*5%*	***12%l***	*6%*	*6%*	*4%*	*7%*	*4%*	*6%*
Mean	**8.12**	8.22	7.64	8.04	8.20	8.26	7.69	8.22	8.12	8.15	8.04	8.24	8.15
Standard Deviation	**2.32**	2.15	2.65	2.45	2.24	2.23	2.90	2.20	2.29	2.08	2.44	2.25	2.24

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 649

Q28 How important is it that Channel 4 provides websites with high quality content that you can trust?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	3028	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	3028	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
1 - Not at all important	178	114	64	15	25	21	31	25	61	39	74	65	22	156	20	155	153	15	6	4
	6%	8%b	4%	3%	5%	4%	6%	6%	10%ce	5%	5%	8%	4%	6%	8%	6%	6%	6%	4%	4%
2	44	25	19	5	6	6	7	13	8	13	21	11	6	39	-	44	39	2	3	2
	1%	2%	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	2%	-	2%	2%	1%	2%	2%
3	47	22	25	6	11	12	6	5	6	17	20	10	15	32	2	45	40	5	2	*
	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	3%	1%	1%	2%	2%	2%	1%	*
4	62	36	26	10	4	12	21	6	9	8	28	26	8	53	8	54	52	6	2	2
	2%	2%	2%	2%	1%	2%	4%d	1%	1%	1%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%
5	203	103	100	29	20	41	46	19	48	48	98	57	38	164	17	186	167	21	8	6
	7%	7%	6%	6%	4%	7%	9%d	5%	8%	6%	7%	7%	8%	6%	6%	7%	7%	8%	5%	7%
6	134	76	58	19	19	30	22	16	28	33	62	38	21	113	10	124	114	11	5	4
	4%	5%	4%	4%	4%	5%	4%	4%	4%	4%	4%	5%	4%	4%	4%	5%	5%	4%	3%	5%
7	257	117	140	63	54	61	23	33	24	88	113	56	35	222	25	227	210	21	16	11
	8%	8%	9%	14%fh	11%fh	11%fh	5%	8%	4%	11%k	8%	7%	7%	9%	10%	8%	8%	8%	10%	13%p
8	426	231	194	90	89	84	61	44	57	106	215	105	68	357	44	382	352	35	23	15
	14%	16%	13%	20%fgh	18%gh	15%h	12%	11%	9%	14%	15%	13%	14%	14%	17%	14%	14%	13%	16%	18%
9	328	157	172	62	67	53	56	35	54	97	171	61	44	284	26	300	269	32	19	8
	11%	11%	11%	14%	14%	9%	11%	9%	9%	13%k	12%k	7%	9%	11%	10%	11%	11%	12%	13%	9%
10 - Extremely important	594	252	342	107	87	129	98	88	84	178	296	120	128	466	80	510	497	53	27	17
	20%	17%	22%a	24%h	18%	23%h	20%	22%h	14%	23%k	20%k	15%	26%m	18%	31%o	19%	20%	20%	18%	21%
Don't know	755	339	416	47	103	119	127	119	240	140	353	262	114	641	29	715	636	66	37	16
	25%	23%	27%	10%	21%c	21%c	25%c	30%ce	39%cdef	18%	24%i	32%ij	23%	25%	11%	26%n	25%s	25%	25%	19%
SUMMARY:																				
NET: 9-10	922	409	514	169	155	182	154	123	138	275	467	181	172	751	106	809	766	85	46	25
	30%	28%	33%a	37%h	32%h	32%h	31%h	31%	22%	36%k	32%k	22%	34%	30%	41%o	30%	30%	32%	31%	29%
NET: 7-10	1605	757	848	322	297	328	238	200	219	468	795	342	275	1330	175	1418	1328	140	85	51
	53%	51%	55%	71%defgh	61%fgh	58%fh	48%h	50%h	35%	61%k	55%k	42%	55%	53%	67%o	52%	53%	53%	57%	60%p
NET: 4-6	399	216	183	59	43	83	88	41	84	89	188	122	67	331	35	364	333	38	15	12
	13%	15%	12%	13%	9%	15%	18%dg	10%	14%	12%	13%	15%	13%	13%	13%	13%	13%	14%	10%	14%
NET: 1-3	270	161	108	26	42	40	44	43	76	69	115	86	43	227	22	245	232	22	11	6
	9%	11%b	7%	6%	9%	7%	9%	11%	12%ce	9%	8%	11%	9%	9%	8%	9%	9%	8%	7%	7%
Mean	7.29	7.01	7.57a	7.71fh	7.50h	7.49h	7.13	7.26	6.56	7.50k	7.43k	6.77	7.52	7.24	7.61	7.26	7.27	7.32	7.51	7.44
Standard Deviation	2.71	2.82	2.56	2.27	2.51	2.48	2.82	2.91	3.16	2.60	2.63	2.92	2.66	2.72	2.70	2.70	2.73	2.68	2.51	2.46

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 650

Q28 How important is it that Channel 4 provides websites with high quality content that you can trust?

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
1 - Not at all important	**178**	26	108	31	18	160	108	38	53	70	30	119	59	90	88	40	86	35	69	105	68
	6%	*8%*	*5%*	*7%*	*8%*	*6%*	*6%*	*5%*	*6%*	*6%*	*9%*	*5%*	*7%*	*6%*	*6%*	*4%*	*6%*	*6%*	*6%*	*6%*	*6%*
2	**44**	2	33	6	5	39	24	14	15	20	5	39	5	28	17	22	17	12	9	35	10
	1%	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*
3	**47**	2	33	10	7	41	37	4	4	13	5	39	9	32	16	19	23	13	19	34	13
	2%	*1%*	*2%*	*2%*	**3%h**	*1%*	*2%*	*1%*	*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*
4	**62**	8	36	14	2	60	43	13	17	26	10	52	10	34	28	23	34	22	21	50	11
	2%	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*4%*	*2%*	**3%t**	*1%*
5	**203**	17	138	40	12	191	126	46	61	93	27	139	64	99	102	62	108	41	73	116	80
	7%	*5%*	*7%*	*9%*	*5%*	*7%*	*7%*	*6%*	*7%*	*8%*	*8%*	*6%*	*8%*	*6%*	*7%*	*7%*	*7%*	*7%*	*6%*	*7%*	*7%*
6	**134**	15	99	13	12	122	87	25	33	48	7	113	21	80	52	61	57	28	54	88	45
	4%	*4%*	*5%*	*3%*	*5%*	*4%*	*5%*	*3%*	*4%*	*4%*	*2%*	*5%*	*3%*	*5%*	*4%*	**7%p**	*4%*	*5%*	*5%*	*5%*	*4%*
7	**257**	17	190	39	15	242	178	56	62	113	37	208	49	153	104	91	131	58	111	145	110
	8%	*5%*	*9%*	*8%*	*7%*	*9%*	*9%*	*8%*	*7%*	*10%*	*11%*	*9%*	*6%*	*10%*	*7%*	*10%*	*9%*	*9%*	*10%*	*8%*	*9%*
8	**426**	49	320	50	23	402	278	104	118	177	44	330	95	233	190	133	230	91	167	230	190
	14%	*15%*	*15%*	*11%*	*11%*	*14%*	*15%*	*14%*	*13%*	*15%*	*13%*	*15%*	*12%*	*14%*	*13%*	*14%*	*15%*	*15%*	*15%*	*13%*	*16%*
9	**328**	26	251	37	10	319	223	76	89	128	30	231	98	175	154	94	171	61	141	190	136
	11%	*8%*	*12%*	*8%*	*4%*	**11%d**	**12%d**	*10%*	*10%*	*11%*	*9%*	*10%*	*12%*	*11%*	*11%*	*10%*	*11%*	*10%*	*12%*	*11%*	*11%*
10 - Extremely important	**594**	81	402	88	32	562	390	128	166	206	62	477	117	333	260	235	271	144	219	373	215
	20%	*24%*	*19%*	*19%*	*15%*	*20%*	*21%*	*17%*	*19%*	*17%*	*18%*	**21%l**	*14%*	*21%*	*18%*	**26%p**	*18%*	*24%*	*19%*	*21%*	*18%*
Don't know	**755**	89	484	136	86	669	396	233	260	293	81	475	280	352	399	140	363	105	258	397	339
	25%	*27%*	*23%*	*29%*	**39%ef**	*24%*	*21%*	**32%ef**	**30%ef**	*25%*	*24%*	*21%*	**35%k**	*22%*	**28%m**	*15%*	**24%o**	*17%*	*23%*	*22%*	**28%s**
SUMMARY:																					
NET: 9-10	**922**	107	653	125	42	881	613	204	255	334	92	707	215	507	413	329	442	206	360	563	351
	30%	*32%*	*31%*	*27%*	*19%*	**31%d**	**32%d**	*28%*	*29%*	*28%*	*27%*	*32%*	*27%*	*32%*	*29%*	**36%p**	*30%*	*34%*	*32%*	*32%*	*29%*
NET: 7-10	**1605**	173	1163	214	80	1525	1069	364	435	623	172	1245	360	894	707	552	802	355	638	939	652
	53%	*52%*	**56%c**	*46%*	*36%*	**54%d**	**57%dgh**	**49%d**	**49%d**	*53%*	*51%*	**56%l**	*45%*	*56%*	*50%*	*60%*	*54%*	*58%*	*56%*	*53%*	*54%*
NET: 4-6	**399**	40	273	67	25	373	256	84	112	167	44	304	94	213	182	146	199	91	147	254	136
	13%	*12%*	*13%*	*14%*	*11%*	*13%*	*14%*	*11%*	*13%*	*14%*	*13%*	*14%*	*12%*	*13%*	*13%*	*16%*	*13%*	*15%*	*13%*	*14%*	*11%*
NET: 1-3	**270**	30	173	48	30	240	168	55	72	103	40	197	73	150	120	81	126	60	96	175	90
	9%	*9%*	*8%*	*10%*	*13%*	*9%*	*9%*	*8%*	*8%*	*9%*	*12%*	*9%*	*9%*	*9%*	*9%*	*9%*	*8%*	*10%*	*8%*	*10%*	*7%*
Mean	**7.29**	7.41	7.37	6.97	6.54	**7.34d**	**7.34d**	7.34	7.29	7.18	6.90	7.35	7.09	7.31	7.26	7.44	7.28	7.30	7.36	7.23	7.41
Standard Deviation	**2.71**	2.88	2.60	2.89	3.09	2.68	2.66	2.68	2.75	2.68	2.94	2.66	2.86	2.68	2.75	2.60	2.65	2.72	2.64	2.77	2.59

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 651

Q28 How important is it that Channel 4 provides websites with high quality content that you can trust?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	3028	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	3028	266	148*	266	342	273	121*	179	148	260	400	539	85
1 - Not at all important	178	15	6	8	23	15	16	8	6	9	32	35	4
	6%	6%	4%	3%	7%	6%	13%adij	4%	4%	4%	8%	6%	4%
2	44	2	3	9	3	2	-	5	3	6	3	8	2
	1%	1%	2%	3%	1%	1%	-	3%	2%	2%	1%	1%	2%
3	47	5	5	1	6	6	3	-	2	6	6	6	*
	2%	2%	3%	1%	2%	2%	3%	-	1%	2%	2%	1%	*
4	62	6	5	2	9	2	-	3	2	3	16	12	2
	2%	2%	3%	1%	3%	1%	-	2%	2%	1%	4%	2%	2%
5	203	21	9	24	23	22	3	5	8	20	29	32	6
	7%	8%	6%	9%	7%	8%	3%	3%	5%	8%	7%	6%	7%
6	134	11	6	11	14	14	6	6	5	11	24	21	4
	4%	4%	4%	4%	4%	5%	5%	4%	3%	4%	6%	4%	5%
7	257	21	8	22	26	20	10	18	16	20	37	49	11
	8%	8%	5%	8%	8%	7%	8%	10%	10%	8%	9%	9%	13%a
8	426	35	17	31	36	44	15	26	23	39	61	84	15
	14%	13%	11%	12%	10%	16%	12%	15%	16%	15%	15%	15%	18%e
9	328	32	11	25	40	25	18	24	19	28	34	64	8
	11%	12%	7%	9%	12%	9%	15%	14%	13%	11%	8%	12%	9%
10 - Extremely important	594	53	28	62	67	58	22	34	27	43	85	99	17
	20%	20%	19%	23%	20%	21%	18%	19%	18%	17%	21%	18%	21%
Don't know	755	66	51	72	95	65	28	50	37	73	73	130	16
	25%m	25%	34%km	27%	28%	24%	23%	28%	25%	28%	18%	24%	19%
SUMMARY:													
NET: 9-10	922	85	39	87	107	83	40	58	46	71	118	163	25
	30%	32%	26%	33%	31%	31%	33%	32%	31%	27%	30%	30%	29%
NET: 7-10	1605	140	63	140	169	147	64	102	85	131	217	295	51
	53%	53%	42%	53%	49%	54%	53%	57%	57%c	50%	54%	55%	60%ace
NET: 4-6	399	38	20	36	46	38	10	15	15	34	68	65	12
	13%	14%	14%	13%	14%	14%	8%	8%	10%	13%	17%	12%	14%
NET: 1-3	270	22	14	18	32	23	20	13	11	22	42	49	6
	9%	8%	9%	7%	9%	8%	16%	7%	7%	8%	10%	9%	7%
Mean	7.29	7.32	7.12	7.55	7.20	7.39	6.92	7.61	7.51	7.27	7.06	7.28	7.44
Standard Deviation	2.71	2.68	2.82	2.58	2.83	2.64	3.19	2.55	2.51	2.58	2.81	2.71	2.46

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 652

Q29 Which of these websites have you used in the last month?

Base : All with internet access

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2417**	1207	1210	398	427	519	412	331	330	652	1217	548	485	1932	155	2249	1301	397	340	379
Weighted Base	**2423**	1229	1194	387	425	511	429	322	348	692	1201	530	467	1956	225	2182	2028	212	112	71
bbc.co.uk	**1180**	654	527	149	227	274	251	153	126	402	590	188	277	903	112	1063	991	105	52	33
	49%	**53%b**	*44%*	*38%*	**53%ch**	**54%ch**	**58%ch**	*48%*	*36%*	**58%jk**	**49%k**	*35%*	**59%m**	*46%*	*50%*	*49%*	*49%*	*50%*	*46%*	*46%*
channel4.com	**218**	119	100	47	34	56	38	29	15	87	95	37	47	171	29	187	187	16	9	6
	9%	*10%*	*8%*	**12%h**	*8%*	**11%h**	*9%*	*9%*	*4%*	**13%jk**	*8%*	*7%*	*10%*	*9%*	*13%*	*9%*	*9%*	*8%*	*8%*	*9%*
s4c.co.uk	**4**	2	2	-	*	2	1	1	1	1	3	1	1	3	-	4	-	-	4	-
	*******	*	*	-	*	*	*	*	*	*	*	*	*	*	-	*	-	-	**4%pqs**	-
None of these	**1208**	562	646	225	196	230	176	164	216	275	595	338	184	1024	103	1094	1008	104	60	37
	50%	*46%*	**54%a**	**58%def**	*46%*	*45%*	*41%*	*51%*	**62%def**	*40%*	**50%i**	**64%ij**	*39%*	**52%l**	*46%*	*50%*	*50%*	*49%*	*53%*	*52%*
Don't know	**6**	-	6	*	-	-	2	-	4	5	*	2	2	4	*	6	6	-	-	*
	*******	-	*1%*	*	-	-	*	-	*1%*	*1%*	*	*	*	*	*	*	*	-	-	*1%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 653

Q29 Which of these websites have you used in the last month?

Base : All with internet access

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2417**	244	1735	336	111	2306	1654	522	619	991	283	2014	403	1485	926	900	1504	541	1003	1519	860
Weighted Base	**2423**	272	1680	373	129*	2294	1620	546	641	952	269	2040	383	1470	947	920	1490	573	933	1551	843
bbc.co.uk	**1180**	154	779	203	59	1121	788	265	310	437	133	1103	77	781	397	605	574	320	417	798	371
	49%	**57%b**	*46%*	*55%*	*46%*	*49%*	*49%*	*48%*	*48%*	*46%*	*49%*	**54%l**	*20%*	**53%n**	*42%*	**66%p**	*39%*	**56%r**	*45%*	**51%t**	*44%*
channel4.com	**218**	38	130	40	10	209	146	51	62	73	30	210	8	137	82	149	68	70	65	147	68
	9%	**14%b**	*8%*	*11%*	*7%*	*9%*	*9%*	*9%*	*10%*	*8%*	*11%*	**10%l**	*2%*	*9%*	*9%*	**16%p**	*5%*	**12%r**	*7%*	*9%*	*8%*
s4c.co.uk	**4**	-	4	*	-	4	2	2	2	2	1	4	-	3	1	3	1	1	1	2	2
	*	-	*	*	-	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*
None of these	**1208**	110	877	167	70	1137	807	274	321	501	131	906	302	671	534	298	897	246	505	733	458
	50%	*41%*	**52%a**	*45%*	*54%*	*50%*	*50%*	*50%*	*50%*	*53%*	*49%*	*44%*	**79%k**	*46%*	**56%m**	*32%*	**60%o**	*43%*	**54%q**	*47%*	**54%s**
Don't know	**6**	2	4	*	-	6	5	1	1	3	-	5	2	5	1	2	5	2	2	3	3
	*	*1%*	*	*	-	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 654

Q29 Which of these websites have you used in the last month?

Base : All with internet access

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2417**	397	69	133	184	135	61	88	340	134	201	296	379
Weighted Base	**2423**	212	106*	207	285	210	98*	142*	112	209	321	449	71
bbc.co.uk	**1180**	105	55	80	132	108	42	54	52	100	174	247	33
	49%	*50%*	*52%*	*39%*	*46%*	*51%*	*42%*	*38%*	*46%*	*48%*	**54%d**	**55%dh**	*46%*
channel4.com	**218**	16	6	23	17	12	6	10	9	9	49	54	6
	9%	*8%*	*6%*	*11%*	*6%*	*6%*	*7%*	*7%*	*8%*	*4%*	**15%abefj**	*12%*	*9%*
s4c.co.uk	**4**	-	-	-	-	-	-	-	4	-	-	-	-
	*	-	-	-	-	-	-	-	**4%abdefjklm**	-	-	-	-
None of these	**1208**	104	48	121	153	100	57	87	60	106	136	200	37
	50%	*49%*	*45%*	**58%kl**	*54%*	*47%*	*58%*	**62%kl**	*53%*	*51%*	*42%*	*44%*	*52%*
Don't know	**6**	-	-	1	-	2	-	-	-	3	-	-	*
	*	-	-	*1%*	-	*1%*	-	-	-	*1%*	-	-	**1%l**

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 655

Q30_1 How would you rate your overall satisfaction with bbc.co.uk?

Base : All that have used this website in last month

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1165**	643	522	152	218	281	236	158	120	364	601	200	283	882	77	1084	638	197	156	174
Weighted Base	**1180**	654	527	149	227	274	251	153	126*	402	590	188	277	903	112*	1063	991	105	52	33
1 - LOWEST score	**5**	5	-	2	*	-	3	-	-	2	2	2	3	2	2	3	5	-	-	*
	*	1%	-	1%	*	-	1%	-	-	*	*	1%	1%	*	1%	*	*	-	-	1%
2	**2**	*	1	-	1	*	-	-	-	-	2	-	2	-	-	2	1	-	*	-
	*	*	*	-	1%	*	-	-	-	-	*	-	1%	-	-	*	*	-	1%	-
3	**11**	11	-	3	-	6	-	1	-	5	6	1	2	9	3	7	10	1	*	*
	1%	2%	-	2%	-	2%	-	1%	-	1%	1%	*	1%	1%	3%	1%	1%	1%	1%	1%
4	**8**	7	1	2	5	-	-	2	-	3	2	3	2	7	3	5	8	-	-	*
	1%	1%	*	1%	2%	-	-	1%	-	1%	*	2%	1%	1%	3%	*	1%	-	-	1%
5	**36**	24	12	6	2	5	9	7	6	12	19	5	6	30	5	32	29	5	1	1
	3%	4%	2%	4%	1%	2%	4%	4%	5%	3%	3%	3%	2%	3%	4%	3%	3%	5%	2%	3%
6	**46**	22	24	7	6	6	2	14	11	19	19	8	7	39	5	41	38	4	3	2
	4%	3%	4%	5%	2%	2%	1%	9%ef	9%ef	5%	3%	4%	3%	4%	4%	4%	4%	4%	5%	5%
7	**149**	73	77	19	31	32	29	15	23	55	63	32	40	109	8	141	124	13	7	5
	13%	11%	15%	13%	14%	12%	12%	10%	18%	14%	11%	17%	15%	12%	7%	13%	12%	13%	13%	17%
8	**439**	256	183	49	105	91	89	60	44	137	231	71	82	357	43	393	367	41	20	11
	37%	39%	35%	33%	46%	33%	36%	39%	35%	34%	39%	38%	30%	39%	39%	37%	37%	39%	38%	33%
9	**269**	142	126	30	41	75	65	36	23	87	145	37	75	194	20	247	226	24	12	8
	23%	22%	24%	20%	18%	27%	26%	23%	18%	22%	25%	20%	27%	21%	18%	23%	23%	22%	22%	23%
10 - HIGHEST score	**215**	113	101	30	36	59	53	19	19	83	102	29	57	157	23	192	182	18	9	5
	18%	17%	19%	20%	16%	21%	21%	12%	15%	21%	17%	16%	21%	17%	20%	18%	18%	17%	17%	17%
Don't know	*	-	*	-	-	-	*	-	-	-	*	-	*	-	-	*	-	-	*	-
	*	-	*	-	-	-	*	-	-	-	*	-	*	-	-	*	-	-	1%p	-
SUMMARY:																				
NET: 9-10	**484**	256	228	60	77	134	117	55	42	170	247	66	133	351	43	439	408	42	20	13
	41%	39%	43%	40%	34%	49%d	47%	36%	33%	42%	42%	35%	48%	39%	38%	41%	41%	40%	39%	40%
NET: 7-10	**1072**	585	487	129	212	256	236	130	109	362	540	169	255	817	94	973	900	96	47	29
	91%	89%	93%	86%	94%	93%	94%g	85%	86%	90%	92%	90%	92%	90%	84%	91%	91%	91%	91%	90%
NET: 4-6	**91**	53	37	15	13	11	11	22	18	34	40	16	15	76	13	78	75	9	4	3
	8%	8%	7%	10%	6%	4%	5%	15%ef	14%ef	8%	7%	9%	5%	8%	11%	7%	8%	8%	7%	9%
NET: 1-3	**17**	16	1	5	2	7	3	1	-	6	9	2	7	11	5	12	16	1	1	*
	1%	2%b	*	3%	1%	2%	1%	1%	-	2%	2%	1%	2%	1%	4%	1%	2%	1%	1%	1%
Mean	**8.18**	8.10	8.29	8.02	8.15	8.36	8.35	7.99	7.97	8.20	8.22	8.04	8.25	8.16	7.94	8.21	8.18	8.21	8.20	8.10
Standard Deviation	**1.44**	1.56	1.27	1.73	1.32	1.41	1.44	1.39	1.33	1.48	1.40	1.47	1.59	1.39	1.88	1.39	1.46	1.30	1.35	1.48

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 656

Q30_1 How would you rate your overall satisfaction with bbc.co.uk?

Base : All that have used this website in last month

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1165**	139	801	182	49	1116	799	250	295	458	145	1087	78	792	371	592	572	317	435	781	369
Weighted Base	**1180**	154	779	203	59*	1121	788	265	310	437	133	1103	77*	781	397	605	574	320	417	798	371
1 - LOWEST score	**5**	3	2	*	2	3	3	-	-	3	3	5	-	5	-	2	3	2	2	5	-
	*	2%	*	*	3%	*	*	-	-	1%	2%	*	-	1%	-	*	1%	1%	*	1%	-
2	**2**	-	2	-	-	2	1	*	*	-	-	2	-	1	*	2	-	1	-	1	*
	*	-	*	-	-	*	*	*	*	-	-	*	-	*	*	*	-	*	-	*	*
3	**11**	-	5	4	3	7	7	*	*	1	-	9	2	4	7	3	8	2	5	5	6
	1%	-	1%	2%	6%efgh	1%	1%	*	*	*	-	1%	3%	*	2%	1%	1%	*	1%	1%	2%
4	**8**	-	3	5	3	5	5	*	*	2	-	8	*	5	4	3	5	2	3	7	2
	1%	-	*	3%	6%efgh	*	1%	*	*	*	-	1%	*	1%	1%	1%	1%	*	1%	1%	*
5	**36**	7	27	2	2	35	28	6	6	13	5	32	4	22	14	14	23	10	17	27	9
	3%	4%	3%	1%	3%	3%	4%	2%	2%	3%	4%	3%	5%	3%	3%	2%	4%	3%	4%	3%	2%
6	**46**	3	31	8	2	44	23	16	18	15	5	41	5	27	19	21	25	9	12	31	15
	4%	2%	4%	4%	3%	4%	3%	6%	6%	3%	4%	4%	7%	3%	5%	3%	4%	3%	3%	4%	4%
7	**149**	12	96	37	11	139	93	42	44	47	14	131	18	84	65	72	77	44	45	87	58
	13%	8%	12%	18%	19%	12%	12%	16%	14%	11%	11%	12%	23%	11%	16%	12%	13%	14%	11%	11%	16%
8	**439**	42	295	78	18	421	307	86	105	153	40	418	21	293	145	225	214	114	170	278	157
	37%	27%	38%	39%	30%	38%	39%	32%	34%	35%	30%	38%	27%	37%	36%	37%	37%	36%	41%	35%	42%
9	**269**	37	184	46	2	267	187	66	76	116	27	257	12	204	65	147	122	73	99	186	82
	23%	24%	24%	23%	4%	24%d	24%d	25%d	24%d	27%	20%	23%	15%	26%n	16%	24%	21%	23%	24%	23%	22%
10 - HIGHEST score	**215**	52	134	22	17	198	133	48	60	86	39	200	15	135	79	117	98	64	64	171	42
	18%	33%bc	17%	11%	28%	18%	17%	18%	19%	20%	29%	18%	20%	17%	20%	19%	17%	20%	15%	21%t	11%
Don't know	*	-	*	-	-	*	-	*	*	*	-	*	-	*	-	*	-	-	-	-	*
	*	-	*	-	-	*	-	*	*	*	-	*	-	*	-	*	-	-	-	-	*
SUMMARY:																					
NET: 9-10	**484**	88	318	68	19	465	320	114	135	202	66	457	27	339	144	264	220	136	163	357	124
	41%	57%bc	41%	33%	32%	41%	41%	43%	44%	46%	49%	41%	35%	43%	36%	44%	38%	43%	39%	45%t	33%
NET: 7-10	**1072**	142	708	183	48	1025	721	241	285	403	120	1007	65	716	354	561	510	294	378	723	339
	91%	92%	91%	90%	81%	91%	91%	91%	92%	92%	90%	91%	85%	92%	89%	93%	89%	92%	91%	91%	91%
NET: 4-6	**91**	10	62	16	7	84	55	22	25	30	10	81	9	55	36	37	53	21	32	64	26
	8%	6%	8%	8%	11%	7%	7%	8%	8%	7%	8%	7%	12%	7%	9%	6%	9%	7%	8%	8%	7%
NET: 1-3	**17**	3	9	4	5	12	12	1	1	4	3	15	2	10	7	6	11	5	7	11	6
	1%	2%	1%	2%	8%efgh	1%	2%	*	*	1%	2%	1%	3%	1%	2%	1%	2%	1%	2%	1%	2%
Mean	**8.18**	8.52c	8.19	7.94	7.59	8.22d	8.18	8.25	8.29d	8.32	8.33	8.21	7.88	8.24	8.07	8.29	8.07	8.23	8.14	8.26	8.03
Standard Deviation	**1.44**	1.68	1.38	1.43	2.28	1.38	1.42	1.27	1.25	1.38	1.73	1.43	1.62	1.41	1.49	1.35	1.52	1.47	1.43	1.50	1.31

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 657

Q30_1 How would you rate your overall satisfaction with bbc.co.uk?

Base : All that have used this website in last month

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1165**	197	36	52	85	69	26	34	156	64	109	163	174
Weighted Base	**1180**	105	55*	80*	132*	108*	42**	54*	52	100*	174	247	33
1 - LOWEST score	**5**	-	-	2	-	-	-	-	-	-	-	3	*
	*****	-	-	*2%*	-	-	-	-	-	-	-	*1%*	*1%*
2	**2**	-	-	-	-	-	-	-	*	-	-	1	-
	*****	-	-	-	-	-	-	-	*1%*	-	-	*1%*	-
3	**11**	1	2	2	-	3	2	-	*	-	-	1	*
	1%	*1%*	*3%*	*2%*	-	*3%*	*4%*	-	*1%*	-	-	*1%*	*1%*
4	**8**	-	-	-	-	2	-	2	-	-	2	3	*
	1%	-	-	-	-	*1%*	-	*3%*	-	-	*1%*	*1%*	*1%*
5	**36**	5	5	2	2	2	2	3	1	3	3	9	1
	3%	*5%*	*8%*	*2%*	*1%*	*1%*	*4%*	*6%*	*2%*	*3%*	*2%*	*4%*	*3%*
6	**46**	4	3	1	6	5	2	-	3	6	5	10	2
	4%	*4%*	*6%*	*2%*	*5%*	*4%*	*4%*	-	*5%*	*6%*	*3%*	*4%*	*5%*
7	**149**	13	2	14	26	14	5	7	7	14	13	30	5
	13%	*13%*	*3%*	*17%*	**20%k**	*13%*	*11%*	*12%*	*13%*	*14%*	*7%*	*12%*	**17%ck**
8	**439**	41	24	27	45	42	10	18	20	41	85	77	11
	37%	*39%*	*44%*	*33%*	*34%*	*39%*	*23%*	*32%*	*38%*	*41%*	**49%l**	*31%*	*33%*
9	**269**	24	11	17	18	28	13	8	12	23	40	68	8
	23%	*22%*	*20%*	*21%*	*14%*	*26%*	*30%*	*15%*	*22%*	*23%*	*23%*	*28%*	*23%*
10 - HIGHEST score	**215**	18	9	17	34	13	10	17	9	13	27	43	5
	18%	*17%*	*16%*	*21%*	*26%*	*12%*	*23%*	*32%*	*17%*	*13%*	*16%*	*17%*	*17%*
Don't know	*	-	-	-	-	-	-	-	*	-	-	-	-
	*	-	-	-	-	-	-	-	**1%a**	-	-	-	-
SUMMARY:													
NET: 9-10	**484**	42	20	34	52	41	22	25	20	36	67	111	13
	41%	*40%*	*36%*	*42%*	*40%*	*38%*	*53%*	*47%*	*39%*	*36%*	*38%*	*45%*	*40%*
NET: 7-10	**1072**	96	46	74	124	96	37	49	47	91	164	218	29
	91%	*91%*	*83%*	*93%*	*94%*	*90%*	*88%*	*91%*	*91%*	*91%*	*95%*	*88%*	*90%*
NET: 4-6	**91**	9	8	3	8	8	3	5	4	9	9	22	3
	8%	*8%*	*14%*	*4%*	*6%*	*7%*	*8%*	*9%*	*7%*	*9%*	*5%*	*9%*	*9%*
NET: 1-3	**17**	1	2	3	-	3	2	-	1	-	-	6	*
	1%	*1%*	*3%*	*4%*	-	*3%*	*4%*	-	*1%*	-	-	*2%*	*1%*
Mean	**8.18**	8.21	8.00	8.14	8.32	8.03	8.24	8.36	8.20	8.14	8.32	8.11	8.10
Standard Deviation	**1.44**	1.30	1.61	1.70	1.26	1.48	1.70	1.57	1.35	1.18	1.12	1.66	1.48

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 658

Q30_2 How would you rate your overall satisfaction with channel4.com?

Base : All that have used this website in last month

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**210**	108	102	46	38	54	32	26	14	64	108	38	48	162	20	188	121	30	27	32
Weighted Base	**218**	119*	100*	47*	34**	56*	38**	29**	15**	87*	95*	37**	47*	171	29**	187	187	16**	9**	6*
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**6**	6	*	-	1	5	-	1	-	3	1	2	3	3	-	6	5	1	-	*
	3%	*5%*	*	-	*2%*	*9%*	-	*2%*	-	*4%*	*1%*	*4%*	*7%*	*2%*	-	*3%*	*3%*	*7%*	-	*3%*
4	**6**	4	2	4	-	2	-	1	-	3	3	-	2	4	2	4	5	1	*	*
	3%	*4%*	*2%*	*8%*	-	*3%*	-	*2%*	-	*3%*	*3%*	-	*3%*	*2%*	*6%*	*2%*	*3%*	*3%*	*4%*	*3%*
5	**10**	8	3	2	2	4	2	1	1	5	4	2	2	9	2	9	9	1	-	*
	5%	*7%*	*3%*	*3%*	*5%*	*6%*	*4%*	*5%*	*4%*	*5%*	*4%*	*6%*	*3%*	*5%*	*5%*	*5%*	*5%*	*7%*	-	*3%*
6	**16**	12	4	*	2	4	2	4	3	6	3	7	6	10	3	13	14	1	1	1
	7%	*10%*	*4%*	*1%*	*6%*	*7%*	*6%*	*15%*	*20%*	*7%*	*3%*	*18%*	*13%*	*6%*	*10%*	*7%*	*7%*	*7%*	*7%*	*9%*
7	**52**	31	21	9	13	10	10	3	6	22	21	9	7	45	3	47	44	3	3	2
	24%	*26%*	*21%*	*20%*	*40%*	*17%*	*27%*	*12%*	*41%*	*25%*	*22%*	*25%*	*15%*	*26%*	*11%*	*25%*	*23%*	*20%*	*38%*	*26%*
8	**59**	30	29	15	7	11	12	10	4	19	32	9	7	52	10	49	52	3	3	2
	27%	*26%*	*29%*	*31%*	*21%*	*20%*	*31%*	*36%*	*25%*	*22%*	*33%*	*24%*	*15%*	*30%*	*34%*	*26%*	*27%*	*17%*	*29%*	*38%*
9	**37**	15	22	11	5	7	9	5	*	20	14	3	11	26	5	32	34	2	2	*
	17%	*13%*	*22%*	*23%*	*15%*	*13%*	*25%*	*16%*	*2%*	*23%*	*15%*	*7%*	*24%*	*15%*	*16%*	*17%*	*18%*	*10%*	*18%*	*3%*
10 - HIGHEST score	**31**	11	19	6	4	14	3	2	1	9	16	6	9	21	5	25	25	5	*	1
	14%	*10%*	*19%*	*14%*	*12%*	*25%*	*8%*	*7%*	*9%*	*10%*	*17%*	*16%*	*20%*	*12%*	*18%*	*14%*	*13%*	*30%*	*4%*	*14%*
Don't know	**1**	1	-	-	-	-	-	1	-	-	1	-	-	1	-	1	1	-	-	-
	1%	*1%*	-	-	-	-	-	*5%*	-	-	*2%*	-	-	*1%*	-	*1%*	*1%*	-	-	-
SUMMARY:																				
NET: 9-10	**68**	27	41	17	9	21	12	7	2	29	30	8	21	47	10	58	59	6	2	1
	31%	*22%*	*42%*	*37%*	*27%*	*38%*	*32%*	*23%*	*11%*	*34%*	*32%*	*23%*	*44%*	*28%*	*34%*	*31%*	*31%*	*40%*	*22%*	*17%*
NET: 7-10	**179**	88	91	41	30	42	34	20	12	70	82	27	35	144	23	154	154	12	8	5
	82%	*74%*	**91%a**	*88%*	*87%*	*75%*	*90%*	*71%*	*77%*	*81%*	*87%*	*72%*	*74%*	*84%*	*79%*	*82%*	*82%*	*77%*	*89%*	*82%*
NET: 4-6	**32**	24	8	6	4	9	4	6	4	14	10	9	9	23	6	26	27	3	1	1
	15%	*20%*	*8%*	*12%*	*11%*	*16%*	*10%*	*22%*	*23%*	*16%*	*10%*	*24%*	*19%*	*13%*	*21%*	*14%*	*15%*	*17%*	*11%*	*15%*
NET: 1-3	**6**	6	*	-	1	5	-	1	-	3	1	2	3	3	-	6	5	1	-	*
	3%	*5%*	*	-	*2%*	*9%*	-	*2%*	-	*4%*	*1%*	*4%*	*7%*	*2%*	-	*3%*	*3%*	*7%*	-	*3%*
Mean	**7.68**	7.27	**8.16a**	7.88	7.64	7.57	7.89	7.54	7.29	7.57	7.90	7.39	7.67	7.69	7.81	7.66	7.69	7.70	7.58	7.50
Standard Deviation	**1.65**	1.75	1.38	1.61	1.43	2.17	1.20	1.55	1.22	1.73	1.54	1.71	2.05	1.53	1.70	1.65	1.62	2.19	1.27	1.74

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 659

Q30_2 How would you rate your overall satisfaction with channel4.com?

Base : All that have used this website in last month

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**210**	33	131	35	8	202	142	48	59	75	30	202	8	134	76	144	65	63	68	134	69
Weighted Base	**218**	38**	130*	40**	10**	209	146	51*	62*	73*	30**	210	8**	137*	82*	149	68*	70*	65*	147	68*
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**6**	1	3	2	2	4	4	-	-	2	-	4	2	4	2	4	2	3	1	4	2
	3%	*1%*	*3%*	*6%*	*17%*	*2%*	*3%*	-	-	*3%*	-	*2%*	*21%*	*3%*	*2%*	*3%*	*2%*	*4%*	*1%*	*3%*	*2%*
4	**6**	*	2	2	-	6	4	2	2	1	-	6	-	3	3	5	1	-	3	3	2
	3%	*	*2%*	*5%*	-	*3%*	*3%*	*4%*	*3%*	*1%*	-	*3%*	-	*2%*	*4%*	*3%*	*1%*	-	*5%*	*2%*	*3%*
5	**10**	2	7	2	2	9	8	1	1	4	2	10	-	5	5	7	3	3	5	7	4
	5%	*4%*	*6%*	*4%*	*16%*	*4%*	*5%*	*2%*	*2%*	*6%*	*5%*	*5%*	-	*4%*	*6%*	*5%*	*5%*	*4%*	*7%*	*5%*	*5%*
6	**16**	2	9	5	-	16	8	5	8	2	1	16	-	9	7	12	4	2	4	12	3
	7%	*5%*	*7%*	*12%*	-	*8%*	*6%*	*9%*	*13%*	*2%*	*2%*	*8%*	-	*7%*	*8%*	*8%*	*5%*	*2%*	*7%*	*8%*	*5%*
7	**52**	6	33	7	2	50	33	14	18	17	2	48	4	34	18	32	20	20	13	31	21
	24%	*16%*	*26%*	*19%*	*19%*	*24%*	*22%*	*27%*	*28%*	*24%*	*8%*	*23%*	*45%*	*25%*	*22%*	*21%*	*29%*	*28%*	*20%*	*21%*	*31%*
8	**59**	5	41	13	3	56	42	14	14	14	9	57	2	38	21	40	19	18	16	41	17
	27%	*14%*	*32%*	*32%*	*33%*	*27%*	*29%*	*27%*	*23%*	*19%*	*31%*	*27%*	*25%*	*28%*	*26%*	*27%*	*28%*	*26%*	*24%*	*28%*	*26%*
9	**37**	14	17	5	-	37	28	9	9	18	8	37	-	27	10	21	16	16	13	25	10
	17%	*36%*	*13%*	*14%*	-	*18%*	*20%*	*17%*	*14%*	*25%*	*28%*	*18%*	-	*20%*	*12%*	*14%*	*23%*	*22%*	*20%*	*17%*	*15%*
10 - HIGHEST score	**31**	9	18	4	1	29	20	5	10	13	8	30	1	16	15	28	2	9	10	22	8
	14%	*23%*	*14%*	*9%*	*15%*	*14%*	*13%*	*10%*	*15%*	*18%*	*26%*	*14%*	*9%*	*12%*	*18%*	*19%*	*4%*	*13%*	*16%*	*15%*	*12%*
Don't know	**1**	-	-	-	-	1	-	1	1	1	-	1	-	-	1	-	1	-	-	1	-
	1%	-	-	-	-	*1%*	-	*3%*	*2%*	*2%*	-	*1%*	-	-	*2%*	-	*2%*	-	-	*1%*	-
SUMMARY:																					
NET: 9-10	**68**	23	34	9	1	67	48	14	18	31	16	67	1	43	25	49	18	25	23	47	18
	31%	*59%*	*27%*	*23%*	*15%*	*32%*	*33%*	*27%*	*30%*	*43%*	*54%*	*32%*	*9%*	*32%*	*30%*	*33%*	*27%*	*35%*	*36%*	*32%*	*27%*
NET: 7-10	**179**	34	108	29	6	173	122	42	50	62	27	173	6	115	64	120	58	62	52	119	57
	82%	*89%*	*84%*	*74%*	*67%*	*83%*	*84%*	*82%*	*81%*	*86%*	*92%*	*82%*	*79%*	*84%*	*78%*	*81%*	*85%*	*89%*	*80%*	*81%*	*84%*
NET: 4-6	**32**	4	18	8	2	30	20	8	11	7	2	32	-	17	15	25	7	5	13	22	9
	15%	*10%*	*14%*	*21%*	*16%*	*15%*	*14%*	*15%*	*17%*	*9%*	*8%*	*15%*	-	*13%*	*18%*	*16%*	*11%*	*7%*	*19%*	*15%*	*14%*
NET: 1-3	**6**	1	3	2	2	4	4	-	-	2	-	4	2	4	2	4	2	3	1	4	2
	3%	*1%*	*3%*	*6%*	*17%*	*2%*	*3%*	-	-	*3%*	-	*2%*	*21%*	*3%*	*2%*	*3%*	*2%*	*4%*	*1%*	*3%*	*2%*
Mean	**7.68**	8.35	7.66	7.30	6.76	7.72	7.73	7.70	7.75	7.97	8.52	7.72	6.69	7.69	7.66	7.71	7.59	7.81	7.70	7.72	7.56
Standard Deviation	**1.65**	1.55	1.58	1.81	2.36	1.61	1.64	1.41	1.48	1.67	1.32	1.62	2.23	1.60	1.74	1.75	1.40	1.61	1.74	1.67	1.62

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 660

Q30_2 How would you rate your overall satisfaction with channel4.com?

Base : All that have used this website in last month

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**210**	30	4	15	11	8	4	6	27	6	31	36	32
Weighted Base	**218**	16**	6**	23**	17**	12**	6**	10**	9**	9**	49*	54*	6*
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**6**	1	-	2	-	2	-	-	-	-	2	-	*
	3%	*7%*	-	*6%*	-	*13%*	-	-	-	-	*3%*	-	*3%*
4	**6**	1	-	-	-	-	-	-	*	-	3	1	*
	3%	*3%*	-	-	-	-	-	-	*4%*	-	*7%*	*3%*	*3%*
5	**10**	1	-	3	-	2	-	-	-	2	-	3	*
	5%	*7%*	-	*13%*	-	*12%*	-	-	-	*16%*	-	*5%*	*3%*
6	**16**	1	-	-	2	1	-	-	1	1	3	6	1
	7%	*7%*	-	-	*9%*	*12%*	-	-	*7%*	*16%*	*6%*	*11%*	*9%*
7	**52**	3	3	5	5	5	2	3	3	2	8	12	2
	24%	*20%*	*49%*	*21%*	*27%*	*38%*	*25%*	*33%*	*38%*	*18%*	*16%*	*22%*	*26%*
8	**59**	3	2	3	6	1	2	5	3	1	17	14	2
	27%	*17%*	*26%*	*13%*	*37%*	*12%*	*26%*	*51%*	*29%*	*16%*	*36%*	*25%*	*38%*
9	**37**	2	-	5	3	-	2	-	2	3	9	12	*
	17%	*10%*	-	*20%*	*18%*	-	*25%*	-	*18%*	*34%*	*19%*	*23%*	*3%*
10 - HIGHEST score	**31**	5	2	6	2	2	2	2	*	-	6	4	1
	14%	*30%*	*25%*	*27%*	*9%*	*13%*	*25%*	*16%*	*4%*	-	*13%*	*8%*	*14%*
Don't know	**1**	-	-	-	-	-	-	-	-	-	-	1	-
	1%	-	-	-	-	-	-	-	-	-	-	*3%*	-
SUMMARY:													
NET: 9-10	**68**	6	2	11	5	2	3	2	2	3	16	17	1
	31%	*40%*	*25%*	*46%*	*27%*	*13%*	*50%*	*16%*	*22%*	*34%*	*32%*	*31%*	*17%*
NET: 7-10	**179**	12	6	19	15	8	6	10	8	6	41	43	5
	82%	*77%*	*100%*	*80%*	*91%*	*62%*	*100%*	*100%*	*89%*	*68%*	*84%*	*78%*	*82%*
NET: 4-6	**32**	3	-	3	2	3	-	-	1	3	6	10	1
	15%	*17%*	-	*13%*	*9%*	*24%*	-	-	*11%*	*32%*	*13%*	*19%*	*15%*
NET: 1-3	**6**	1	-	2	-	2	-	-	-	-	2	-	*
	3%	*7%*	-	*6%*	-	*13%*	-	-	-	-	*3%*	-	*3%*
Mean	**7.68**	7.70	8.00	7.80	7.90	6.60	8.50	7.99	7.58	7.35	7.74	7.66	7.50
Standard Deviation	**1.65**	2.19	1.33	2.10	1.11	2.04	1.22	1.04	1.27	1.57	1.73	1.45	1.74

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

* = Less than .5

J20427 PSB Tracker 2013

Table 661

Q30_3 How would you rate your overall satisfaction with s4c.co.uk?

Base : All that have used this website in last month

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**12**	7	5	-	1	5	2	2	2	2	8	2	4	8	-	11	-	-	12	-
Weighted Base	**4***	2**	2**	-**	***	2**	1**	1**	1**	1**	3**	1**	1**	3**	-**	4**	-**	-**	4**	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	*	*	-	-	-	-	-	*	-	*	-	-	-	*	-	*	-	-	*	-
	9%	*14%*	-	-	-	-	-	*51%*	-	*49%*	-	-	-	*14%*	-	*9%*	-	-	*9%*	-
7	**1**	-	1	-	-	-	*	-	*	-	1	-	-	1	-	1	-	-	1	-
	15%	-	*38%*	-	-	-	*49%*	-	*50%*	-	*22%*	-	-	*23%*	-	*16%*	-	-	*15%*	-
8	**1**	1	-	-	-	*	*	*	-	-	1	*	*	1	-	1	-	-	1	-
	25%	*41%*	-	-	-	*20%*	*51%*	*49%*	-	-	*26%*	*52%*	*25%*	*25%*	-	*27%*	-	-	*25%*	-
9	**1**	*	1	-	-	1	-	-	*	-	1	*	-	1	-	1	-	-	1	-
	25%	*15%*	*41%*	-	-	*40%*	-	-	*50%*	-	*26%*	*48%*	-	*38%*	-	*19%*	-	-	*25%*	-
10 - HIGHEST score	**1**	*	*	-	-	1	-	-	-	-	1	-	1	-	-	1	-	-	1	-
	17%	*15%*	*21%*	-	-	*40%*	-	-	-	-	*26%*	-	*49%*	-	-	*19%*	-	-	*17%*	-
Don't know	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	-	*	-
	9%	*15%*	-	-	*100%*	-	-	-	-	*51%*	-	-	*26%*	-	-	*10%*	-	-	*9%*	-
SUMMARY:																				
NET: 9-10	**2**	1	1	-	-	1	-	-	*	-	1	*	1	1	-	1	-	-	2	-
	42%	*29%*	*62%*	-	-	*80%*	-	-	*50%*	-	*52%*	*48%*	*49%*	*38%*	-	*37%*	-	-	*42%*	-
NET: 7-10	**3**	2	2	-	-	2	1	*	1	-	3	1	1	2	-	3	-	-	3	-
	82%	*70%*	*100%*	-	-	*100%*	*100%*	*49%*	*100%*	-	*100%*	*100%*	*74%*	*86%*	-	*81%*	-	-	*82%*	-
NET: 4-6	*	*	-	-	-	-	-	*	-	*	-	-	-	*	-	*	-	-	*	-
	9%	*14%*	-	-	-	-	-	*51%*	-	*49%*	-	-	-	*14%*	-	*9%*	-	-	*9%*	-
NET: 1-3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**8.29**	8.17	8.45	-	-	9.19	7.51	6.97	8.00	6.00	8.55	8.48	9.32	7.88	-	8.23	-	-	8.29	-
Standard Deviation	**1.44**	1.71	-	-	-	-	-	-	-	-	1.39	-	-	1.36	-	1.50	-	-	1.44	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 662

Q30_3 How would you rate your overall satisfaction with s4c.co.uk?

Base : All that have used this website in last month

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**12**	-	11	1	-	12	5	7	7	6	2	12	-	8	4	9	3	3	2	5	5
Weighted Base	**4***	-**	4**	***	-**	4**	2**	2**	2**	2**	1**	4**	-**	3**	1**	3**	1**	1**	1**	2**	2**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	*	-	*	-	-	*	-	*	*	-	-	*	-	*	-	-	*	-	-	*	-
	9%	-	*10%*	-	-	*9%*	-	*16%*	*16%*	-	-	*9%*	-	*13%*	-	-	*36%*	-	-	*20%*	-
7	**1**	-	1	-	-	1	-	1	1	*	-	1	-	*	*	1	-	-	-	-	1
	15%	-	*17%*	-	-	*15%*	-	*27%*	*27%*	*15%*	-	*15%*	-	*11%*	*22%*	*20%*	-	-	-	-	*37%*
8	**1**	-	1	-	-	1	1	*	*	*	*	1	-	1	*	1	-	*	*	*	*
	25%	-	*28%*	-	-	*25%*	*39%*	*14%*	*14%*	*18%*	*49%*	*25%*	-	*25%*	*24%*	*33%*	-	*34%*	*48%*	*20%*	*20%*
9	**1**	-	1	-	-	1	*	1	1	1	-	1	-	1	*	*	1	-	*	*	*
	25%	-	*27%*	-	-	*25%*	*20%*	*28%*	*28%*	*50%*	-	*25%*	-	*24%*	*26%*	*12%*	*64%*	-	*52%*	*20%*	*21%*
10 - HIGHEST score	**1**	-	1	-	-	1	*	*	*	*	-	1	-	*	*	1	-	*	-	*	*
	17%	-	*19%*	-	-	*17%*	*19%*	*16%*	*16%*	*17%*	-	*17%*	-	*12%*	*27%*	*23%*	-	*32%*	-	*19%*	*22%*
Don't know	*	-	-	*	-	*	*	-	-	-	*	*	-	*	-	*	-	*	-	*	-
	9%	-	-	*100%*	-	*9%*	*21%*	-	-	-	*51%*	*9%*	-	*14%*	-	*12%*	-	*35%*	-	*21%*	-
SUMMARY:																					
NET: 9-10	**2**	-	2	-	-	2	1	1	1	1	-	2	-	1	1	1	1	*	*	1	1
	42%	-	*46%*	-	-	*42%*	*40%*	*44%*	*44%*	*67%*	-	*42%*	-	*37%*	*53%*	*35%*	*64%*	*32%*	*52%*	*39%*	*43%*
NET: 7-10	**3**	-	3	-	-	3	1	2	2	2	*	3	-	2	1	3	1	1	1	1	2
	82%	-	*90%*	-	-	*82%*	*79%*	*84%*	*84%*	*100%*	*49%*	*82%*	-	*73%*	*100%*	*88%*	*64%*	*65%*	*100%*	*59%*	*100%*
NET: 4-6	*	-	*	-	-	*	-	*	*	-	-	*	-	*	-	-	*	-	-	*	-
	9%	-	*10%*	-	-	*9%*	-	*16%*	*16%*	-	-	*9%*	-	*13%*	-	-	*36%*	-	-	*20%*	-
NET: 1-3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**8.29**	-	8.29	-	-	8.29	8.74	8.02	8.02	8.69	8.00	8.29	-	8.13	8.58	8.43	7.93	8.97	8.52	8.23	8.28
Standard Deviation	**1.44**	-	1.44	-	-	1.44	-	1.80	1.80	-	-	1.44	-	1.66	-	1.40	-	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 663

Q30_3 How would you rate your overall satisfaction with s4c.co.uk?

Base : All that have used this website in last month

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**12**	-	-	-	-	-	-	-	12	-	-	-	-
Weighted Base	**4****	-**	-**	-**	-**	-**	-**	-**	4**	-**	-**	-**	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
4	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
5	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
6	*****	-	-	-	-	-	-	-	*	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
7	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	15%	-	-	-	-	-	-	-	*15%*	-	-	-	-
8	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	25%	-	-	-	-	-	-	-	*25%*	-	-	-	-
9	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	25%	-	-	-	-	-	-	-	*25%*	-	-	-	-
10 - HIGHEST score	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	17%	-	-	-	-	-	-	-	*17%*	-	-	-	-
Don't know	*****	-	-	-	-	-	-	-	*	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
SUMMARY: NET: 9-10	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	42%	-	-	-	-	-	-	-	*42%*	-	-	-	-
NET: 7-10	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	82%	-	-	-	-	-	-	-	*82%*	-	-	-	-
NET: 4-6	*****	-	-	-	-	-	-	-	*	-	-	-	-
	9%	-	-	-	-	-	-	-	*9%*	-	-	-	-
NET: 1-3	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**8.29**	-	-	-	-	-	-	-	8.29	-	-	-	-
Standard Deviation	**1.44**	-	-	-	-	-	-	-	1.44	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 664

Q31 Do you ever use the internet to watch or download programmes or films?

Base : All with internet access

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**2417**	1207	1210	398	427	519	412	331	330	652	1217	548	485	1932	155	2249	1301	397	340	379
Weighted Base	**2423**	1229	1194	387	425	511	429	322	348	692	1201	530	467	1956	225	2182	2028	212	112	71
Yes	**920**	504	416	195	185	222	159	92	67	293	462	165	212	707	118	797	779	70	46	25
	38%	**41%b**	*35%*	**50%fgh**	**44%gh**	**43%gh**	**37%h**	*28%*	*19%*	**42%k**	*38%*	*31%*	**45%m**	*36%*	**52%o**	*37%*	*38%*	*33%*	*41%*	*35%*
No	**1490**	718	771	191	237	286	267	228	280	396	730	364	252	1237	105	1372	1238	139	66	46
	61%	*58%*	**65%a**	*49%*	*56%*	*56%*	**62%c**	**71%cde**	**80%cdef**	*57%*	*61%*	**69%ij**	*54%*	**63%l**	*47%*	**63%n**	*61%*	*66%*	*59%*	*65%*
Don't know	**14**	7	7	1	2	4	3	2	2	3	10	1	2	12	2	12	11	3	-	*
	1%	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 665

Q31 Do you ever use the internet to watch or download programmes or films?

Base : All with internet access

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**2417**	244	1735	336	111	2306	1654	522	619	991	283	2014	403	1485	926	900	1504	541	1003	1519	860
Weighted Base	**2423**	272	1680	373	129*	2294	1620	546	641	952	269	2040	383	1470	947	920	1490	573	933	1551	843
Yes	**920**	112	632	141	51	869	594	214	259	313	93	920	-	585	334	920	-	266	296	651	261
	38%	*41%*	*38%*	*38%*	*39%*	*38%*	*37%*	*39%*	*40%*	*33%*	*34%*	**45%l**	-	*40%*	*35%*	**100%p**	-	**46%r**	*32%*	**42%t**	*31%*
No	**1490**	160	1036	229	76	1414	1020	328	377	632	175	1113	377	879	605	-	1490	306	636	894	575
	61%	*59%*	*62%*	*61%*	*58%*	*62%*	*63%*	*60%*	*59%*	*66%*	*65%*	*55%*	**98%k**	*60%*	*64%*	-	**100%o**	*53%*	**68%q**	*58%*	**68%s**
Don't know	**14**	-	11	3	3	11	6	4	4	8	1	8	6	6	8	-	-	2	1	6	8
	1%	-	*1%*	*1%*	*2%*	*	*	*1%*	*1%*	*1%*	*	*	*2%*	*	*1%*	-	-	*	*	*	*1%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 666

Q31 Do you ever use the internet to watch or download programmes or films?

Base : All with internet access

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**2417**	397	69	133	184	135	61	88	340	134	201	296	379
Weighted Base	**2423**	212	106*	207	285	210	98*	142*	112	209	321	449	71
Yes	**920**	70	32	71	91	83	27	50	46	78	156	192	25
	38%	*33%*	*30%*	*34%*	*32%*	*39%*	*28%*	*35%*	*41%*	*37%*	**48%abcegm**	*43%*	*35%*
No	**1490**	139	72	136	194	126	71	90	66	130	165	253	46
	61%k	**66%k**	*68%*	*66%*	**68%k**	*60%*	**72%k**	*64%*	*59%*	*62%*	*52%*	*56%*	**65%k**
Don't know	**14**	3	2	-	-	2	-	2	-	2	-	4	*
	1%	*1%*	*1%*	-	-	*1%*	-	*1%*	-	*1%*	-	*1%*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 667

Q32 Which of the following do you watch them on?

Base : All that use internet to watch or download programmes or films

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**900**	494	406	191	180	225	142	97	65	264	473	163	223	677	80	817	499	131	138	132
Weighted Base	**920**	504	416	195	185	222	159	92*	67*	293	462	165	212	707	118*	797	779	70	46	25
Laptop computer	**535**	279	255	145	105	127	81	51	25	166	260	108	108	426	67	466	446	44	28	16
	58%	*55%*	*61%*	**75%defgh**	*57%*	*57%*	*51%*	*56%*	*37%*	*57%*	*56%*	*65%*	*51%*	*60%*	*57%*	*58%*	*57%*	*63%*	*61%*	*64%*
Tablet computer like an iPad	**306**	177	129	63	57	79	63	24	19	102	151	52	93	213	32	272	261	22	15	7
	33%	*35%*	*31%*	*32%*	*31%*	*36%*	*40%*	*26%*	*29%*	*35%*	*33%*	*32%*	**44%m**	*30%*	*27%*	*34%*	*34%*	*32%*	*33%*	*30%*
Desktop computer	**270**	177	92	50	51	52	54	35	28	89	131	50	51	219	39	229	229	21	14	5
	29%	**35%b**	*22%*	*25%*	*28%*	*23%*	*34%*	*38%*	**43%e**	*31%*	*28%*	*30%*	*24%*	*31%*	*33%*	*29%*	*29%*	*31%*	*30%*	*21%*
TV connected to a computer	**162**	96	66	24	29	50	25	25	8	68	72	22	54	108	19	140	142	9	7	3
	18%	*19%*	*16%*	*12%*	*16%*	*23%*	*16%*	**27%c**	*13%*	*23%*	*16%*	*13%*	**25%m**	*15%*	*16%*	*18%*	*18%*	*13%*	*16%*	*14%*
Mobile phone	**109**	74	36	31	27	32	12	4	3	36	62	12	36	74	23	86	92	7	8	3
	12%	*15%*	*9%*	*16%*	*15%*	*15%*	*8%*	*4%*	*5%*	*12%*	*13%*	*7%*	*17%*	*10%*	*20%*	*11%*	*12%*	*10%*	*17%*	*11%*
TV connected to a games console	**92**	59	32	25	24	21	13	7	2	22	57	12	34	58	15	74	78	6	6	2
	10%	*12%*	*8%*	*13%*	*13%*	*10%*	*8%*	*7%*	*2%*	*8%*	*12%*	*7%*	**16%m**	*8%*	*12%*	*9%*	*10%*	*9%*	*12%*	*6%*
Other	**14**	8	5	*	3	2	6	3	-	5	7	2	2	12	2	12	11	1	1	1
	1%	*2%*	*1%*	*	*2%*	*1%*	*3%*	*3%*	-	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*3%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 668

Q32 Which of the following do you watch them on?

Base : All that use internet to watch or download programmes or films

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**900**	103	636	124	40	860	601	199	243	323	103	900	-	591	308	900	-	254	315	626	261
Weighted Base	**920**	112*	632	141*	51*	869	594	214	259	313	93*	920	-**	585	334	920	-**	266	296	651	261
Laptop computer	**535**	68	373	77	33	501	345	116	147	174	57	535	-	326	208	535	-	147	180	360	169
	58%	*61%*	*59%*	*55%*	*66%*	*58%*	*58%*	*54%*	*57%*	*56%*	*62%*	*58%*	-	*56%*	*62%*	*58%*	-	*55%*	*61%*	*55%*	*65%*
Tablet computer like an iPad	**306**	39	194	57	8	298	228	53	67	114	26	306	-	224	82	306	-	111	111	238	67
	33%	*35%*	*31%*	*41%*	*15%*	*34%*	*38%dgh*	*25%*	*26%*	*36%*	*28%*	*33%*	-	*38%n*	*24%*	*33%*	-	*42%*	*37%*	*37%t*	*26%*
Desktop computer	**270**	37	184	43	21	249	161	65	82	88	26	270	-	170	100	270	-	86	69	189	79
	29%	*33%*	*29%*	*30%*	*41%*	*29%*	*27%*	*30%*	*32%*	*28%*	*29%*	*29%*	-	*29%*	*30%*	*29%*	-	*32%*	*23%*	*29%*	*30%*
TV connected to a computer	**162**	20	111	27	8	154	116	30	36	51	12	162	-	125	38	162	-	65	47	132	30
	18%	*17%*	*18%*	*19%*	*15%*	*18%*	*20%*	*14%*	*14%*	*16%*	*13%*	*18%*	-	*21%n*	*11%*	*18%*	-	*24%*	*16%*	*20%t*	*12%*
Mobile phone	**109**	25	63	20	*	109	89	14	19	38	19	109	-	72	37	109	-	36	48	77	32
	12%	*22%b*	*10%*	*14%*	*1%*	*13%*	*15%gh*	*7%*	*7%*	*12%*	*21%*	*12%*	-	*12%*	*11%*	*12%*	-	*14%*	*16%*	*12%*	*12%*
TV connected to a games console	**92**	12	64	16	4	88	74	9	12	30	12	92	-	67	25	92	-	32	41	77	15
	10%	*11%*	*10%*	*11%*	*7%*	*10%*	*13%gh*	*4%*	*5%*	*10%*	*13%*	*10%*	-	*11%*	*7%*	*10%*	-	*12%*	*14%*	*12%*	*6%*
Other	**14**	*	8	4	2	12	8	2	2	6	*	14	-	10	4	14	-	5	3	12	2
	1%	*	*1%*	*3%*	*3%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	-	*2%*	*1%*	*1%*	-	*2%*	*1%*	*2%*	*1%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 669

Q32 Which of the following do you watch them on?

Base : All that use internet to watch or download programmes or films

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**900**	131	21	45	59	53	17	31	138	50	97	126	132
Weighted Base	**920**	70	32**	71*	91*	83*	27**	50*	46	78*	156*	192	25
Laptop computer	**535**	44	21	42	51	53	16	28	28	39	95	102	16
	58%	*63%*	*66%*	*59%*	*56%*	*64%*	*59%*	*55%*	*61%*	*51%*	*61%*	*53%*	*64%*
Tablet computer like an iPad	**306**	22	9	24	43	17	13	16	15	23	51	64	7
	33%	*32%*	*29%*	*33%*	**48%f**	*21%*	*47%*	*32%*	*33%*	*30%*	*33%*	*33%*	*30%*
Desktop computer	**270**	21	6	24	18	22	10	13	14	25	59	53	5
	29%	*31%*	*19%*	*34%*	*20%*	*26%*	*35%*	*26%*	*30%*	*32%*	**38%m**	*28%*	*21%*
TV connected to a computer	**162**	9	8	15	17	12	5	11	7	14	16	44	3
	18%	*13%*	*25%*	*22%*	*19%*	*15%*	*17%*	*23%*	*16%*	*18%*	*10%*	*23%*	*14%*
Mobile phone	**109**	7	3	8	12	5	2	3	8	8	33	18	3
	12%	*10%*	*10%*	*11%*	*14%*	*6%*	*6%*	*6%*	*17%*	*10%*	**21%a**	*9%*	*11%*
TV connected to a games console	**92**	6	3	11	11	8	3	5	6	9	11	17	2
	10%	*9%*	*10%*	*15%*	*12%*	*9%*	*12%*	*10%*	*12%*	*12%*	*7%*	*9%*	*6%*
Other	**14**	1	-	2	2	-	-	-	1	2	-	6	1
	1%	*2%*	-	*2%*	*2%*	-	-	-	*2%*	*2%*	-	*3%*	**3%k**

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 670

Q33 Which of the following catch-up services have you used in the last month?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
BBC iPlayer	**1341**	689	651	228	247	308	242	176	139	412	686	242	274	1066	127	1205	1131	110	67	32
	44%	*47%*	*42%*	**50%h**	**51%h**	**54%gh**	**49%h**	**44%h**	*23%*	**54%k**	**47%k**	*30%*	**55%m**	*42%*	*48%*	*44%*	*45%*	*41%*	*45%*	*38%*
4OD - the Channel 4 on Demand service	**525**	277	249	121	105	106	91	62	41	153	277	95	124	402	67	453	451	39	24	12
	17%	*19%*	*16%*	**27%egh**	**22%h**	**19%h**	**18%h**	**15%h**	*7%*	**20%k**	**19%k**	*12%*	**25%m**	*16%*	**26%o**	*17%*	*18%*	*15%*	*16%*	*14%*
S4C Clic - the S4C on Demand service	**6**	4	2	-	*	2	1	1	1	1	4	1	2	4	-	6	-	-	6	-
	*	*	*	-	*	*	*	*	*	*	*	*	*	*	-	*	-	-	**4%pqs**	-
None	**1588**	741	847	204	223	252	244	220	444	333	722	533	207	1380	118	1454	1312	147	77	51
	52%	*50%*	*54%*	*45%*	*46%*	*44%*	*49%*	**55%e**	**72%cdefg**	*43%*	*50%*	**66%ij**	*42%*	**55%l**	*45%*	*53%*	*52%*	*55%*	*52%*	**60%p**
Don't know	**41**	12	29	2	4	2	4	5	25	8	11	23	3	38	2	40	35	3	2	*
	1%	*1%*	*2%*	*	*1%*	*	*1%*	*1%*	**4%cdef**	*1%*	*1%*	**3%j**	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 671

Q33 Which of the following catch-up services have you used in the last month?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
BBC iPlayer	**1341**	168	914	200	67	1273	914	285	341	538	155	1341	-	876	463	709	592	393	469	917	412
	44%	*51%*	*44%*	*43%*	*31%*	**45%dgh**	**48%dgh**	*39%*	*39%*	*45%*	*46%*	**60%l**	-	**54%n**	*33%*	**77%p**	*40%*	**64%r**	*41%*	**52%t**	*34%*
4OD - the Channel 4 on Demand service	**525**	76	342	86	26	500	384	96	115	224	77	525	-	354	171	319	191	216	152	388	129
	17%	*23%*	*16%*	*19%*	*12%*	**18%h**	**20%gh**	*13%*	*13%*	*19%*	*23%*	**24%l**	-	**22%n**	*12%*	**35%p**	*13%*	**35%r**	*13%*	**22%t**	*11%*
S4C Clic - the S4C on Demand service	**6**	*	5	1	-	6	4	2	2	3	1	6	-	4	2	5	1	2	2	3	2
	*****	*	*	*	-	*	*	*	*	*	*	*	-	*	*	*1%*	*	*	*	*	*
None	**1588**	149	1125	242	141	1447	909	437	519	616	166	804	784	683	896	181	858	188	641	795	763
	52%	*45%*	*54%*	*52%*	**64%ef**	*52%*	*48%*	**59%ef**	**59%ef**	*52%*	*49%*	*36%*	**97%k**	*42%*	**64%m**	*20%*	**58%o**	*31%*	**56%q**	*45%*	**63%s**
Don't know	**41**	9	21	6	11	30	20	6	9	11	2	18	23	16	23	2	16	6	9	16	23
	1%	*3%*	*1%*	*1%*	**5%efgh**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	**3%k**	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*2%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 672

Q33 Which of the following catch-up services have you used in the last month?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
BBC iPlayer	**1341**	110	43	107	141	130	40	70	67	121	203	276	32
	44%c	*41%*	*29%*	*40%*	*41%*	**48%c**	*33%*	*39%*	**45%c**	**46%c**	**51%cgm**	**51%bcgm**	*38%*
4OD - the Channel 4 on Demand service	**525**	39	20	54	58	50	13	20	24	40	88	108	12
	17%	*15%*	*14%*	*20%*	*17%*	*18%*	*11%*	*11%*	*16%*	*15%*	*22%*	*20%*	*14%*
S4C Clic - the S4C on Demand service	**6**	-	-	-	-	-	-	-	6	-	-	-	-
	*	-	-	-	-	-	-	-	**4%abdefhjklm**	-	-	-	-
None	**1588**	147	98	144	193	131	73	107	77	132	182	253	51
	52%	*55%*	**66%afkl**	*54%*	*57%*	*48%*	*60%*	*60%*	*52%*	*51%*	*45%*	*47%*	**60%afkl**
Don't know	**41**	3	3	1	3	6	3	-	2	6	6	6	*
	1%	*1%*	*2%*	*1%*	*1%*	*2%*	*3%*	-	*2%*	*2%*	*2%*	*1%*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 673

Q34_1 How would you rate your overall satisfaction with BBC iPlayer?

Base : All that have used this service in the last month

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1307**	668	639	226	243	296	225	177	140	376	687	244	283	1024	87	1213	727	207	201	172
Weighted Base	**1341**	689	651	228	247	308	242	176	139	412	686	242	274	1066	127*	1205	1131	110	67	32
1 - LOWEST score	**4**	2	2	2	-	*	1	-	*	3	*	*	2	2	-	4	3	-	*	*
	*****	*	*	*1%*	-	*	*1%*	-	*	*1%*	*	*	*1%*	*	-	*	*	-	*1%*	*1%*
2	**2**	1	2	-	*	*	2	-	-	-	2	-	1	2	-	2	2	-	1	-
	*****	*	*	-	*	*	*1%*	-	-	-	*	-	*	*	-	*	*	-	1%p	-
3	**12**	9	3	2	2	4	1	1	2	2	8	2	2	10	3	9	9	2	*	-
	1%	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*2%*	*1%*	-
4	**16**	11	5	2	2	5	3	3	2	5	9	2	3	13	2	14	14	1	1	1
	1%	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*
5	**34**	15	19	4	3	8	8	6	7	8	17	8	5	29	2	32	28	3	3	1
	3%	*2%*	*3%*	*2%*	*1%*	*2%*	*3%*	*3%*	*5%*	*2%*	*3%*	*3%*	*2%*	*3%*	*1%*	*3%*	*2%*	*3%*	*4%*	*2%*
6	**80**	52	28	19	11	11	10	16	11	26	40	14	12	68	11	67	65	8	4	2
	6%	*8%*	*4%*	*9%*	*5%*	*4%*	*4%*	*9%*	*8%*	*6%*	*6%*	*6%*	*4%*	*6%*	*9%*	*6%*	*6%*	*7%*	*6%*	*8%*
7	**176**	107	69	33	30	45	29	25	15	51	86	38	35	141	16	159	145	17	10	4
	13%	*16%*	*11%*	*14%*	*12%*	*15%*	*12%*	*14%*	*11%*	*12%*	*13%*	*16%*	*13%*	*13%*	*13%*	*13%*	*13%*	*16%*	*15%*	*12%*
8	**459**	214	245	80	101	109	68	54	47	139	223	97	86	373	35	421	388	39	21	11
	34%	*31%*	*38%*	*35%*	*41%*	*35%*	*28%*	*31%*	*34%*	*34%*	*32%*	*40%*	*32%*	*35%*	*28%*	*35%*	*34%*	*35%*	*32%*	*34%*
9	**299**	152	147	48	51	68	66	39	27	93	163	43	67	232	19	279	257	22	13	7
	22%	*22%*	*23%*	*21%*	*21%*	*22%*	*27%*	*22%*	*19%*	*23%*	*24%*	*18%*	*24%*	*22%*	*15%*	*23%*	*23%*	*20%*	*20%*	*21%*
10 - HIGHEST score	**258**	126	131	38	46	57	55	33	29	84	138	35	62	196	37	217	220	18	13	7
	19%	*18%*	*20%*	*17%*	*19%*	*19%*	*23%*	*19%*	*21%*	*20%*	*20%*	*15%*	*23%*	*18%*	*30%*	*18%*	*19%*	*16%*	*19%*	*20%*
Don't know	**1**	*	1	-	-	1	-	*	*	-	*	1	-	1	-	1	-	1	*	*
	*****	*	*	-	-	*	-	*	*	-	*	*	-	*	-	*	-	*p	*p	1%p
SUMMARY:																				
NET: 9-10	**557**	279	278	86	98	125	121	71	56	178	301	78	129	428	57	496	478	40	26	13
	42%	*40%*	*43%*	*38%*	*40%*	*40%*	*50%*	*41%*	*40%*	*43%*	44%k	*32%*	*47%*	*40%*	*45%*	*41%*	*42%*	*36%*	*39%*	*41%*
NET: 7-10	**1192**	600	592	199	229	278	217	150	118	368	610	214	250	942	108	1076	1010	96	58	28
	89%	*87%*	*91%*	*87%*	*93%*	*90%*	*90%*	*85%*	*85%*	*89%*	*89%*	*88%*	*91%*	*88%*	*86%*	*89%*	*89%*	*87%*	*87%*	*87%*
NET: 4-6	**130**	78	52	25	16	24	21	24	19	39	66	25	20	110	15	113	107	12	7	4
	10%	*11%*	*8%*	*11%*	*6%*	*8%*	*9%*	*14%*	*14%*	*10%*	*10%*	*10%*	*7%*	*10%*	*12%*	*9%*	*9%*	*11%*	*11%*	*11%*
NET: 1-3	**18**	12	6	3	3	5	4	1	2	5	10	2	4	14	3	15	14	2	1	*
	1%	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	*1%*	*2%*	*2%*	*1%*
Mean	**8.16**	8.06	8.26	8.06	8.25	8.15	8.28	8.07	8.09	8.19	8.19	8.00	8.29	8.12	8.20	8.15	8.18	8.02	8.03	8.11
Standard Deviation	**1.48**	1.53	1.41	1.49	1.31	1.47	1.58	1.49	1.55	1.51	1.49	1.37	1.51	1.47	1.68	1.45	1.46	1.47	1.64	1.63

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 674

Q34_1 How would you rate your overall satisfaction with BBC iPlayer?

Base : All that have used this service in the last month

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1307**	148	927	175	54	1253	915	266	321	548	173	1307	-	880	426	695	579	371	492	881	408
Weighted Base	**1341**	168	914	200	67*	1273	914	285	341	538	155	1341	-**	876	463	709	592	393	469	917	412
1 - LOWEST score	**4**	2	2	*	2	2	2	-	-	3	2	4	-	4	*	2	2	*	2	4	-
	*	*1%*	*	*	**3%e**	*	*	-	-	*1%*	*1%*	*	-	*	*	*	*	*	*	*	-
2	**2**	-	2	-	-	2	2	*	*	2	-	2	-	2	*	2	-	-	2	2	*
	*	-	*	-	-	*	*	*	*	*	-	*	-	*	*	*	-	-	*	*	*
3	**12**	1	8	2	-	12	10	2	2	1	1	12	-	10	2	4	8	5	5	12	*
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*
4	**16**	*	10	5	-	16	12	3	4	3	2	16	-	14	2	10	4	7	4	12	4
	1%	*	*1%*	*3%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*2%*	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*
5	**34**	6	21	7	6	28	19	5	9	8	6	34	-	18	16	17	16	8	11	18	16
	3%	*4%*	*2%*	*4%*	**9%ef**	*2%*	*2%*	*2%*	*3%*	*1%*	*4%*	*3%*	-	*2%*	*4%*	*2%*	*3%*	*2%*	*2%*	*2%*	*4%*
6	**80**	5	49	18	4	76	50	19	23	29	9	80	-	51	28	40	40	19	28	53	27
	6%	*3%*	*5%*	*9%*	*5%*	*6%*	*5%*	*7%*	*7%*	*5%*	*6%*	*6%*	-	*6%*	*6%*	*6%*	*7%*	*5%*	*6%*	*6%*	*6%*
7	**176**	13	130	27	9	167	118	42	47	68	17	176	-	109	67	104	71	52	60	116	57
	13%	*8%*	*14%*	*13%*	*14%*	*13%*	*13%*	*15%*	*14%*	*13%*	*11%*	*13%*	-	*12%*	*14%*	*15%*	*12%*	*13%*	*13%*	*13%*	*14%*
8	**459**	42	335	61	23	436	320	87	110	176	43	459	-	296	163	223	223	117	180	285	172
	34%	*25%*	*37%*	*30%*	*34%*	*34%*	*35%*	*31%*	*32%*	*33%*	*27%*	*34%*	-	*34%*	*35%*	*31%*	*38%*	*30%*	*38%*	*31%*	**42%s**
9	**299**	38	204	50	12	287	213	62	70	142	33	299	-	212	87	158	134	100	103	212	84
	22%	*23%*	*22%*	*25%*	*18%*	*23%*	*23%*	*22%*	*21%*	*26%*	*21%*	*22%*	-	*24%*	*19%*	*22%*	*23%*	*25%*	*22%*	*23%*	*20%*
10 - HIGHEST score	**258**	61	152	29	12	246	168	65	76	106	44	258	-	160	97	149	94	86	74	204	51
	19%	**36%bc**	*17%*	*15%*	*17%*	*19%*	*18%*	*23%*	*22%*	*20%*	*28%*	*19%*	-	*18%*	*21%*	*21%*	*16%*	*22%*	*16%*	**22%t**	*12%*
Don't know	**1**	-	1	-	*	1	*	1	1	*	-	1	-	*	1	-	1	-	*	*	1
	*	-	*	-	*	*	*	*	*	*	-	*	-	*	*	-	*	-	*	*	*
SUMMARY:																					
NET: 9-10	**557**	99	357	79	24	533	381	126	146	248	76	557	-	372	184	308	228	185	177	415	135
	42%	**59%bc**	*39%*	*40%*	*35%*	*42%*	*42%*	*44%*	*43%*	*46%*	*49%*	*42%*	-	*42%*	*40%*	*43%*	*39%*	*47%*	*38%*	**45%t**	*33%*
NET: 7-10	**1192**	154	822	167	56	1136	819	255	303	492	136	1192	-	777	414	635	522	354	417	816	364
	89%	*92%*	*90%*	*83%*	*83%*	*89%*	*90%*	*90%*	*89%*	*92%*	*88%*	*89%*	-	*89%*	*89%*	*89%*	*88%*	*90%*	*89%*	*89%*	*88%*
NET: 4-6	**130**	11	80	31	10	120	81	27	35	40	16	130	-	83	46	67	60	34	43	83	47
	10%	*7%*	*9%*	*15%*	*15%*	*9%*	*9%*	*9%*	*10%*	*7%*	*11%*	*10%*	-	*10%*	*10%*	*9%*	*10%*	*9%*	*9%*	*9%*	*11%*
NET: 1-3	**18**	3	12	2	2	16	14	2	2	6	3	18	-	15	3	8	10	5	9	17	1
	1%	*2%*	*1%*	*1%*	*3%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*
Mean	**8.16**	**8.58bc**	8.12	7.94	7.82	8.18	8.16	8.25	8.22	8.29	8.28	8.16	-	8.14	8.19	8.19	8.10	8.27	8.08	8.22	8.02
Standard Deviation	**1.48**	1.62	1.42	1.56	1.83	1.45	1.47	1.43	1.43	1.41	1.68	1.48	-	1.52	1.39	1.48	1.44	1.48	1.47	1.56	1.29

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 675

Q34_1 How would you rate your overall satisfaction with BBC iPlayer?

Base : All that have used this service in the last month

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1307**	207	28	69	91	83	25	44	201	78	127	182	172
Weighted Base	**1341**	110	43**	107*	141*	130*	40**	70*	67	121*	203	276	32
1 - LOWEST score	**4**	-	-	-	-	-	-	-	*	-	-	3	*
	*****	-	-	-	-	-	-	-	*1%*	-	-	*1%*	**1%k**
2	**2**	-	-	-	-	-	2	-	1	-	-	-	-
	*****	-	-	-	-	-	*4%*	-	*1%*	-	-	-	-
3	**12**	2	-	5	-	-	-	1	*	-	3	-	-
	1%	**2%l**	-	**4%l**	-	-	-	*2%*	*1%*	-	*2%*	-	-
4	**16**	1	-	2	-	3	-	2	1	2	2	5	1
	1%	*	-	*2%*	-	*2%*	-	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*
5	**34**	3	-	2	2	5	3	3	3	3	3	7	1
	3%	*3%*	-	*1%*	*1%*	*3%*	*8%*	*5%*	*4%*	*2%*	*2%*	*3%*	*2%*
6	**80**	8	2	8	8	6	3	3	4	8	14	14	2
	6%	*7%*	*4%*	*7%*	*6%*	*5%*	*8%*	*4%*	*6%*	*6%*	*7%*	*5%*	*8%*
7	**176**	17	5	8	11	23	5	8	10	19	23	44	4
	13%	*16%*	*11%*	*7%*	*8%*	*18%*	*12%*	*12%*	*15%*	*15%*	*11%*	*16%*	*12%*
8	**459**	39	12	36	43	47	17	24	21	51	76	81	11
	34%	*35%*	*28%*	*34%*	*31%*	*37%*	*44%*	*35%*	*32%*	*42%*	*37%*	*29%*	*34%*
9	**299**	22	15	26	39	34	5	15	13	18	37	69	7
	22%	*20%*	*35%*	*25%*	*28%*	*26%*	*12%*	*21%*	*20%*	*14%*	*18%*	*25%*	*21%*
10 - HIGHEST score	**258**	18	9	22	39	11	5	14	13	22	45	54	7
	19%	*16%*	*22%*	*20%*	**27%f**	*9%*	*12%*	*20%*	*19%*	*18%*	*22%*	*20%*	**20%f**
Don't know	**1**	1	-	-	-	-	-	-	*	-	-	-	*
	*****	*	-	-	-	-	-	-	*	-	-	-	*1%*
SUMMARY:													
NET: 9-10	**557**	40	24	48	77	46	10	29	26	39	82	123	13
	42%	*36%*	*57%*	*45%*	**55%bfj**	*35%*	*24%*	*41%*	*39%*	*33%*	*40%*	*45%*	*41%*
NET: 7-10	**1192**	96	41	92	131	116	32	61	58	109	181	247	28
	89%	*87%*	*96%*	*86%*	*93%*	*90%*	*80%*	*87%*	*87%*	*90%*	*89%*	*90%*	*87%*
NET: 4-6	**130**	12	2	11	10	14	6	8	7	12	19	26	4
	10%	*11%*	*4%*	*10%*	*7%*	*10%*	*16%*	*11%*	*11%*	*10%*	*10%*	*9%*	*11%*
NET: 1-3	**18**	2	-	5	-	-	2	1	1	-	3	3	*
	1%	*2%*	-	*4%*	-	-	*4%*	*2%*	*2%*	-	*2%*	*1%*	*1%*
Mean	**8.16**	8.02	8.61	8.12	**8.60abfim**	7.97	7.60	8.08	8.03	8.10	8.20	8.16	8.11
Standard Deviation	**1.48**	1.47	1.06	1.70	1.19	1.29	1.76	1.62	1.64	1.30	1.45	1.56	1.63

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 676

Q34_2 How would you rate your overall satisfaction with 4OD?

Base : All that have used this service in the last month

		GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
	TOTAL	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**495**	267	228	107	93	110	80	66	39	132	272	91	120	375	44	447	289	73	72	61
Weighted Base	**525**	277	249	121*	105*	106*	91*	62*	41*	153	277	95*	124*	402	67*	453	451	39*	24*	12*
1 - LOWEST score	**2**	-	2	2	-	-	-	-	-	-	2	-	-	2	2	-	2	-	-	-
	*	-	1%	1%	-	-	-	-	-	-	1%	-	-	*	2%o	-	*	-	-	-
2	**2**	2	-	-	-	-	2	1	-	*	2	-	-	2	-	2	2	1	-	*
	*	1%	-	-	-	-	2%	1%	-	*	1%	-	-	1%	-	*	*	1%	-	1%
3	**8**	8	*	3	1	2	-	-	2	2	4	2	-	8	2	6	6	1	1	-
	2%	3%	*	3%	1%	2%	-	-	5%	1%	2%	2%	-	2%	3%	1%	1%	3%	3%	-
4	**9**	6	3	5	-	*	2	1	2	4	2	3	2	7	3	6	8	-	1	*
	2%	2%	1%	4%	-	*	2%	1%	4%	2%	1%	3%	1%	2%	5%	1%	2%	-	3%	2%
5	**35**	17	18	12	3	8	4	4	4	6	19	11	7	28	7	28	30	1	3	1
	7%	6%	7%	10%	3%	8%	5%	6%	9%	4%	7%	11%	6%	7%	10%	6%	7%	3%	12%	10%
6	**50**	31	19	14	13	11	2	4	4	17	22	10	13	36	3	47	43	4	2	*
	9%	11%	8%	12%	13%	11%	2%	7%	10%	11%	8%	11%	11%	9%	5%	10%	10%	9%	10%	3%
7	**78**	47	31	13	21	13	13	10	7	28	34	16	20	58	6	71	64	7	5	2
	15%	17%	12%	11%	20%	13%	14%	16%	18%	18%	12%	17%	16%	14%	10%	16%	14%	18%	20%	15%
8	**147**	72	74	25	27	33	32	23	7	41	73	32	34	113	21	122	128	10	6	3
	28%	26%	30%	21%	26%	31%	35%	37%	18%	27%	26%	34%	27%	28%	31%	27%	28%	25%	26%	21%
9	**103**	47	55	25	16	22	20	10	9	35	57	10	22	80	9	94	91	6	3	2
	20%	17%	22%	21%	15%	20%	22%	16%	23%	23%	21%	11%	18%	20%	13%	21%	20%	15%	12%	21%
10 - HIGHEST score	**91**	46	45	21	23	16	17	8	6	20	60	11	26	65	15	76	75	10	3	3
	17%	17%	18%	17%	22%	15%	18%	13%	14%	13%	22%	11%	21%	16%	22%	17%	17%	26%	13%	25%
Don't know	**2**	*	1	-	*	-	-	1	*	-	2	*	*	2	-	2	1	-	*	*
	*	*	1%	-	*	-	-	2%	1%	-	1%	*	*	*	-	*	*	-	1%	2%
SUMMARY:																				
NET: 9-10	**194**	94	100	46	39	38	37	18	15	56	117	21	48	146	23	170	166	16	6	5
	37%	34%	40%	38%	37%	36%	40%	30%	37%	36%	42%k	22%	39%	36%	35%	37%	37%	41%	25%	46%
NET: 7-10	**418**	213	205	84	88	84	82	51	29	125	224	68	101	317	50	363	359	32	17	10
	80%	77%	82%	70%	83%	79%	90%c	83%	72%	82%	81%	72%	82%	79%	75%	80%	80%	84%	71%	82%
NET: 4-6	**94**	53	41	32	16	20	8	9	9	26	43	25	22	71	13	80	81	5	6	2
	18%	19%	16%	26%f	16%	19%	9%	14%	22%	17%	16%	26%	18%	18%	20%	18%	18%	12%	25%	15%
NET: 1-3	**12**	10	2	5	1	2	2	1	2	2	8	2	-	12	3	9	9	2	1	*
	2%	4%	1%	4%	1%	2%	2%	1%	5%	1%	3%	2%	-	3%	5%	2%	2%	4%	3%	1%
Mean	**7.81**	7.66	7.98	7.51	8.00	7.84	8.08	7.85	7.49	7.82	7.96	7.39	7.99	7.76	7.58	7.84	7.81	8.00	7.36	8.04
Standard Deviation	**1.72**	1.79	1.62	2.04	1.51	1.60	1.60	1.50	1.94	1.56	1.80	1.68	1.54	1.77	2.17	1.65	1.70	1.80	1.79	1.87

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 677

Q34_2 How would you rate your overall satisfaction with 4OD?

Base : All that have used this service in the last month

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**495**	69	323	80	19	476	364	90	109	218	73	495	-	340	155	299	181	195	153	362	122
Weighted Base	**525**	76*	342	86*	26**	500	384	96*	115*	224	77*	525	-**	354	171	319	191	216	152	388	129*
1 - LOWEST score	**2**	-	2	-	-	2	2	-	-	-	2	2	-	2	-	-	2	2	-	2	-
	*	-	*	-	-	*	*	-	-	-	2%	*	-	*	-	-	1%	1%	-	*	-
2	**2**	-	*	2	-	2	*	2	2	1	2	2	-	2	-	2	-	*	-	1	2
	*	-	*	2%	-	*	*	2%	1%	*	2%	*	-	1%	-	1%	-	*	-	*	1%
3	**8**	-	7	1	-	8	5	3	3	2	2	8	-	6	2	6	2	2	3	8	*
	2%	-	2%	1%	-	2%	1%	3%	3%	1%	3%	2%	-	2%	1%	2%	1%	1%	2%	2%	*
4	**9**	-	4	3	-	9	9	*	*	2	3	9	-	4	5	7	2	2	7	7	2
	2%	-	1%	4%	-	2%	2%	*	*	1%	4%	2%	-	1%	3%	2%	1%	1%	5%	2%	1%
5	**35**	9	20	6	3	32	22	9	9	20	6	35	-	16	19	18	16	6	15	19	14
	7%	11%	6%	7%	12%	6%	6%	9%	8%	9%	7%	7%	-	4%	11%	6%	8%	3%	10%	5%	11%
6	**50**	8	29	10	2	48	44	4	4	23	5	50	-	39	11	33	16	29	15	42	6
	9%	10%	8%	12%	8%	10%	11%	4%	3%	10%	7%	9%	-	11%	6%	10%	8%	13%	10%	11%	5%
7	**78**	13	49	11	6	71	52	19	19	38	8	78	-	54	23	51	24	28	22	57	20
	15%	17%	14%	12%	24%	14%	14%	19%	17%	17%	11%	15%	-	15%	14%	16%	13%	13%	15%	15%	16%
8	**147**	15	104	25	9	137	107	23	30	59	19	147	-	95	52	84	57	62	36	107	39
	28%	20%	30%	29%	36%	27%	28%	24%	26%	26%	25%	28%	-	27%	30%	26%	30%	29%	24%	28%	30%
9	**103**	13	70	17	3	99	78	18	21	48	16	103	-	76	26	61	40	46	32	74	26
	20%	16%	20%	19%	13%	20%	20%	19%	19%	22%	21%	20%	-	21%	16%	19%	21%	21%	21%	19%	20%
10 - HIGHEST score	**91**	19	58	10	2	89	65	17	25	33	14	91	-	60	31	57	31	40	23	72	19
	17%	25%	17%	11%	6%	18%	17%	18%	21%	15%	18%	17%	-	17%	18%	18%	16%	18%	15%	18%	14%
Don't know	**2**	*	-	2	-	2	*	1	1	-	*	2	-	*	1	-	2	*	-	*	1
	*	*	-	2%	-	*	*	2%	1%	-	*	*	-	*	1%	-	1%	*	-	*	1%
SUMMARY:																					
NET: 9-10	**194**	32	128	26	5	189	143	35	46	81	29	194	-	136	57	119	71	85	55	146	44
	37%	42%	37%	30%	19%	38%	37%	37%	40%	36%	38%	37%	-	38%	34%	37%	37%	40%	36%	38%	34%
NET: 7-10	**418**	60	280	62	21	397	301	77	95	178	57	418	-	285	132	253	152	175	113	310	104
	80%	78%	82%	72%	80%	80%	79%	80%	83%	79%	74%	80%	-	80%	78%	80%	80%	81%	74%	80%	80%
NET: 4-6	**94**	16	53	20	5	89	75	13	13	44	14	94	-	59	35	57	33	37	36	68	23
	18%	21%	15%	23%	20%	18%	20%	14%	12%	20%	19%	18%	-	17%	21%	18%	17%	17%	24%	18%	17%
NET: 1-3	**12**	-	9	3	-	12	7	5	5	2	5	12	-	10	2	8	3	4	3	10	2
	2%	-	3%	3%	-	2%	2%	5%	4%	1%	7%	2%	-	3%	1%	2%	2%	2%	2%	3%	1%
Mean	**7.81**	7.97	7.87	7.49	7.49	7.83	7.82	7.72	7.91	7.80	7.53	7.81	-	7.85	7.74	7.80	7.85	7.97	7.62	7.84	7.76
Standard Deviation	**1.72**	1.68	1.68	1.86	1.36	1.73	1.69	1.88	1.83	1.58	2.21	1.72	-	1.71	1.73	1.73	1.70	1.62	1.80	1.73	1.69

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 678

Q34_2 How would you rate your overall satisfaction with 4OD?

Base : All that have used this service in the last month

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**495**	73	13	35	37	32	8	12	72	26	55	71	61
Weighted Base	**525**	39*	20**	54*	58*	50*	13**	20**	24*	40**	88*	108*	12*
1 - LOWEST score	**2**	-	-	-	-	-	-	-	-	-	2	-	-
	*	-	-	-	-	-	-	-	-	-	*2%*	-	-
2	**2**	1	-	-	-	-	-	-	-	2	-	-	*
	*	*1%*	-	-	-	-	-	-	-	*4%*	-	-	*1%*
3	**8**	1	-	2	2	-	-	-	1	-	2	2	-
	2%	*3%*	-	*3%*	*3%*	-	-	-	*3%*	-	*2%*	*1%*	-
4	**9**	-	-	-	2	-	2	-	1	-	5	-	*
	2%	-	-	-	*3%*	-	*12%*	-	*3%*	-	*6%*	-	*2%*
5	**35**	1	-	4	3	6	-	2	3	3	8	3	1
	7%	*3%*	-	*8%*	*5%*	*13%*	-	*9%*	**12%I**	*8%*	*9%*	*3%*	*10%*
6	**50**	4	3	11	5	4	2	-	2	-	6	12	*
	9%	*9%*	*15%*	*20%*	*8%*	*9%*	*12%*	-	*10%*	-	*7%*	*12%*	*3%*
7	**78**	7	5	8	5	8	-	3	5	5	11	19	2
	15%	*18%*	*24%*	*15%*	*8%*	*16%*	-	*17%*	*20%*	*11%*	*13%*	*18%*	*15%*
8	**147**	10	3	11	16	14	6	8	6	15	29	26	3
	28%	*25%*	*15%*	*20%*	*28%*	*28%*	*49%*	*41%*	*26%*	*38%*	*32%*	*24%*	*21%*
9	**103**	6	5	9	16	11	-	2	3	8	11	30	2
	20%	*15%*	*23%*	*17%*	*27%*	*22%*	-	*8%*	*12%*	*20%*	*13%*	*28%*	*21%*
10 - HIGHEST score	**91**	10	5	9	11	6	3	5	3	6	14	15	3
	17%	*26%*	*23%*	*17%*	*19%*	*12%*	*26%*	*25%*	*13%*	*16%*	*16%*	*14%*	*25%*
Don't know	**2**	-	-	-	-	-	-	-	*	1	-	-	*
	*	-	-	-	-	-	-	-	*1%*	*4%*	-	-	*2%*
SUMMARY:													
NET: 9-10	**194**	16	9	18	27	17	3	6	6	14	26	45	5
	37%	*41%*	*46%*	*34%*	*46%*	*34%*	*26%*	*33%*	*25%*	*35%*	*29%*	*42%*	*46%*
NET: 7-10	**418**	32	17	37	47	39	10	18	17	34	65	91	10
	80%	*84%*	*85%*	*69%*	*82%*	*78%*	*75%*	*91%*	*71%*	*85%*	*74%*	*84%*	*82%*
NET: 4-6	**94**	5	3	15	9	11	3	2	6	3	20	16	2
	18%	*12%*	*15%*	*28%*	*16%*	*22%*	*25%*	*9%*	*25%*	*8%*	*22%*	*14%*	*15%*
NET: 1-3	**12**	2	-	2	2	-	-	-	1	2	3	2	*
	2%	*4%*	-	*3%*	*3%*	-	-	-	*3%*	*4%*	*4%*	*1%*	*1%*
Mean	**7.81**	8.00	8.16	7.57	8.02	7.74	7.79	8.13	7.36	7.93	7.45	7.99	8.04
Standard Deviation	**1.72**	1.80	1.44	1.77	1.74	1.53	1.94	1.46	1.79	1.79	2.01	1.46	1.87

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 679

Q34_3 How would you rate your overall satisfaction with S4C Clic?

Base : All that have used this service in the last month

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**18**	12	6	-	1	7	4	4	2	2	13	3	6	12	-	17	-	-	18	-
Weighted Base	**6***	4**	2**	-**	***	2**	1**	1**	1**	1**	4**	1**	2**	4**	-**	6**	-**	-**	6**	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	*	*	-	-	-	-	-	*	-	-	*	-	-	*	-	*	-	-	*	-
	6%	*8%*	-	-	-	-	-	*25%*	-	-	*8%*	-	-	*8%*	-	*6%*	-	-	*6%*	-
5	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	*	-	*	-	-	-	*	-	-	-	*	-	-	*	-	*	-	-	*	-
	5%	-	*16%*	-	-	-	*24%*	-	-	-	*7%*	-	-	*8%*	-	*5%*	-	-	*5%*	-
7	*	-	*	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-	*	-
	6%	-	*18%*	-	-	*14%*	-	-	-	-	*8%*	-	*16%*	-	-	*6%*	-	-	*6%*	-
8	**1**	1	-	-	-	-	*	1	-	*	-	1	-	1	-	1	-	-	1	-
	17%	*24%*	-	-	-	-	*25%*	*51%*	-	*49%*	-	*69%*	-	*25%*	-	*17%*	-	-	*17%*	-
9	**1**	1	1	-	*	*	*	-	*	*	1	-	*	1	-	1	-	-	1	-
	22%	*17%*	*34%*	-	*100%*	*14%*	*26%*	-	*50%*	*51%*	*22%*	-	*18%*	*25%*	-	*23%*	-	-	*22%*	-
10 - HIGHEST score	**2**	1	1	-	-	1	-	*	*	-	2	*	1	1	-	2	-	-	2	-
	34%	*34%*	*33%*	-	-	*58%*	-	*24%*	*50%*	-	*40%*	*31%*	*51%*	*25%*	-	*30%*	-	-	*34%*	-
Don't know	**1**	1	-	-	-	*	*	-	-	-	1	-	*	*	-	1	-	-	1	-
	11%	*17%*	-	-	-	*15%*	*26%*	-	-	-	*16%*	-	*16%*	*9%*	-	*12%*	-	-	*11%*	-
SUMMARY:																				
NET: 9-10	**3**	2	1	-	*	2	*	*	1	*	3	*	1	2	-	3	-	-	3	-
	56%	*51%*	*66%*	-	*100%*	*72%*	*26%*	*24%*	*100%*	*51%*	*62%*	*31%*	*68%*	*49%*	-	*54%*	-	-	*56%*	-
NET: 7-10	**5**	3	2	-	*	2	1	1	1	1	3	1	2	3	-	4	-	-	5	-
	78%	*75%*	*84%*	-	*100%*	*85%*	*51%*	*75%*	*100%*	*100%*	*70%*	*100%*	*84%*	*75%*	-	*77%*	-	-	*78%*	-
NET: 4-6	**1**	*	*	-	-	-	*	*	-	-	1	-	-	1	-	1	-	-	1	-
	11%	*8%*	*16%*	-	-	-	*24%*	*25%*	-	-	*15%*	-	-	*16%*	-	*11%*	-	-	*11%*	-
NET: 1-3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**8.58**	8.64	8.49	-	9.00	9.36	7.70	7.49	9.50	8.51	8.59	8.63	9.22	8.27	-	8.50	-	-	8.58	-
Standard Deviation	**1.83**	2.05	-	-	-	1.52	-	-	-	-	2.25	-	-	2.08	-	1.85	-	-	1.83	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 680

Q34_3 How would you rate your overall satisfaction with S4C Clic?

Base : All that have used this service in the last month

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**18**	1	14	3	-	18	13	5	5	10	3	18	-	12	6	15	2	7	5	10	6
Weighted Base	**6***	***	5**	1**	-**	6**	4**	2**	2**	3**	1**	6**	-**	4**	2**	5**	1**	2**	2**	3**	2**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	*****	-	*	-	-	*	*	-	-	-	-	*	-	*	-	*	-	-	*	-	*
	6%	-	*7%*	-	-	*6%*	*8%*	-	-	-	-	*6%*	-	*8%*	-	*7%*	-	-	*20%*	-	*17%*
5	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	*****	-	*	-	-	*	-	*	*	-	-	*	-	*	-	*	-	-	-	-	*
	5%	-	*7%*	-	-	*5%*	-	*19%*	*19%*	-	-	*5%*	-	*8%*	-	*6%*	-	-	-	-	*15%*
7	*****	-	*	-	-	*	*	-	-	*	-	*	-	*	-	*	-	*	-	*	-
	6%	-	*7%*	-	-	*6%*	*8%*	-	-	*10%*	-	*6%*	-	*8%*	-	*7%*	-	*14%*	-	*10%*	-
8	**1**	*	*	*	-	1	1	*	*	*	-	1	-	*	1	1	-	1	-	*	*
	17%	*100%*	*7%*	*32%*	-	*17%*	*15%*	*20%*	*20%*	*10%*	-	*17%*	-	*9%*	*33%*	*13%*	-	*28%*	-	*10%*	*16%*
9	**1**	-	1	*	-	1	1	*	*	1	1	1	-	1	1	1	*	*	1	1	1
	22%	-	*21%*	*36%*	-	*22%*	*23%*	*21%*	*21%*	*29%*	*65%*	*22%*	-	*17%*	*32%*	*20%*	*54%*	*15%*	*38%*	*19%*	*34%*
10 - HIGHEST score	**2**	-	2	-	-	2	1	1	1	2	*	2	-	1	1	2	*	1	*	1	*
	34%	-	*44%*	-	-	*34%*	*31%*	*40%*	*40%*	*51%*	*35%*	*34%*	-	*33%*	*35%*	*34%*	*46%*	*28%*	*21%*	*40%*	*18%*
Don't know	**1**	-	*	*	-	1	1	-	-	-	-	1	-	1	-	1	-	*	*	1	-
	11%	-	*8%*	*32%*	-	*11%*	*16%*	-	-	-	-	*11%*	-	*17%*	-	*14%*	-	*14%*	*21%*	*20%*	-
SUMMARY: NET: 9-10	**3**	-	3	*	-	3	2	1	1	3	1	3	-	2	1	3	1	1	1	2	1
	56%	-	*65%*	*36%*	-	*56%*	*54%*	*61%*	*61%*	*80%*	*100%*	*56%*	-	*50%*	*67%*	*54%*	*100%*	*44%*	*59%*	*60%*	*52%*
NET: 7-10	**5**	*	4	1	-	5	3	1	1	3	1	5	-	3	2	4	1	2	1	3	1
	78%	*100%*	*79%*	*68%*	-	*78%*	*77%*	*81%*	*81%*	*100%*	*100%*	*78%*	-	*67%*	*100%*	*74%*	*100%*	*86%*	*59%*	*80%*	*68%*
NET: 4-6	**1**	-	1	-	-	1	*	*	*	-	-	1	-	1	-	1	-	-	*	-	1
	11%	-	*14%*	-	-	*11%*	*8%*	*19%*	*19%*	-	-	*11%*	-	*16%*	-	*13%*	-	-	*20%*	-	*32%*
NET: 1-3	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**8.58**	8.00	8.64	8.53	-	8.58	8.56	8.64	8.64	9.21	9.35	8.58	-	8.33	9.02	8.50	9.46	8.68	8.01	9.13	7.72
Standard Deviation	**1.83**	-	2.08	-	-	1.83	2.01	-	-	1.18	-	1.83	-	2.31	-	2.02	-	1.53	-	1.32	-

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

* = Less than .5

J20427 PSB Tracker 2013

Table 681

Q34_3 How would you rate your overall satisfaction with S4C Clic?

Base : All that have used this service in the last month

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**18**	-	-	-	-	-	-	-	18	-	-	-	-
Weighted Base	**6****	-**	-**	-**	-**	-**	-**	-**	6**	-**	-**	-**	-**
1 - LOWEST score	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
2	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
3	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
4	*****	-	-	-	-	-	-	-	*	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
5	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
6	*****	-	-	-	-	-	-	-	*	-	-	-	-
	5%	-	-	-	-	-	-	-	*5%*	-	-	-	-
7	*****	-	-	-	-	-	-	-	*	-	-	-	-
	6%	-	-	-	-	-	-	-	*6%*	-	-	-	-
8	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	17%	-	-	-	-	-	-	-	*17%*	-	-	-	-
9	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	22%	-	-	-	-	-	-	-	*22%*	-	-	-	-
10 - HIGHEST score	**2**	-	-	-	-	-	-	-	2	-	-	-	-
	34%	-	-	-	-	-	-	-	*34%*	-	-	-	-
Don't know	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	11%	-	-	-	-	-	-	-	*11%*	-	-	-	-
SUMMARY: NET: 9-10	**3**	-	-	-	-	-	-	-	3	-	-	-	-
	56%	-	-	-	-	-	-	-	*56%*	-	-	-	-
NET: 7-10	**5**	-	-	-	-	-	-	-	5	-	-	-	-
	78%	-	-	-	-	-	-	-	*78%*	-	-	-	-
NET: 4-6	**1**	-	-	-	-	-	-	-	1	-	-	-	-
	11%	-	-	-	-	-	-	-	*11%*	-	-	-	-
NET: 1-3	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	**8.58**	-	-	-	-	-	-	-	8.58	-	-	-	-
Standard Deviation	**1.83**	-	-	-	-	-	-	-	1.83	-	-	-	-

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 682

Q35 Do you ever watch any programmes "on demand" through your TV service?

Base : All with Sky, Virgin, broadband TV or YouView

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**1807**	882	925	299	319	403	316	213	257	467	921	419	370	1437	123	1675	931	332	282	262
Weighted Base	**1768**	880	888	293	306	398	323	188	260	488	896	384	353	1415	177	1578	1449	177	93	49
Yes	**610**	306	305	82	93	168	137	70	59	178	325	108	153	457	57	549	520	52	26	12
	35%	*35%*	*34%*	*28%*	*30%*	*42%cdh*	*42%cdh*	*38%h*	*23%*	*36%*	*36%*	*28%*	*43%m*	*32%*	*32%*	*35%*	*36%s*	*30%*	*28%*	*24%*
No	**1139**	565	574	210	211	226	186	109	198	306	560	273	195	944	117	1014	913	124	66	37
	64%	*64%*	*65%*	*72%efg*	*69%e*	*57%*	*58%*	*58%*	*76%efg*	*63%*	*63%*	*71%*	*55%*	*67%l*	*66%*	*64%*	*63%*	*70%*	*71%*	*76%p*
Don't know	**18**	9	9	1	2	5	-	8	3	4	11	3	4	14	3	15	17	1	1	-
	1%	*1%*	*1%*	*	*1%*	*1%*	-	*4%cdf*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 683

Q35 Do you ever watch any programmes "on demand" through your TV service?

Base : All with Sky, Virgin, broadband TV or YouView

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**1807**	185	1331	216	-	1807	1803	1	2	763	207	1494	313	1233	570	572	976	575	1217	1192	591
Weighted Base	**1768**	199	1259	232	-**	1768	1763	1**	3**	716	189	1469	298	1184	578	564	949	610	1139	1198	552
Yes	**610**	73	424	85	-	610	609	-	2	264	83	610	-	485	124	266	306	610	-	516	89
	35%	*37%*	*34%*	*37%*	-	*35%*	*35%*	-	*52%*	*37%*	*44%*	**42%l**	-	**41%n**	*21%*	**47%p**	*32%*	**100%r**	-	**43%t**	*16%*
No	**1139**	124	823	143	-	1139	1136	1	1	442	104	848	291	689	448	296	636	-	1139	673	455
	64%	*62%*	*65%*	*62%*	-	*64%*	*64%*	*100%*	*48%*	*62%*	*55%*	*58%*	**97%k**	*58%*	**77%m**	*53%*	**67%o**	-	**100%q**	*56%*	**82%s**
Don't know	**18**	2	12	4	-	18	18	-	-	10	2	11	7	10	6	2	8	-	-	9	8
	1%	*1%*	*1%*	*2%*	-	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*	*1%*	-	-	*1%*	*1%*

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

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 684

Q35 Do you ever watch any programmes "on demand" through your TV service?

Base : All with Sky, Virgin, broadband TV or YouView

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**1807**	332	64	94	127	97	46	56	282	77	149	221	262
Weighted Base	**1768**	177	99*	146*	197	151*	74*	90*	93	120*	238	335	49
Yes	**610**	52	31	54	58	54	21	40	26	38	97	125	12
	35%m	*30%*	*31%*	*37%*	*30%*	*36%*	*28%*	**45%m**	*28%*	*32%*	**41%im**	**37%m**	*24%*
No	**1139**	124	64	90	138	90	54	49	66	80	141	207	37
	64%	*70%*	*65%*	*62%*	*70%*	*60%*	*72%*	*54%*	*71%*	*67%*	*59%*	*62%*	**76%afhkl**
Don't know	**18**	1	3	1	-	6	-	2	1	2	-	3	-
	1%	*1%*	*3%*	*1%*	-	**4%a**	-	*2%*	*1%*	*1%*	-	*1%*	-

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 685

Q36 Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Yes	**1609**	821	788	225	285	350	296	203	249	454	815	340	331	1278	117	1482	1331	151	82	44
	53%	*56%*	*51%*	*50%*	*59%h*	*61%cgh*	*59%ch*	*50%h*	*40%*	*59%k*	*56%k*	*42%*	*66%m*	*51%*	*45%*	*54%*	*53%*	*57%*	*56%*	*52%*
No	**1408**	649	759	229	200	217	202	196	364	309	628	471	166	1242	143	1250	1188	114	66	41
	47%	*44%*	*49%*	*50%e*	*41%*	*38%*	*41%*	*49%e*	*59%defg*	*40%*	*43%*	*58%ij*	*33%*	*49%l*	*55%*	*46%*	*47%*	*43%*	*44%*	*48%*
Don't know	**11**	3	8	*	-	2	-	3	5	2	8	2	2	9	2	10	9	1	*	*
	*	*	*1%*	*	-	*	-	*1%*	*1%*	*	*1%*	*	*	*	*1%*	*	*	*	*	*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 686

Q36 Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Yes	**1609**	172	1133	240	67	1542	1253	227	272	692	187	1609	-	1609	-	585	879	485	689	1213	382
	53%	*52%*	*54%*	*52%*	*30%*	**55%dgh**	**66%degh**	*31%*	*31%*	*58%*	*56%*	**72%l**	-	**100%n**	-	*64%*	*59%*	**79%r**	*60%*	**69%t**	*31%*
No	**1408**	156	955	223	151	1257	631	507	604	488	150	610	798	-	1408	334	605	124	448	544	833
	47%	*47%*	*46%*	*48%*	**69%ef**	**45%f**	*33%*	**69%ef**	**69%ef**	*41%*	*44%*	*27%*	**99%k**	-	**100%m**	*36%*	*41%*	*20%*	**39%q**	*31%*	**68%s**
Don't know	**11**	3	6	2	2	9	6	2	2	5	*	2	9	-	-	1	5	2	3	7	2
	*	*1%*	*	*	*1%*	*	*	*	*	*	*	*	**1%k**	-	-	*	*	*	*	*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 687

Q36 Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Yes	**1609**	151	80	143	184	140	55	93	82	129	177	331	44
	53%k	**57%k**	*54%*	*54%*	*54%*	*51%*	*45%*	*52%*	**56%k**	*49%*	*44%*	**61%akm**	*52%*
No	**1408**	114	69	123	155	133	66	84	66	132	220	206	41
	47%l	*43%*	*46%*	*46%*	*45%*	*49%*	**55%l**	*47%*	*44%*	**51%l**	**55%bil**	*38%*	**48%l**
Don't know	**11**	1	-	-	3	-	-	2	*	-	3	1	*
	*	*	-	-	*1%*	-	-	*1%*	*	-	*1%*	*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

Q36 Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV?

Base : All

	TOTAL	REGULAR VIEWERS OF EACH CHANNEL								
		ITV1/STV/ITV Wales/UTV (a)	Channel 4 (b)	S4C (c)	Channel 5 (d)	BBC1 (e)	BBC2 (f)	BBC3 (g)	BBC4 (h)	BBC News (i)
Unweighted Base	**3028**	1235	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	1186	586	11*	337	1601	642	306	166	790
Yes	**1609**	692	339	7	187	902	357	158	93	413
	53%	*58%*	*58%*	*66%*	*56%*	*56%*	*56%*	*52%*	*56%*	*52%*
No	**1408**	488	244	4	150	692	283	148	73	374
	47%	*41%*	*42%*	*34%*	*44%*	*43%*	*44%*	*48%*	*44%*	*47%*
Don't know	**11**	5	4	-	*	7	2	1	-	3
	*	*	*1%*	-	*	*	*	*	-	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i
* small base

J20427 PSB Tracker 2013

Table 689

Q36 Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV?

Base : All

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**3028**	2646	1448	2571	172	2141	2828	2442	1800	1442	1964	1235	638	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	2668	2249	2600	56	2154	2845	2467	1803	1450	1953	1186	984	586	11	337	1601	642	306	166	790
Yes	**1609**	1429	1197	1399	31	1135	1520	1316	995	787	1082	692	570	339	7	187	902	357	158	93	413
	53%	*54%*	*53%*	*54%*	*56%*	*53%*	*53%*	*53%*	*55%*	*54%*	*55%*	*58%*	*58%*	*58%*	*66%*	*56%*	*56%*	*56%*	*52%*	*56%*	*52%*
No	**1408**	1229	1044	1192	24	1011	1314	1144	802	659	866	488	409	244	4	150	692	283	148	73	374
	47%	*46%*	*46%*	*46%*	*44%*	*47%*	*46%*	*46%*	*44%*	*45%*	*44%*	*41%*	*42%*	*42%*	*34%*	*44%*	*43%*	*44%*	*48%*	*44%*	*47%*
Don't know	**11**	9	8	9	*	8	11	8	6	3	5	5	5	4	-	*	7	2	1	-	3
	*	*	*	*	*1%*	*	*	*	*	*	*	*	*	*1%*	-	*	*	*	*	-	*

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 690

Q36X Time shifting summary

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
(NET) Time shifting	**2221**	1134	1087	353	378	470	391	292	336	623	1113	485	418	1803	210	1995	1864	193	108	57
	73%	**77%b**	*70%*	**78%h**	**78%h**	**83%gh**	**79%h**	**73%h**	*54%*	**81%k**	**77%k**	*60%*	**84%m**	*71%*	*80%*	*73%*	**74%s**	*72%*	*73%*	*67%*
(NET) Not time-shifting	**807**	339	468	101	107	100	106	111	283	143	337	327	80	727	52	747	665	74	41	28
	27%	*23%*	**30%a**	*22%*	*22%*	*17%*	*21%*	**27%e**	**46%cdefg**	*19%*	*23%*	**40%ij**	*16%*	**29%l**	*20%*	*27%*	*26%*	*28%*	*27%*	**33%p**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 691

Q36X Time shifting summary

Base : All

		SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
	TOTAL	More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
(NET) Time shifting	**2221**	256	1526	341	106	2115	1558	442	528	891	259	2221	-	1609	610	920	1113	610	848	1522	674
	73%	*77%*	*73%*	*73%*	*48%*	**75%dgh**	**82%degh**	**60%d**	**60%d**	*75%*	*77%*	**100%l**	-	**100%n**	*43%*	**100%p**	*75%*	**100%r**	*74%*	**86%t**	*55%*
(NET) Not time-shifting	**807**	75	567	125	114	693	331	294	351	294	78	-	807	-	798	-	377	-	291	242	544
	27%	*23%*	*27%*	*27%*	**52%efgh**	**25%f**	*18%*	**40%ef**	**40%ef**	*25%*	*23%*	-	**100%k**	-	**57%m**	-	**25%o**	-	**26%q**	*14%*	**45%s**

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

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* = Less than .5

J20427 PSB Tracker 2013

Table 692

Q36X Time shifting summary

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
(NET) Time shifting	**2221**	193	101	182	257	204	76	125	108	188	302	428	57
	73%m	*72%*	*68%*	*68%*	*75%*	*75%*	*63%*	*70%*	*73%*	*72%*	*76%*	**79%dgm**	*67%*
(NET) Not time-shifting	**807**	74	47	84	86	68	45	53	41	73	97	111	28
	27%	*28%*	*32%*	**32%l**	*25%*	*25%*	**37%l**	*30%*	*27%*	*28%*	*24%*	*21%*	**33%al**

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

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* = Less than .5

J20427 PSB Tracker 2013

Table 693

Q36X Time shifting summary

Base : All

	TOTAL	REGULAR VIEWERS OF EACH CHANNEL								
		ITV1/STV/ITV Wales/UTV (a)	Channel 4 (b)	S4C (c)	Channel 5 (d)	BBC1 (e)	BBC2 (f)	BBC3 (g)	BBC4 (h)	BBC News (i)
Unweighted Base	**3028**	1235	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	1186	586	11*	337	1601	642	306	166	790
(NET) Time shifting	**2221**	891	470	8	259	1217	494	241	136	603
	73%	*75%*	*80%*	*77%*	*77%*	*76%*	*77%*	*79%*	*82%*	*76%*
(NET) Not time-shifting	**807**	294	116	2	78	384	148	65	30	187
	27%	*25%*	*20%*	*23%*	*23%*	*24%*	*23%*	*21%*	*18%*	*24%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 694

Q36X Time shifting summary

Base : All

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**3028**	2646	1448	2571	172	2141	2828	2442	1800	1442	1964	1235	638	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	2668	2249	2600	56	2154	2845	2467	1803	1450	1953	1186	984	586	11	337	1601	642	306	166	790
(NET) Time shifting	**2221**	1952	1654	1911	41	1549	2090	1804	1351	1079	1481	891	743	470	8	259	1217	494	241	136	603
	73%	*73%*	*74%*	*73%*	*72%*	*72%*	*73%*	*73%*	*75%*	*74%*	*76%*	*75%*	*76%*	*80%*	*77%*	*77%*	*76%*	*77%*	*79%*	*82%*	*76%*
(NET) Not time-shifting	**807**	716	595	689	15	604	755	663	452	371	473	294	241	116	2	78	384	148	65	30	187
	27%	*27%*	*26%*	*27%*	*28%*	*28%*	*27%*	*27%*	*25%*	*26%*	*24%*	*25%*	*24%*	*20%*	*23%*	*23%*	*24%*	*23%*	*21%*	*18%*	*24%*

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 695

Q37A Does your household get a High Definition TV service?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Yes, household has an HD TV service	**1764**	901	863	253	269	377	329	239	298	457	886	420	329	1435	174	1574	1490	150	77	47
	58%	**61%b**	*55%*	*56%*	*56%*	**66%cdh**	**66%cdh**	**59%h**	*48%*	**60%k**	**61%k**	*52%*	**66%m**	*57%*	*67%*	*57%*	**59%r**	*56%*	*52%*	*56%*
No	**1218**	554	664	198	209	188	159	157	306	294	552	371	166	1052	87	1122	1003	113	66	36
	40%	*38%*	*43%*	**44%ef**	**43%ef**	*33%*	*32%*	*39%*	**49%efg**	*38%*	*38%*	**46%j**	*33%*	**42%l**	*33%*	*41%*	*40%*	*42%*	*44%*	*43%*
Don't know (DO NOT READ OUT)	**46**	18	28	3	6	5	9	7	15	14	12	20	4	42	*	45	36	4	5	1
	2%	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	**2%j**	*1%*	*2%*	*	*2%*	*1%*	*1%*	**4%p**	*2%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 696

Q37A Does your household get a High Definition TV service?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Yes, household has an HD TV service	**1764**	250	1162	274	84	1680	1264	339	395	750	207	1522	242	1213	544	651	894	516	673	1764	-
	58%	**75%bc**	*55%*	*59%*	*38%*	**60%dgh**	**67%degh**	*46%*	*45%*	*63%*	*61%*	**69%l**	*30%*	**75%n**	*39%*	**71%p**	*60%*	**85%r**	*59%*	**100%t**	-
No	**1218**	77	895	188	126	1092	608	390	466	417	125	674	544	382	833	261	575	89	455	-	1218
	40%	*23%*	**43%a**	**40%a**	**57%ef**	**39%f**	*32%*	**53%ef**	**53%ef**	*35%*	*37%*	*30%*	**67%k**	*24%*	**59%m**	*28%*	**39%o**	*15%*	**40%q**	-	**100%s**
Don't know (DO NOT READ OUT)	**46**	5	36	3	10	36	18	8	18	19	5	25	21	13	31	8	21	5	11	-	-
	2%	*1%*	*2%*	*1%*	**5%efg**	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*3%*	*1%*	**2%m**	*1%*	*1%*	*1%*	*1%*	-	-

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 697

Q37A Does your household get a High Definition TV service?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Yes, household has an HD TV service	**1764**	150	93	163	212	146	60	104	77	118	243	350	47
	58%j	*56%*	**62%j**	**61%j**	**62%j**	*54%*	*49%*	*58%*	*52%*	*45%*	**61%j**	**65%ijm**	*56%*
No	**1218**	113	56	96	128	123	61	68	66	134	153	183	36
	40%	*42%*	*38%*	*36%*	*37%*	*45%*	**51%l**	*38%*	**44%l**	**51%adekl**	*38%*	*34%*	*43%*
Don't know (DO NOT READ OUT)	**46**	4	-	7	2	3	-	7	5	8	3	6	1
	2%	*1%*	-	*3%*	*	*1%*	-	*4%*	**4%aekl**	*3%*	*1%*	*1%*	*2%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 698

Q38 How many ADULTS aged 16+ including yourself, live in your household?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
One	**637**	291	346	56	64	89	78	102	248	97	237	304	57	579	37	590	525	65	32	15
	21%	*20%*	*22%*	*12%*	*13%*	*16%*	*16%*	***25%cdef***	***40%cdefg***	*13%*	*16%*	***37%ij***	*12%*	***23%l***	*14%*	*22%*	*21%*	*24%*	*21%*	*17%*
Two	**1544**	762	782	157	292	333	231	212	320	395	781	367	323	1220	95	1440	1282	139	78	44
	51%	*52%*	*50%*	*34%*	***60%cf***	***58%cf***	***46%c***	***52%c***	***52%c***	*52%*	***54%k***	*45%*	***65%m***	*48%*	*36%*	***53%n***	*51%*	*52%*	*53%*	*52%*
Three	**526**	244	282	132	79	95	112	67	41	162	267	98	83	443	57	466	442	41	26	17
	17%	*17%*	*18%*	***29%degh***	***16%h***	***17%h***	***23%h***	***17%h***	*7%*	***21%k***	***18%k***	*12%*	*17%*	*18%*	*22%*	*17%*	*17%*	*16%*	*17%*	*20%*
Four	**250**	140	110	80	34	45	62	21	8	85	131	35	28	222	37	210	213	18	11	7
	8%	*9%*	*7%*	***18%degh***	***7%h***	***8%h***	***12%gh***	***5%h***	*1%*	***11%k***	***9%k***	*4%*	*6%*	*9%*	***14%o***	*8%*	*8%*	*7%*	*8%*	*8%*
Five	**50**	25	25	16	10	7	15	*	2	17	28	5	6	44	18	32	44	3	1	1
	2%	*2%*	*2%*	***4%gh***	*2%*	*1%*	***3%gh***	*	*	*2%*	*2%*	*1%*	*1%*	*2%*	***7%o***	*1%*	*2%*	*1%*	*1%*	*2%*
Six or more	**22**	12	10	14	6	-	*	2	-	10	8	4	2	20	18	4	21	-	-	1
	1%	*1%*	*1%*	***3%efh***	*1%*	-	*	*	-	*1%*	*1%*	*	*	*1%*	***7%o***	*	*1%*	-	-	***1%g***

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 699

Q38 How many ADULTS aged 16+ including yourself, live in your household?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
One	**637**	81	410	117	85	551	291	205	251	229	84	335	302	230	405	123	246	75	184	272	351
	21%	*24%*	*20%*	*25%*	**39%efg**	**20%f**	*15%*	**28%ef**	**29%ef**	*19%*	*25%*	*15%*	**37%k**	*14%*	**29%m**	*13%*	*17%*	*12%*	*16%*	*15%*	**29%s**
Two	**1544**	137	1081	250	97	1446	967	389	452	592	142	1176	367	885	652	481	805	323	574	958	559
	51%	*41%*	**52%a**	**54%a**	*44%*	*52%*	*51%*	*53%*	*51%*	*50%*	*42%*	**53%l**	*45%*	**55%n**	*46%*	*52%*	*54%*	*53%*	*50%*	**54%t**	*46%*
Three	**526**	66	370	71	27	499	388	85	110	219	63	431	95	308	216	187	272	122	241	340	183
	17%	*20%*	*18%*	*15%*	*12%*	**18%gh**	**21%gh**	*12%*	*13%*	*18%*	*19%*	**19%l**	*12%*	*19%*	*15%*	*20%*	*18%*	*20%*	*21%*	*19%*	*15%*
Four	**250**	39	187	17	8	242	188	47	54	119	33	216	33	151	99	98	132	67	112	149	98
	8%	**12%c**	**9%c**	*4%*	*4%*	*9%*	**10%h**	*6%*	*6%*	*10%*	*10%*	**10%l**	*4%*	*9%*	*7%*	*11%*	*9%*	*11%*	*10%*	*8%*	*8%*
Five	**50**	4	37	7	2	49	41	5	7	21	10	45	5	28	22	17	29	20	17	35	15
	2%	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*1%*
Six or more	**22**	5	9	3	2	20	15	5	5	5	5	17	5	7	15	13	5	3	12	10	12
	1%	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 700

Q38 How many ADULTS aged 16+ including yourself, live in your household?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
One	**637**	65	48	44	75	59	24	32	32	59	88	96	15
	21%	*24%*	**33%adlm**	*16%*	*22%*	*22%*	*20%*	*18%*	*21%*	*23%*	*22%*	*18%*	*17%*
Two	**1544**	139	63	164	169	132	74	94	78	143	167	277	44
	51%k	**52%k**	*43%*	**61%ack**	*49%*	*48%*	**61%k**	*52%*	**53%k**	**55%k**	*42%*	*51%*	*52%*
Three	**526**	41	26	26	68	59	13	38	26	35	65	111	17
	17%	*16%*	*17%*	*10%*	**20%d**	**22%d**	*11%*	**21%d**	*17%*	*14%*	*16%*	**21%d**	**20%d**
Four	**250**	18	6	27	25	14	8	13	11	20	53	47	7
	8%	*7%*	*4%*	*10%*	*7%*	*5%*	*7%*	*7%*	*8%*	*8%*	**13%abf**	*9%*	*8%*
Five	**50**	3	5	6	3	5	-	2	1	3	14	6	1
	2%	*1%*	*3%*	*2%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*4%*	*1%*	*2%*
Six or more	**22**	-	-	-	2	5	2	-	-	-	11	2	1
	1%	-	-	-	*	*2%*	*1%*	-	-	-	**3%abl**	*	**1%b**

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 701

Q39 Please can you tell me which of the following best describes you?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	3028	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	3028	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
White British	2618	1241	1377	333	398	494	442	374	577	641	1263	715	408	2210	-	2618	2182	243	137	56
	86%	84%	89%a	73%	82%c	87%c	89%cd	93%cd	93%cde	84%	87%	88%	82%	87%l	-	95%n	86%s	91%ps	92%ps	66%
White Irish	51	30	21	5	10	10	8	9	9	12	24	14	10	41	-	51	20	2	1	27
	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	-	2%	1%	1%	1%	32%pqr
Other White background	73	27	46	8	12	21	13	6	13	26	31	16	20	53	-	73	51	13	7	1
	2%	2%	3%	2%	3%	4%	3%	1%	2%	3%	2%	2%	4%	2%	-	3%	2%	5%ps	5%ps	1%
Black Caribbean	26	7	19	10	3	5	2	1	5	13	8	5	5	21	26	-	25	-	1	-
	1%	*	1%	2%	1%	1%	*	*	1%	2%	1%	1%	1%	1%	10%o	-	1%	-	*	-
Black African	51	38	13	28	11	5	5	1	-	16	30	5	8	43	51	-	50	1	*	-
	2%	3%b	1%	6%efgh	2%h	1%	1%	*	-	2%	2%	1%	2%	2%	20%o	-	2%qs	*	*	-
Other Black background	11	6	5	3	6	2	-	-	-	6	5	-	3	8	11	-	11	-	-	-
	*	*	*	1%	1%	*	-	-	-	1%	*	-	1%	*	4%o	-	*	-	-	-
Indian	34	24	10	6	10	6	8	2	2	12	17	6	13	21	34	-	33	1	-	-
	1%	2%	1%	1%	2%	1%	2%	*	*	2%	1%	1%	3%m	1%	13%o	-	1%	*	-	-
Pakistani	37	24	13	11	11	8	5	-	2	5	19	13	11	26	37	-	37	-	-	-
	1%	2%	1%	3%gh	2%gh	1%	1%	-	*	1%	1%	2%	2%	1%	14%o	-	1%	-	-	-
Bangladeshi	35	13	22	26	8	*	-	-	-	10	18	7	4	31	35	-	34	1	*	*
	1%	1%	1%	6%defgh	2%h	*	-	-	-	1%	1%	1%	1%	1%	13%o	-	1%	*	*	*
Other Asian background	20	16	5	5	4	3	5	1	2	6	8	5	2	18	20	-	19	1	-	*
	1%	1%	*	1%	1%	1%	1%	*	*	1%	1%	1%	*	1%	8%o	-	1%	*	-	*
Middle Eastern	7	4	3	3	2	1	2	-	-	2	4	2	2	5	7	-	6	1	*	-
	*	*	*	1%	*	*	*	-	-	*	*	*	*	*	3%o	-	*	*	*	-
Mixed Race	20	11	9	10	4	4	2	-	1	6	12	1	2	18	20	-	17	2	*	-
	1%	1%	1%	2%gh	1%	1%	*	-	*	1%	1%	*	*	1%	8%o	-	1%	1%	*	-
Chinese	3	3	-	-	2	2	-	-	-	3	-	-	-	3	3	-	3	-	-	-
	*	*	-	-	*	*	-	-	-	*	-	-	-	*	1%o	-	*	-	-	-
Other ethnic group	16	12	4	3	2	5	4	1	2	4	7	5	7	10	16	-	14	2	1	-
	1%	1%	*	1%	*	1%	1%	*	*	1%	*	1%	1%	*	6%o	-	1%	1%	*	-
Refused	25	17	8	2	2	5	2	9	7	3	5	17	5	21	-	-	23	1	*	*
	1%	1%	*	*	*	1%	*	2%	1%	*	*	2%j	1%	1%	-	-	1%	*	*	*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 702

Q39 Please can you tell me which of the following best describes you?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	3028	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	3028	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
White British	2618	266	1829	415	195	2422	1609	653	779	1063	284	1909	708	1430	1179	740	1332	520	971	1507	1066
	86%	80%	87%a	89%a	89%	86%	85%	89%	89%	90%	84%	86%	88%	89%n	84%	80%	89%o	85%	85%	85%	88%
White Irish	51	8	32	9	4	47	29	16	18	24	7	33	18	26	24	18	21	12	14	30	20
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%
Other White background	73	7	49	10	6	68	49	17	17	23	12	53	21	26	47	39	20	17	28	38	35
	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	4%	2%	3%	2%	3%m	4%p	1%	3%	2%	2%	3%
Black Caribbean	26	8	11	5	-	26	16	8	8	13	6	23	3	10	16	13	8	5	11	13	13
	1%	2%b	1%	1%	-	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
Black African	51	8	38	3	3	48	38	5	10	9	3	43	8	21	30	24	21	8	25	36	15
	2%	3%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	2%	3%	1%	1%	2%	2%	1%
Other Black background	11	2	6	3	-	11	9	2	2	3	-	10	2	8	3	5	3	3	6	8	3
	*	*	*	1%	-	*	1%	*	*	*	-	*	*	*	*	1%	*	1%	1%	*	*
Indian	34	9	16	3	-	34	27	7	7	11	5	28	7	20	13	13	20	8	16	24	11
	1%	3%b	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Pakistani	37	8	24	5	2	35	29	5	5	10	5	27	10	19	18	16	14	6	21	29	8
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%
Bangladeshi	35	5	26	*	-	35	28	4	7	9	5	28	7	17	18	21	6	11	16	23	12
	1%	2%	1%	*	-	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%p	*	2%	1%	1%	1%
Other Asian background	20	5	14	2	3	17	9	7	8	4	4	13	7	5	15	7	12	5	2	13	7
	1%	1%	1%	*	2%	1%	*	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%
Middle Eastern	7	2	5	-	-	7	4	4	4	2	-	7	*	1	7	2	3	-	4	4	4
	*	1%	*	-	-	*	*	*	*	*	-	*	*	*	*	*	*	-	*	*	*
Mixed Race	20	-	15	5	2	18	16	2	2	5	2	19	1	12	8	10	9	6	8	13	6
	1%	-	1%	1%	1%	1%	1%	*	*	*	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
Chinese	3	2	2	-	-	3	-	3	3	-	-	3	-	2	2	3	-	-	-	2	2
	*	*	*	-	-	*	-	*	*	-	-	*	-	*	*	*	-	-	-	*	*
Other ethnic group	16	2	14	*	-	16	13	4	4	3	2	10	7	4	12	4	9	4	7	10	7
	1%	1%	1%	*	-	1%	1%	1%	*	*	1%	*	1%	*	1%	*	1%	1%	1%	1%	1%
Refused	25	-	14	5	5	20	15	*	5	7	3	16	9	10	15	5	12	5	8	16	9
	1%	-	1%	1%	2%g	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 703

Q39 Please can you tell me which of the following best describes you?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
White British	**2618**	243	139	251	304	236	108	174	137	256	225	490	56
	86%km	**91%akm**	**94%km**	**94%akm**	**89%km**	**87%km**	**89%km**	**97%aefkm**	**92%akm**	**98%abefgiklm**	*56%*	**91%km**	*66%*
White Irish	**51**	2	3	-	-	5	-	-	1	1	8	3	27
	2%	*1%*	*2%*	-	-	*2%*	-	-	*1%*	*1%*	*2%*	*1%*	**32%abcdefg hijkl**
Other White background	**73**	13	-	2	5	8	2	2	7	-	23	11	1
	2%	**5%adejlm**	-	*1%*	*1%*	*3%*	*1%*	*1%*	**5%acdejlm**	-	**6%adj**	*2%*	**1%j**
Black Caribbean	**26**	-	2	1	2	-	2	-	1	-	16	3	-
	1%	-	*1%*	*1%*	*	-	*1%*	-	*	-	**4%abfijlm**	*1%*	-
Black African	**51**	1	-	2	-	2	3	2	*	-	36	6	-
	2%	*	-	*1%*	-	*1%*	*3%*	*1%*	*	-	**9%abcdefhijlm**	*1%*	-
Other Black background	**11**	-	2	-	2	-	2	-	-	2	2	3	-
	*	-	*1%*	-	*	-	*1%*	-	-	*1%*	*	*1%*	-
Indian	**34**	1	-	-	5	6	2	2	-	-	14	5	-
	1%	*	-	-	*1%*	*2%*	*1%*	*1%*	-	-	**4%abim**	*1%*	-
Pakistani	**37**	-	-	6	6	8	-	-	-	-	15	2	-
	1%	-	-	*2%*	*2%*	**3%bl**	-	-	-	-	**4%abilm**	*	-
Bangladeshi	**35**	1	-	-	2	-	-	-	*	-	29	3	*
	1%	*	-	-	*	-	-	-	*	-	**7%abcdefhijlm**	*1%*	*
Other Asian background	**20**	1	-	-	-	3	2	-	-	-	11	3	*
	1%	*	-	-	-	*1%*	*1%*	-	-	-	**3%ab**	*1%*	*
Middle Eastern	**7**	1	-	-	3	2	-	-	*	-	2	-	-
	*	*	-	-	*1%*	*1%*	-	-	*	-	*	-	-
Mixed Race	**20**	2	2	-	3	2	2	-	*	-	5	5	-
	1%	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	*	-	*1%*	*1%*	-
Chinese	**3**	-	-	-	-	-	-	-	-	-	3	-	-
	*	-	-	-	-	-	-	-	-	-	*1%*	-	-
Other ethnic group	**16**	2	-	-	5	2	-	-	1	2	3	3	-
	1%	*1%*	-	-	*1%*	*1%*	-	-	*	*1%*	*1%*	*1%*	-
Refused	**25**	1	2	5	6	-	-	-	*	-	8	3	*
	1%	*	*1%*	*2%*	*2%*	-	-	-	*	-	*2%*	*1%*	*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 704

Q39 Please can you tell me which of the following best describes you?

Base : All

	TOTAL	REGULAR VIEWERS OF EACH CHANNEL								
		ITV1/STV/ITV Wales/UTV (a)	Channel 4 (b)	S4C (c)	Channel 5 (d)	BBC1 (e)	BBC2 (f)	BBC3 (g)	BBC4 (h)	BBC News (i)
Unweighted Base	**3028**	1235	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	1186	586	11*	337	1601	642	306	166	790
White British	**2618**	1063	499	9	284	1405	572	244	146	661
	86%	**90%gi**	*85%*	*79%*	*84%*	**88%g**	**89%g**	*80%*	*88%*	*84%*
White Irish	**51**	24	20	*	7	30	14	3	3	17
	2%	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*
Other White background	**73**	23	19	2	12	32	10	3	5	19
	2%	*2%*	*3%*	**14%abdefghi**	*4%*	*2%*	*2%*	*1%*	*3%*	*2%*
Black Caribbean	**26**	13	11	-	6	11	5	6	2	11
	1%	*1%*	*2%*	-	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*
Black African	**51**	9	8	-	3	24	11	13	-	15
	2%	*1%*	*1%*	-	*1%*	*2%*	*2%*	**4%ae**	-	*2%*
Other Black background	**11**	3	2	-	-	7	2	-	2	3
	*	*	*	-	-	*	*	-	*1%*	*
Indian	**34**	11	5	-	5	8	3	5	-	12
	1%	*1%*	*1%*	-	*1%*	*	*	*2%*	-	*2%*
Pakistani	**37**	10	5	-	5	16	6	5	-	11
	1%	*1%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	-	*1%*
Bangladeshi	**35**	9	7	*	5	23	7	19	2	10
	1%	*1%*	*1%*	*3%*	*2%*	*1%*	*1%*	**6%abdefi**	*1%*	*1%*
Other Asian background	**20**	4	5	-	4	12	-	2	-	10
	1%	*	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*
Middle Eastern	**7**	2	1	-	-	3	3	2	-	-
	*	*	*	-	-	*	*	*1%*	-	-
Mixed Race	**20**	5	2	-	2	7	2	-	2	5
	1%	*	*	-	*	*	*	-	*1%*	*1%*
Chinese	**3**	-	2	-	-	3	2	2	2	2
	*	-	*	-	-	*	*	*1%*	**1%a**	*
Other ethnic group	**16**	3	-	-	2	9	3	2	2	9
	1%	*	-	-	*1%*	*1%*	*	*	*1%*	*1%*
Refused	**25**	7	4	-	3	10	2	-	2	6
	1%	*1%*	*1%*	-	*1%*	*1%*	*	-	*1%*	*1%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 705

Q39 Please can you tell me which of the following best describes you?

Base : All

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**3028**	2646	1448	2571	172	2141	2828	2442	1800	1442	1964	1235	638	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	2668	2249	2600	56	2154	2845	2467	1803	1450	1953	1186	984	586	11	337	1601	642	306	166	790
White British	**2618**	2329	1961	2268	50	1905	2478	2176	1566	1282	1685	1063	889	499	9	284	1405	572	244	146	661
	86%	*87%*	*87%*	*87%*	*89%*	*88%*	*87%*	*88%*	*87%*	*88%*	*86%*	*90%*	*90%*	*85%*	*79%*	*84%*	*88%*	*89%*	*80%*	*88%*	*84%*
White Irish	**51**	43	17	45	1	37	47	41	24	24	29	24	8	20	*	7	30	14	3	3	17
	2%	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*3%*	*3%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*
Other White background	**73**	56	40	63	4	47	67	56	41	39	49	23	16	19	2	12	32	10	3	5	19
	2%	*2%*	*2%*	*2%*	*7%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*14%*	*4%*	*2%*	*2%*	*1%*	*3%*	*2%*
Black Caribbean	**26**	24	24	23	-	17	24	19	22	6	18	13	13	11	-	6	11	5	6	2	11
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	-	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*
Black African	**51**	46	46	35	-	24	45	36	32	14	31	9	9	8	-	3	24	11	13	-	15
	2%	*2%*	*2%*	*1%*	-	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*2%*	*2%*	*4%*	-	*2%*
Other Black background	**11**	10	10	8	-	6	11	10	8	8	10	3	3	2	-	-	7	2	-	2	3
	*	*	*	*	-	*	*	*	*	*1%*	*	*	*	*	-	-	*	*	-	*1%*	*
Indian	**34**	24	23	22	-	16	28	19	16	13	21	11	11	5	-	5	8	3	5	-	12
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*	*	*2%*	-	*2%*
Pakistani	**37**	34	34	30	-	25	35	22	24	13	29	10	10	5	-	5	16	6	5	-	11
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	-	*1%*
Bangladeshi	**35**	28	27	30	*	19	33	25	28	12	25	9	8	7	*	5	23	7	19	2	10
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*2%*	*1%*	*1%*	*6%*	*1%*	*1%*
Other Asian background	**20**	16	16	15	-	17	19	15	6	3	15	4	3	5	-	4	12	-	2	-	10
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	*	*1%*	*	*	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*
Middle Eastern	**7**	6	5	6	*	2	6	6	4	4	4	2	2	1	-	-	3	3	2	-	-
	*	*	*	*	*1%*	*	*	*	*	*	*	*	*	*	-	-	*	*	*1%*	-	-
Mixed Race	**20**	13	11	18	-	8	13	11	9	6	10	5	5	2	-	2	7	2	-	2	5
	1%	*	*	*1%*	-	*	*	*	*	*	*1%*	*	*	*	-	*	*	*	-	*1%*	*1%*
Chinese	**3**	3	3	3	-	2	3	3	2	2	2	-	-	2	-	-	3	2	2	2	2
	*	*	*	*	-	*	*	*	*	*	*	-	-	*	-	-	*	*	*1%*	*1%*	*
Other ethnic group	**16**	14	13	15	*	12	16	12	12	11	12	3	2	-	-	2	9	3	2	2	9
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*	-	-	*1%*	*1%*	*	*	*1%*	*1%*
Refused	**25**	22	20	20	*	17	20	17	10	13	13	7	6	4	-	3	10	2	-	2	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*	-	*1%*	*1%*

* = Less than .5

J20427 PSB Tracker 2013

Table 706

Q41 Which of these, if any, limit your daily activities or the work you can do?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Cannot walk far or manage stairs or can only do so with difficulty	**116**	66	50	-	11	6	16	29	53	9	43	64	4	112	5	109	97	12	6	1
	4%	*4%*	*3%*	-	2%c	*1%*	3%c	7%cde	9%cdef	*1%*	*3%*	8%ij	*1%*	4%l	*2%*	*4%*	*4%*	5%s	*4%*	*1%*
Breathlessness or chest pains	**78**	42	37	9	3	7	10	20	30	10	25	43	7	72	11	66	61	10	5	2
	3%	*3%*	*2%*	*2%*	*1%*	*1%*	*2%*	5%de	5%de	*1%*	*2%*	5%ij	*1%*	*3%*	*4%*	*2%*	*2%*	*4%*	*3%*	*2%*
Poor vision, partial sight or blindness	**75**	39	36	4	9	4	14	13	32	13	30	32	7	69	6	69	56	10	7	2
	2%	*3%*	*2%*	*1%*	*2%*	*1%*	*3%*	*3%*	5%ce	*2%*	*2%*	*4%*	*1%*	*3%*	*2%*	*3%*	*2%*	*4%*	5%p	*2%*
Poor hearing, partial hearing or deafness	**68**	40	28	2	5	3	5	14	40	8	26	34	1	67	4	63	52	9	7	2
	2%	*3%*	*2%*	*	*1%*	*1%*	*1%*	3%ce	6%cdef	*1%*	*2%*	4%ij	*	3%l	*2%*	*2%*	*2%*	*3%*	4%p	*2%*
Limited ability to reach	**34**	22	12	-	-	3	9	12	10	2	15	17	2	32	1	33	27	3	3	1
	1%	*1%*	*1%*	-	-	*1%*	*2%*	3%cd	*2%*	*	*1%*	2%i	*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*
Cannot walk at all/use a wheelchair	**27**	15	12	2	4	4	4	2	10	4	8	15	2	24	4	23	21	4	2	1
	1%	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Mental health problems or difficulties	**25**	14	10	4	3	6	7	3	2	2	9	13	3	21	5	19	19	2	3	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*
Dyslexia	**16**	10	6	2	3	*	5	5	-	2	8	6	4	12	-	16	14	1	1	*
	1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	*	-	*1%*	*1%*	*	*	*
Difficulty in speaking or in communicating	**9**	4	5	3	*	2	3	1	1	*	4	5	-	9	2	7	6	2	1	*
	*	*	*	*1%*	*	*	*1%*	*	*	*	*	*1%*	-	*	*1%*	*	*	*1%*	*1%*	*
Other illnesses or health problems which limit your daily activities or the work that you can do	**90**	45	45	2	2	14	14	23	34	12	28	49	12	78	8	82	77	5	5	2
	3%	*3%*	*3%*	*	*	*3%*	*3%*	6%cd	5%cd	*2%*	*2%*	6%ij	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*
NONE	**2631**	1260	1371	429	442	526	441	328	465	711	1304	616	460	2171	232	2382	2208	225	124	74
	87%	*86%*	*88%*	94%fgh	91%gh	92%gh	89%gh	*81%*	*75%*	93%k	90%k	*76%*	92%m	*86%*	*89%*	*87%*	*87%*	*85%*	*83%*	*88%*
Don't know/refused	**37**	17	20	4	7	7	3	2	14	4	9	24	6	31	3	30	28	5	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*	*1%*	*1%*	3%ij	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

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* = Less than .5

J20427 PSB Tracker 2013

Table 707

Q41 Which of these, if any, limit your daily activities or the work you can do?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	3028	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	3028	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Cannot walk far or manage stairs or can only do so with difficulty	116 4%	10 3%	66 3%	28 6%	9 4%	107 4%	62 3%	29 4%	43 5%	46 4%	15 5%	63 3%	54 7%k	49 3%	65 5%	18 2%	54 4%	19 3%	37 3%	71 4%	45 4%
Breathlessness or chest pains	78 3%	9 3%	45 2%	19 4%	8 4%	71 3%	48 3%	13 2%	23 3%	24 2%	14 4%	46 2%	32 4%	34 2%	44 3%	15 2%	31 2%	13 2%	26 2%	44 2%	33 3%
Poor vision, partial sight or blindness	75 2%	13 4%	52 2%	10 2%	6 3%	69 2%	39 2%	21 3%	28 3%	31 3%	7 2%	46 2%	29 4%	34 2%	39 3%	16 2%	42 3%	17 3%	19 2%	40 2%	30 2%
Poor hearing, partial hearing or deafness	68 2%	8 2%	40 2%	18 4%	16 7%efgh	53 2%	29 2%	19 3%	23 3%	28 2%	11 3%	37 2%	31 4%k	27 2%	41 3%	8 1%	29 2%	13 2%	13 1%	33 2%	33 3%
Limited ability to reach	34 1%	6 2%	17 1%	8 2%	2 1%	32 1%	23 1%	4 1%	9 1%	12 1%	4 1%	22 1%	12 2%	16 1%	18 1%	6 1%	15 1%	7 1%	16 1%	17 1%	17 1%
Cannot walk at all/use a wheelchair	27 1%	3 1%	10 *	8 2%	2 1%	25 1%	12 1%	10 1%	12 1%	7 1%	2 1%	16 1%	11 1%	11 1%	16 1%	7 1%	12 1%	1 *	12 1%	15 1%	12 1%
Mental health problems or difficulties	25 1%	4 1%	16 1%	5 1%	2 1%	23 1%	16 1%	5 1%	7 1%	9 1%	7 2%	18 1%	7 1%	14 1%	11 1%	7 1%	11 1%	12 2%r	3 *	16 1%	7 1%
Dyslexia	16 1%	2 *	9 *	6 1%	- -	16 1%	7 *	8 1%	10 1%	4 *	1 *	11 1%	5 1%	6 *	10 1%	10 1%	3 *	1 *	5 *	7 *	7 1%
Difficulty in speaking or in communicating	9 *	4 1%	4 *	2 *	- -	9 *	4 *	5 1%	5 1%	4 *	4 1%	6 *	3 *	3 *	6 *	3 *	5 *	2 *	1 *	7 *	3 *
Other illnesses or health problems which limit your daily activities or the work that you can do	90 3%	10 3%	56 3%	20 4%	16 7%efgh	73 3%	54 3%	12 2%	20 2%	41 3%	15 5%	49 2%	40 5%k	39 2%	49 4%	9 1%	43 3%o	18 3%	30 3%	50 3%	36 3%
NONE	2631 87%	286 86%	1853 89%c	379 81%	176 80%	2455 87%d	1670 88%d	639 87%	750 85%	1024 86%	283 84%	1996 90%l	635 79%	1439 89%n	1183 84%	851 93%p	1299 87%	542 89%	1010 89%	1543 87%	1052 86%
Don't know/refused	37 1%	2 1%	25 1%	8 2%	* *	37 1%	23 1%	14 2%	14 2%	18 2%	5 1%	16 1%	21 3%k	13 1%	24 2%	4 *	24 2%	5 1%	15 1%	21 1%	16 1%

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

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* = Less than .5

J20427 PSB Tracker 2013

Table 708

Q41 Which of these, if any, limit your daily activities or the work you can do?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Cannot walk far or manage stairs or can only do so with difficulty	**116** ***4%***	12 **5%m**	13 **9%m**	11 *4%*	24 **7%m**	6 *2%*	2 *1%*	3 *2%*	6 *4%*	9 *4%*	13 *3%*	16 *3%*	1 *1%*
Breathlessness or chest pains	**78** ***3%***	10 **4%l**	6 *4%*	8 *3%*	11 *3%*	11 *4%*	- -	3 *2%*	5 *3%*	6 *2%*	10 *2%*	6 *1%*	2 *2%*
Poor vision, partial sight or blindness	**75** ***2%***	10 *4%*	6 *4%*	6 *2%*	11 *3%*	8 *3%*	5 *4%*	5 *3%*	7 **5%ajkl**	3 *1%*	5 *1%*	8 *1%*	2 *2%*
Poor hearing, partial hearing or deafness	**68** ***2%***	9 **3%l**	5 *3%*	3 *1%*	8 *2%*	14 **5%l**	3 *3%*	8 *4%*	7 **4%ajkl**	2 *1%*	5 *1%*	5 *1%*	2 *2%*
Limited ability to reach	**34** ***1%***	3 *1%*	3 *2%*	2 *1%*	8 *2%*	6 *2%*	- -	- -	3 **2%l**	5 *2%*	2 *	2 *	1 *1%*
Cannot walk at all/use a wheelchair	**27** ***1%***	4 *1%*	2 *1%*	6 *2%*	2 *	- -	2 *1%*	2 *1%*	2 *1%*	- -	2 *	6 *1%*	1 *1%*
Mental health problems or difficulties	**25** ***1%***	2 *1%*	3 *2%*	2 *1%*	- -	- -	2 *1%*	3 *2%*	3 **2%ef**	- -	3 *1%*	6 *1%*	1 **1%ef**
Dyslexia	**16** ***1%***	1 *	2 *1%*	- -	2 *	3 *1%*	- -	2 *1%*	1 *	3 *1%*	2 *	2 *	* *
Difficulty in speaking or in communicating	**9** *	2 *1%*	- -	- -	3 *1%*	- -	- -	- -	1 *1%*	2 *1%*	2 *	- -	* *l
Other illnesses or health problems which limit your daily activities or the work that you can do	**90** ***3%***	5 *2%*	5 *3%*	9 *3%*	16 *5%*	13 *5%*	- -	2 *1%*	5 *3%*	8 *3%*	11 *3%*	14 *3%*	2 *2%*
NONE	**2631** ***87%***	225 *85%*	117 *79%*	222 *83%*	289 *84%*	235 *86%*	110 *91%*	158 *88%*	124 *83%*	235 *90%*	356 *89%*	485 **90%ci**	74 *88%*
Don't know/refused	**37** ***1%***	5 *2%*	6 *4%*	5 *2%*	1 *	2 *1%*	2 *1%*	2 *1%*	2 *2%*	2 *1%*	5 *1%*	4 *1%*	2 *2%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

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* = Less than .5

J20427 PSB Tracker 2013

Table 709

Q44 Which member of your household, either yourself or related to you, would you say is the CHIEF INCOME EARNER?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Self	**1897**	1108	790	127	265	385	336	279	507	390	910	598	302	1596	137	1735	1575	177	95	50
	63%	**75%b**	*51%*	*28%*	**55%c**	**67%cd**	**67%cd**	**69%cd**	**82%cdefg**	*51%*	**63%i**	**74%ij**	*60%*	*63%*	*52%*	**63%n**	*62%*	*66%*	*64%*	*58%*
Spouse/Partner	**748**	170	578	67	166	171	146	110	88	227	390	130	188	560	39	709	631	60	36	21
	25%	*12%*	**37%a**	*15%*	**34%ch**	**30%ch**	**29%ch**	**27%ch**	*14%*	**30%k**	**27%k**	*16%*	**38%m**	*22%*	*15%*	**26%n**	*25%*	*22%*	*24%*	*25%*
Other adult	**383**	195	187	261	55	14	15	14	24	149	150	83	9	373	85	297	322	30	17	14
	13%	*13%*	*12%*	**57%defgh**	**11%efgh**	*2%*	*3%*	*4%*	*4%*	**19%jk**	*10%*	*10%*	*2%*	**15%l**	**33%o**	*11%*	*13%*	*11%*	*12%*	*16%*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 710

Q44 Which member of your household, either yourself or related to you, would you say is the CHIEF INCOME EARNER?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Self	**1897**	195	1284	322	162	1735	1112	497	597	727	206	1324	573	957	937	525	890	367	663	1073	795
	63%	*59%*	*61%*	**69%b**	**74%ef**	*62%*	*59%*	**68%f**	**68%ef**	*61%*	*61%*	*60%*	**71%k**	*59%*	**66%m**	*57%*	*60%*	*60%*	*58%*	*61%*	*65%*
Spouse/Partner	**748**	88	519	116	44	704	501	163	192	333	88	588	160	445	297	222	437	173	287	475	264
	25%	*27%*	*25%*	*25%*	*20%*	*25%*	*27%*	*22%*	*22%*	*28%*	*26%*	**26%l**	*20%*	**28%n**	*21%*	*24%*	*29%*	*28%*	*25%*	**27%t**	*22%*
Other adult	**383**	49	290	28	15	368	277	76	90	125	43	309	73	206	174	172	163	69	188	216	159
	13%	**15%c**	**14%c**	*6%*	*7%*	*13%*	**15%dh**	*10%*	*10%*	*11%*	*13%*	**14%l**	*9%*	*13%*	*12%*	**19%p**	*11%*	*11%*	*17%*	*12%*	*13%*
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 711

Q44 Which member of your household, either yourself or related to you, would you say is the CHIEF INCOME EARNER?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Self	**1897**	177	110	150	235	162	77	92	95	166	235	347	50
	63%	**66%h**	**74%dhkm**	*56%*	**69%hm**	*60%*	*64%*	*52%*	*64%*	*64%*	*59%*	*64%*	*58%*
Spouse/Partner	**748**	60	29	80	78	73	36	63	36	72	82	119	21
	25%	*22%*	*20%*	*30%*	*23%*	*27%*	*30%*	**35%bkl**	*24%*	*27%*	*20%*	*22%*	*25%*
Other adult	**383**	30	10	37	29	37	8	23	17	23	83	72	14
	13%	*11%*	*6%*	*14%*	*8%*	*14%*	*7%*	*13%*	*12%*	*9%*	**21%abcegji**	*13%*	**16%cej**
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 712

Q44a Social grade

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
A	**116**	54	61	19	15	24	20	11	27	116	-	-	28	88	7	109	103	7	4	2
	4%	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	**15%jk**	-	-	*6%*	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*2%*
B	**650**	312	338	137	135	126	100	75	78	650	-	-	119	532	77	570	554	48	34	14
	21%	*21%*	*22%*	**30%fgh**	**28%gh**	**22%h**	**20%h**	*19%*	*13%*	**85%jk**	-	-	*24%*	*21%*	*29%*	*21%*	**22%s**	*18%*	**23%s**	*16%*
C1	**902**	448	454	147	154	186	171	122	123	-	902	-	164	738	100	801	760	73	45	25
	30%	*30%*	*29%*	**32%h**	**32%h**	**33%h**	**34%h**	**30%h**	*20%*	-	**62%ik**	-	*33%*	*29%*	*38%*	*29%*	*30%*	*27%*	*30%*	*30%*
C2	**548**	268	280	58	98	134	112	78	68	-	548	-	104	444	29	516	454	48	27	19
	18%	*18%*	*18%*	*13%*	**20%h**	**24%ch**	**23%ch**	**19%h**	*11%*	-	**38%ik**	-	*21%*	*18%*	*11%*	*19%*	*18%*	*18%*	*18%*	*22%*
D	**305**	168	137	53	50	63	59	26	53	-	-	305	49	255	29	271	251	30	13	11
	10%	*11%*	*9%*	*12%*	*10%*	*11%*	*12%*	*7%*	*9%*	-	-	**38%ij**	*10%*	*10%*	*11%*	*10%*	*10%*	*11%*	*9%*	*13%*
E	**507**	222	285	40	33	37	36	90	270	-	-	507	34	473	20	474	406	61	26	14
	17%	*15%*	*18%*	*9%*	*7%*	*6%*	*7%*	**22%cdef**	**44%cdefg**	-	-	**62%ij**	*7%*	**19%l**	*8%*	**17%n**	*16%*	**23%p**	*17%*	*17%*
SUMMARY: ABC1	**1668**	814	854	303	304	335	290	208	228	766	902	-	311	1357	183	1480	1417	127	83	41
	55%	*55%*	*55%*	**67%gh**	**63%gh**	**59%h**	**58%h**	**52%h**	*37%*	**100%jk**	**62%k**	-	**62%m**	*54%*	**70%o**	*54%*	**56%qs**	*48%*	*56%*	*48%*
C2DE	**1360**	659	701	152	181	235	207	195	391	-	548	812	188	1172	78	1262	1111	139	65	44
	45%	*45%*	*45%*	*33%*	*37%*	*41%*	*42%*	**48%cd**	**63%cdefg**	-	**38%l**	**100%ij**	*38%*	**46%l**	*30%*	**46%n**	*44%*	**52%p**	*44%*	**52%p**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

* = Less than .5

J20427 PSB Tracker 2013

Table 713

Q44a Social grade

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
A	**116**	20	67	24	9	106	72	24	31	45	9	94	22	63	52	49	57	33	34	75	40
	4%	*6%*	*3%*	*5%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	*3%*	*4%*	*4%*	*5%*	*4%*	*5%*	*3%*	*4%*	*3%*
B	**650**	62	465	91	30	620	445	138	165	219	57	529	122	391	257	244	338	144	272	383	254
	21%	*19%*	*22%*	*20%*	*14%*	*22%*	*24%d*	*19%*	*19%*	*18%*	*17%*	*24%l*	*15%*	*24%n*	*18%*	*26%*	*23%*	*24%*	*24%*	*22%*	*21%*
C1	**902**	86	622	149	54	849	605	201	238	354	103	703	199	503	396	306	444	212	338	549	345
	30%	*26%*	*30%*	*32%*	*24%*	*30%*	*32%*	*27%*	*27%*	*30%*	*30%*	*32%l*	*25%*	*31%*	*28%*	*33%*	*30%*	*35%*	*30%*	*31%*	*28%*
C2	**548**	59	396	69	25	523	353	148	164	217	55	410	138	311	233	155	285	113	222	337	207
	18%	*18%*	*19%*	*15%*	*11%*	*19%*	*19%*	*20%*	*19%*	*18%*	*16%*	*18%*	*17%*	*19%*	*17%*	*17%*	*19%*	*19%*	*20%*	*19%*	*17%*
D	**305**	46	213	38	23	281	189	66	91	139	53	208	97	141	162	92	145	61	120	191	111
	10%	*14%*	*10%*	*8%*	*11%*	*10%*	*10%*	*9%*	*10%*	*12%*	*16%*	*9%*	*12%*	*9%*	*12%*	*10%*	*10%*	*10%*	*10%*	*11%*	*9%*
E	**507**	59	330	95	79	428	226	158	190	212	61	277	230	199	308	73	219	47	153	230	260
	17%	*18%*	*16%*	*20%*	*36%efgh*	*15%f*	*12%*	*21%ef*	*22%ef*	*18%*	*18%*	*12%*	*28%k*	*12%*	*22%m*	*8%*	*15%o*	*8%*	*13%q*	*13%*	*21%s*
SUMMARY: ABC1	**1668**	168	1154	264	93	1575	1122	364	434	618	169	1326	342	958	705	599	840	390	644	1006	640
	55%	*51%*	*55%*	*57%*	*42%*	*56%dgh*	*59%dgh*	*49%*	*49%*	*52%*	*50%*	*60%l*	*42%*	*60%n*	*50%*	*65%p*	*56%*	*64%*	*57%*	*57%*	*53%*
C2DE	**1360**	164	939	202	127	1233	768	372	445	568	168	895	465	651	703	320	649	221	495	758	578
	45%	*49%*	*45%*	*43%*	*58%ef*	*44%*	*41%*	*51%ef*	*51%ef*	*48%*	*50%*	*40%*	*58%k*	*40%*	*50%m*	*35%*	*44%o*	*36%*	*43%*	*43%*	*47%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 714

Q44a Social grade

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
A	**116**	7	7	10	8	6	5	6	4	8	27	26	2
	4%	*3%*	*5%*	*4%*	*2%*	*2%*	*4%*	*3%*	*3%*	*3%*	*7%*	*5%*	*2%*
B	**650**	48	20	59	66	43	25	41	34	63	104	133	14
	21%	*18%*	*13%*	*22%*	*19%*	*16%*	*21%*	*23%*	**23%m**	*24%*	**26%m**	**25%m**	*16%*
C1	**902**	73	41	57	115	86	37	52	45	79	126	168	25
	30%	*27%*	*28%*	*21%*	**34%d**	*31%*	*31%*	*29%*	*30%*	*30%*	*31%*	*31%*	*30%*
C2	**548**	48	33	62	58	48	28	31	27	46	52	97	19
	18%	*18%*	*22%*	**23%k**	*17%*	*18%*	*23%*	*17%*	*18%*	*18%*	*13%*	*18%*	**22%k**
D	**305**	30	9	35	40	31	8	19	13	19	42	47	11
	10%	*11%*	*6%*	*13%*	*12%*	*11%*	*7%*	*11%*	*9%*	*7%*	*11%*	*9%*	*13%*
E	**507**	61	38	44	55	58	18	29	26	45	50	69	14
	17%	**23%akl**	**25%kl**	*17%*	*16%*	*21%*	*15%*	*16%*	*17%*	*17%*	*12%*	*13%*	*17%*
SUMMARY:													
ABC1	**1668**	127	69	126	189	135	67	99	83	150	256	326	41
	55%bm	*48%*	*46%*	*47%*	*55%*	*50%*	*55%*	*56%*	*56%*	*57%*	**64%abcdfm**	**61%bdm**	*48%*
C2DE	**1360**	139	80	141	153	137	54	79	65	111	144	213	44
	45%k	**52%akl**	**54%k**	**53%kl**	*45%*	**50%k**	*45%*	*44%*	*44%*	*43%*	*36%*	*39%*	**52%akl**

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 715

Q44a Social grade

Base : All

	TOTAL	REGULAR VIEWERS OF EACH CHANNEL								
		ITV1/STV/ITV Wales/UTV (a)	Channel 4 (b)	S4C (c)	Channel 5 (d)	BBC1 (e)	BBC2 (f)	BBC3 (g)	BBC4 (h)	BBC News (i)
Unweighted Base	**3028**	1235	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	1186	586	11*	337	1601	642	306	166	790
A	**116**	45	23	*	9	72	34	9	6	33
	4%	*4%*	*4%*	*3%*	*3%*	*5%*	*5%*	*3%*	*3%*	*4%*
B	**650**	219	138	1	57	353	158	68	45	181
	21%	*18%*	*23%*	*12%*	*17%*	*22%*	**25%a**	*22%*	*27%*	*23%*
C1	**902**	354	202	4	103	473	193	81	42	226
	30%	*30%*	*34%*	*41%*	*30%*	*30%*	*30%*	*26%*	*26%*	*29%*
C2	**548**	217	82	2	55	266	89	53	16	144
	18%	*18%*	*14%*	*21%*	*16%*	*17%*	*14%*	*17%*	*10%*	*18%*
D	**305**	139	71	1	53	161	53	41	22	79
	10%	*12%*	*12%*	*9%*	**16%f**	*10%*	*8%*	*14%*	*14%*	*10%*
E	**507**	212	70	1	61	275	116	54	34	127
	17%	**18%b**	*12%*	*14%*	*18%*	*17%*	*18%*	*18%*	*21%*	*16%*
SUMMARY:										
ABC1	**1668**	618	362	6	169	898	385	157	93	440
	55%	*52%*	**62%ad**	*57%*	*50%*	*56%*	**60%a**	*51%*	*56%*	*56%*
C2DE	**1360**	568	224	5	168	702	257	149	72	350
	45%	**48%bf**	*38%*	*43%*	**50%b**	*44%*	*40%*	*49%*	*44%*	*44%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i
* small base

Prepared by BDRC Continental

* = Less than .5

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Table 716

Q44a Social grade

Base : All

		REGULAR + OCCASIONAL VIEWERS										REGULAR VIEWERS									
	Total	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News	ITV1/STV/ ITV Wales/UTV	ITV1	Channel 4	S4C	Channel 5	BBC1	BBC2	BBC3	BBC4	BBC News
Unweighted Base	**3028**	2646	1448	2571	172	2141	2828	2442	1800	1442	1964	1235	638	591	34	360	1552	618	278	150	805
Weighted Base	**3028**	2668	2249	2600	56	2154	2845	2467	1803	1450	1953	1186	984	586	11	337	1601	642	306	166	790
A	**116**	100	92	103	1	67	111	106	57	59	73	45	41	23	*	9	72	34	9	6	33
	4%	*4%*	*4%*	*4%*	*2%*	*3%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*3%*	*5%*	*5%*	*3%*	*3%*	*4%*
B	**650**	568	487	582	11	448	614	556	410	348	456	219	180	138	1	57	353	158	68	45	181
	21%	*21%*	*22%*	*22%*	*20%*	*21%*	*22%*	*23%*	*23%*	*24%*	*23%*	*18%*	*18%*	*23%*	*12%*	*17%*	*22%*	*25%*	*22%*	*27%*	*23%*
C1	**902**	791	670	755	17	625	839	731	518	387	542	354	298	202	4	103	473	193	81	42	226
	30%	*30%*	*30%*	*29%*	*31%*	*29%*	*30%*	*30%*	*29%*	*27%*	*28%*	*30%*	*30%*	*34%*	*41%*	*30%*	*30%*	*30%*	*26%*	*26%*	*29%*
C2	**548**	490	408	460	13	408	516	422	345	257	375	217	177	82	2	55	266	89	53	16	144
	18%	*18%*	*18%*	*18%*	*24%*	*19%*	*18%*	*17%*	*19%*	*18%*	*19%*	*18%*	*18%*	*14%*	*21%*	*16%*	*17%*	*14%*	*17%*	*10%*	*18%*
D	**305**	268	225	257	5	235	293	225	190	138	196	139	118	71	1	53	161	53	41	22	79
	10%	*10%*	*10%*	*10%*	*9%*	*11%*	*10%*	*9%*	*11%*	*9%*	*10%*	*12%*	*12%*	*12%*	*9%*	*16%*	*10%*	*8%*	*14%*	*14%*	*10%*
E	**507**	451	367	442	9	371	472	426	283	261	311	212	170	70	1	61	275	116	54	34	127
	17%	*17%*	*16%*	*17%*	*16%*	*17%*	*17%*	*17%*	*16%*	*18%*	*16%*	*18%*	*17%*	*12%*	*14%*	*18%*	*17%*	*18%*	*18%*	*21%*	*16%*
SUMMARY:																					
ABC1	**1668**	1458	1249	1440	29	1140	1565	1393	986	794	1072	618	520	362	6	169	898	385	157	93	440
	55%	*55%*	*56%*	*55%*	*52%*	*53%*	*55%*	*56%*	*55%*	*55%*	*55%*	*52%*	*53%*	*62%*	*57%*	*50%*	*56%*	*60%*	*51%*	*56%*	*56%*
C2DE	**1360**	1210	1000	1160	27	1014	1280	1074	818	656	882	568	464	224	5	168	702	257	149	72	350
	45%	*45%*	*44%*	*45%*	*48%*	*47%*	*45%*	*44%*	*45%*	*45%*	*45%*	*48%*	*47%*	*38%*	*43%*	*50%*	*44%*	*40%*	*49%*	*44%*	*44%*

* = Less than .5

J20427 PSB Tracker 2013

Table 717

Q44 What is your current working status?

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Working full time (30+ hours per week)	**1274**	717	557	141	259	370	331	151	22	355	766	153	304	970	116	1149	1062	112	62	38
	42%	**49%b**	*36%*	**31%h**	**53%cgh**	**65%cdgh**	**67%cdgh**	**37%h**	*4%*	**46%k**	**53%k**	*19%*	**61%m**	*38%*	*44%*	*42%*	*42%*	*42%*	*42%*	*44%*
Working part time (8-29 hours per week)	**386**	111	275	68	88	79	70	50	32	106	225	56	91	295	31	355	321	36	20	9
	13%	*8%*	**18%a**	**15%h**	**18%h**	**14%h**	**14%h**	**12%h**	*5%*	**14%k**	**16%k**	*7%*	**18%m**	*12%*	*12%*	*13%*	*13%*	*13%*	*14%*	*11%*
Working part time (under 8 hours per week)	**34**	14	21	9	5	5	6	5	4	6	12	16	7	27	8	27	33	1	1	*
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*	*1%*	*1%*	*	*	*
Unemployed	**300**	173	126	47	75	62	51	42	24	68	86	146	44	256	33	265	243	30	16	10
	10%	**12%b**	*8%*	**10%h**	**15%h**	**11%h**	**10%h**	**10%h**	*4%*	*9%*	*6%*	**18%ij**	*9%*	*10%*	*13%*	*10%*	*10%*	*11%*	*11%*	*12%*
Student	**187**	101	86	160	18	7	2	-	-	71	83	33	4	184	57	130	161	12	7	7
	6%	*7%*	*6%*	**35%defgh**	**4%fgh**	*1%*	*	-	-	**9%jk**	*6%*	*4%*	*1%*	**7%l**	**22%o**	*5%*	*6%*	*5%*	*5%*	*8%*
Housewife/Househusband	**104**	6	98	19	33	22	15	10	6	34	54	17	38	66	2	102	86	9	6	3
	3%	*	**6%a**	**4%h**	**7%h**	**4%h**	*3%*	*2%*	*1%*	*4%*	*4%*	*2%*	**8%m**	*3%*	*1%*	*4%*	*3%*	*3%*	*4%*	*4%*
Retired	**743**	351	392	10	8	25	22	146	531	127	225	391	11	732	15	713	622	66	37	18
	25%	*24%*	*25%*	*2%*	*2%*	*4%*	*4%*	**36%cdef**	**86%cdefg**	*17%*	*16%*	**48%ij**	*2%*	**29%l**	*6%*	**26%n**	*25%*	*25%*	*25%*	*21%*
Missing	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 718

Q44 What is your current working status?

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Working full time (30+ hours per week)	**1274**	128	923	156	61	1212	906	244	296	500	152	1033	241	777	495	488	636	339	513	827	430
	42%	*39%*	**44%c**	*34%*	*28%*	**43%dgh**	**48%degh**	*33%*	*34%*	*42%*	*45%*	**47%l**	*30%*	**48%n**	*35%*	**53%p**	*43%*	**56%r**	*45%*	**47%t**	*35%*
Working part time (8-29 hours per week)	**386**	49	281	52	23	364	258	85	101	187	47	316	70	223	162	128	202	88	151	221	161
	13%	*15%*	*13%*	*11%*	*10%*	*13%*	*14%*	*12%*	*11%*	*16%*	*14%*	**14%l**	*9%*	*14%*	*12%*	*14%*	*14%*	*14%*	*13%*	*13%*	*13%*
Working part time (under 8 hours per week)	**34**	3	22	8	4	30	23	7	7	13	6	25	9	16	17	10	18	3	17	17	18
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Unemployed	**300**	27	217	45	22	278	177	76	91	115	21	202	98	140	160	94	145	48	121	156	137
	10%	*8%*	*10%*	*10%*	*10%*	*10%*	*9%*	*10%*	*10%*	*10%*	*6%*	*9%*	*12%*	*9%*	*11%*	*10%*	*10%*	*8%*	*11%*	*9%*	*11%*
Student	**187**	22	144	16	7	180	115	56	64	47	18	155	32	94	93	87	76	27	78	102	85
	6%	*7%*	*7%*	*4%*	*3%*	*6%*	*6%*	*8%*	*7%*	*4%*	*5%*	*7%*	*4%*	*6%*	*7%*	**9%p**	*5%*	*4%*	*7%*	*6%*	*7%*
Housewife/Househusband	**104**	9	73	19	3	101	63	32	36	42	11	71	33	54	50	31	57	21	38	60	43
	3%	*3%*	*3%*	*4%*	*2%*	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*
Retired	**743**	94	435	170	100	643	349	236	284	281	83	419	324	305	430	83	355	85	222	381	345
	25%	**28%b**	*21%*	**36%b**	**45%efgh**	**23%i**	*18%*	**32%ef**	**32%ef**	*24%*	*25%*	*19%*	**40%k**	*19%*	**31%m**	*9%*	**24%o**	*14%*	*19%*	*22%*	**28%s**
Missing	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

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* = Less than .5

J20427 PSB Tracker 2013

Table 719

Q44 What is your current working status?

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Working full time (30+ hours per week)	**1274**	112	59	94	153	79	57	59	62	105	187	267	38
	42%f	**42%f**	40%	35%	**45%f**	29%	**47%f**	33%	**42%f**	40%	**47%f**	**50%adfh**	**44%f**
Working part time (8-29 hours per week)	**386**	36	19	54	31	47	14	20	20	33	49	54	9
	13%	13%	13%	**20%aelm**	9%	17%	12%	11%	14%	13%	12%	10%	11%
Working part time (under 8 hours per week)	**34**	1	1	3	6	-	2	2	1	4	8	7	*
	1%	*	1%	1%	2%	-	1%	1%	*	2%	2%	1%	*
Unemployed	**300**	30	19	23	34	28	12	31	16	23	37	35	10
	10%	11%	13%	9%	10%	10%	10%	**17%l**	11%	9%	9%	7%	**12%l**
Student	**187**	12	3	15	17	18	4	10	7	17	41	36	7
	6%	5%	2%	6%	5%	7%	3%	6%	5%	6%	**10%b**	7%	8%
Housewife/Househusband	**104**	9	2	7	5	7	5	12	6	20	10	19	3
	3%	3%	1%	2%	1%	2%	4%	7%	4%	**8%ae**	3%	4%	4%
Retired	**743**	66	44	71	96	94	28	45	37	58	68	119	18
	25%k	25%	**30%k**	27%	**28%k**	**35%aklm**	23%	25%	25%	22%	17%	22%	21%
Missing	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 720

Definitive standard region

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Unweighted Base	**3028**	1463	1565	460	489	582	484	413	600	724	1455	849	518	2510	180	2829	1622	500	454	452
Weighted Base	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
Scotland	**266**	129	138	36	45	51	45	36	51	55	121	91	46	221	7	258	-	266	-	-
	9%	*9%*	*9%*	*8%*	*9%*	*9%*	*9%*	*9%*	*8%*	*7%*	*8%*	*11%*	*9%*	*9%*	*3%*	***9%n***	-	***100%prs***	-	-
North/North East	**148**	59	89	11	16	24	28	36	34	27	74	47	25	124	5	142	148	-	-	-
	5%	*4%*	*6%*	*2%*	*3%*	*4%*	*6%*	***9%cd***	*5%*	*4%*	*5%*	*6%*	*5%*	*5%*	*2%*	*5%*	***6%qrs***	-	-	-
Yorkshire/Humberside	**266**	111	155	34	36	66	34	38	58	69	118	79	44	222	9	252	266	-	-	-
	9%	*8%*	*10%*	*7%*	*7%*	*12%*	*7%*	*9%*	*9%*	*9%*	*8%*	*10%*	*9%*	*9%*	*4%*	*9%*	***11%qrs***	-	-	-
North West	**342**	174	168	38	63	66	59	41	75	74	173	95	54	288	27	309	342	-	-	-
	11%	*12%*	*11%*	*8%*	*13%*	*12%*	*12%*	*10%*	*12%*	*10%*	*12%*	*12%*	*11%*	*11%*	*10%*	*11%*	***14%qrs***	-	-	-
West Midlands	**273**	115	157	35	50	41	27	55	64	49	134	89	49	224	24	248	273	-	-	-
	9%	*8%*	*10%*	*8%*	*10%*	*7%*	*5%*	***14%ef***	*10%*	*6%*	*9%*	***11%i***	*10%*	*9%*	*9%*	*9%*	***11%qrs***	-	-	-
East Midlands	**121**	70	52	13	13	26	26	12	31	30	65	26	19	102	11	110	121	-	-	-
	4%	*5%*	*3%*	*3%*	*3%*	*5%*	*5%*	*3%*	*5%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	***5%qrs***	-	-	-
East Anglia	**179**	87	91	31	37	22	33	16	40	47	83	49	17	161	3	176	179	-	-	-
	6%	*6%*	*6%*	*7%*	*8%*	*4%*	*7%*	*4%*	*6%*	*6%*	*6%*	*6%*	*3%*	*6%*	*1%*	***6%n***	***7%qrs***	-	-	-
Wales	**148**	73	76	21	24	27	24	21	30	39	71	39	24	124	3	145	-	-	148	-
	5%	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*1%*	*5%*	-	-	***100%pqs***	-
South West	**260**	125	135	35	47	44	47	27	61	71	125	65	37	223	3	257	260	-	-	-
	9%	*8%*	*9%*	*8%*	*10%*	*8%*	*9%*	*7%*	*10%*	*9%*	*9%*	*8%*	*7%*	*9%*	*1%*	***9%n***	***10%qrs***	-	-	-
London	**400**	203	197	107	67	79	58	36	52	130	177	92	67	333	136	256	400	-	-	-
	13%	*14%*	*13%*	***24%defgh***	*14%*	*14%*	*12%*	*9%*	*8%*	***17%jk***	*12%*	*11%*	*13%*	*13%*	***52%o***	*9%*	***16%qrs***	-	-	-
South East	**539**	286	253	74	71	104	107	73	110	159	264	116	98	441	32	503	539	-	-	-
	18%	*19%*	*16%*	*16%*	*15%*	*18%*	*22%*	*18%*	*18%*	***21%k***	*18%*	*14%*	*20%*	*17%*	*12%*	*18%*	***21%qrs***	-	-	-
Northern Ireland	**85**	41	44	18	15	18	9	12	12	16	44	25	17	68	*	84	-	-	-	85
	3%	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*	*3%*	-	-	-	***100%pqr***

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 721

Definitive standard region

Base : All

	TOTAL	SATISFACTION vs ONE YEAR AGO			TV SERVICE(S) IN HH					ALL REGULAR VIEWERS		USE ANY TIME SHIFTING		USE PVR/DVR		USE INTERNET TO WATCH/DOWNLOAD		USE TV ON DEMAND		HAS HD TV SERVICE	
		More (a)	Same (b)	Less (c)	Terres-trial only (d)	Multi-channel (e)	Pay TV (f)	Freeview only (g)	Freeview+ terrestrial only (h)	ITV (i)	Channel 5 (j)	Yes (k)	No (l)	Yes (m)	No (n)	Yes (o)	No (p)	Yes (q)	No (r)	Yes (s)	No (t)
Unweighted Base	**3028**	303	2155	425	195	2833	1926	730	870	1235	360	2187	841	1622	1395	900	1504	575	1217	1723	1251
Weighted Base	**3028**	332	2094	466	220	2808	1890	736	879	1186	337	2221	807	1609	1408	920	1490	610	1139	1764	1218
Scotland	**266**	18	204	35	14	252	188	50	62	107	30	193	74	151	114	70	139	52	124	150	113
	9%	*5%*	*10%*	*7%*	*6%*	*9%*	*10%*	*7%*	*7%*	*9%*	*9%*	*9%*	*9%*	*9%*	*8%*	*8%*	*9%*	*9%*	*11%*	*8%*	*9%*
North/North East	**148**	20	103	19	6	142	100	36	42	63	13	101	47	80	69	32	72	31	64	93	56
	5%	*6%*	*5%*	*4%*	*3%*	*5%*	*5%*	*5%*	*5%*	*5%*	*4%*	*5%*	*6%*	*5%*	*5%*	*4%*	*5%*	*5%*	*6%*	*5%*	*5%*
Yorkshire/Humberside	**266**	30	178	38	23	244	151	70	89	100	15	182	84	143	123	71	136	54	90	163	96
	9%	*9%*	*8%*	*8%*	*10%*	*9%*	*8%*	*9%*	*10%*	*8%*	*4%*	*8%*	*10%*	*9%*	*9%*	*8%*	*9%*	*9%*	*8%*	*9%*	*8%*
North West	**342**	32	238	51	28	315	213	83	96	157	38	257	86	184	155	91	194	58	138	212	128
	11%	*10%*	*11%*	*11%*	*13%*	*11%*	*11%*	*11%*	*11%*	*13%*	*11%*	*12%*	*11%*	*11%*	*11%*	*10%*	*13%*	*10%*	*12%*	*12%*	*11%*
West Midlands	**273**	29	192	45	25	247	161	70	83	119	37	204	68	140	133	83	126	54	90	146	123
	9%	*9%*	*9%*	*10%*	*12%*	*9%*	*9%*	*10%*	*9%*	*10%*	*11%*	*9%*	*8%*	*9%*	*9%*	*9%*	*8%*	*9%*	*8%*	*8%*	*10%*
East Midlands	**121**	10	77	31	5	116	81	29	34	47	15	76	45	55	66	27	71	21	54	60	61
	4%	*3%*	*4%*	*7%*	*2%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*6%*	*3%*	*5%*	*3%*	*5%*	*3%*	*5%*	*3%*	*5%*
East Anglia	**179**	27	115	36	14	165	98	49	63	58	16	125	53	93	84	50	90	40	49	104	68
	6%	*8%*	*5%*	*8%*	*6%*	*6%*	*5%*	*7%*	*7%*	*5%*	*5%*	*6%*	*7%*	*6%*	*6%*	*5%*	*6%*	*7%*	*4%*	*6%*	*6%*
Wales	**148**	8	110	20	5	144	97	37	43	56	25	108	41	82	66	46	66	26	66	77	66
	5%	*3%*	*5%*	*4%*	*2%*	*5%*	*5%*	*5%*	*5%*	*5%*	*7%*	*5%*	*5%*	*5%*	*5%*	*5%*	*4%*	*4%*	*6%*	*4%*	*5%*
South West	**260**	26	189	38	34	227	137	79	85	101	22	188	73	129	132	78	130	38	80	118	134
	9%	*8%*	*9%*	*8%*	**15%el**	*8%*	*7%*	*11%*	*10%*	*9%*	*6%*	*8%*	*9%*	*8%*	*9%*	*8%*	*9%*	*6%*	*7%*	*7%*	**11%s**
London	**400**	49	266	58	32	368	260	88	103	122	48	302	97	177	220	156	165	97	141	243	153
	13%	*15%*	*13%*	*12%*	*14%*	*13%*	*14%*	*12%*	*12%*	*10%*	*14%*	*14%*	*12%*	*11%*	**16%m**	**17%p**	*11%*	*16%*	*12%*	*14%*	*13%*
South East	**539**	72	359	90	30	509	350	122	151	213	69	428	111	331	206	192	253	125	207	350	183
	18%	*22%*	*17%*	*19%*	*14%*	*18%*	*19%*	*17%*	*17%*	*18%*	*21%*	**19%l**	*14%*	**21%n**	*15%*	*21%*	*17%*	*21%*	*18%*	**20%t**	*15%*
Northern Ireland	**85**	10	63	7	5	80	52	23	27	43	10	57	28	44	41	25	46	12	37	47	36
	3%	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*

Proportions/Means: Columns Tested (1% risk level) - a/b/c - d/e/f/g/h - i/j - k/l - m/n - o/p - q/r - s/t

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* = Less than .5

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Table 722

Definitive standard region

Base : All

	TOTAL (a)	STANDARD REGION											
		Scotland (b)	North/North East (c)	Yorkshire/ Humberside (d)	North West (e)	West Midlands (f)	East Midlands (g)	East Anglia (h)	Wales (i)	South West (j)	London (k)	South East (l)	Northern Ireland (m)
Unweighted Base	**3028**	500	96	172	221	175	75	111	454	167	250	355	452
Weighted Base	**3028**	266	148*	266	342	273	121*	179	148	260	400	539	85
Scotland	**266**	266	-	-	-	-	-	-	-	-	-	-	-
	9%cdefghijklm	**100%acdefghijklm**	-	-	-	-	-	-	-	-	-	-	-
North/North East	**148**	-	148	-	-	-	-	-	-	-	-	-	-
	5%bdefijklm	-	**100%abdefghijklm**	-	-	-	-	-	-	-	-	-	-
Yorkshire/Humberside	**266**	-	-	266	-	-	-	-	-	-	-	-	-
	9%bcefghijklm	-	-	**100%abcefghijklm**	-	-	-	-	-	-	-	-	-
North West	**342**	-	-	-	342	-	-	-	-	-	-	-	-
	11%bcdfghijklm	-	-	-	**100%abcdfghijklm**	-	-	-	-	-	-	-	-
West Midlands	**273**	-	-	-	-	273	-	-	-	-	-	-	-
	9%bcdeghijklm	-	-	-	-	**100%abcdeghijklm**	-	-	-	-	-	-	-
East Midlands	**121**	-	-	-	-	-	121	-	-	-	-	-	-
	4%bdefijklm	-	-	-	-	-	**100%abcdefhijklm**	-	-	-	-	-	-
East Anglia	**179**	-	-	-	-	-	-	179	-	-	-	-	-
	6%bdefijklm	-	-	-	-	-	-	**100%abcdefgijklm**	-	-	-	-	-
Wales	**148**	-	-	-	-	-	-	-	148	-	-	-	-
	5%bdefjklm	-	-	-	-	-	-	-	**100%abcdefghjklm**	-	-	-	-
South West	**260**	-	-	-	-	-	-	-	-	260	-	-	-
	9%bcdefghiklm	-	-	-	-	-	-	-	-	**100%abcdefghiklm**	-	-	-
London	**400**	-	-	-	-	-	-	-	-	-	400	-	-
	13%bcdefghijlm	-	-	-	-	-	-	-	-	-	**100%abcdefghijlm**	-	-
South East	**539**	-	-	-	-	-	-	-	-	-	-	539	-
	18%bcdefghijkm	-	-	-	-	-	-	-	-	-	-	**100%abcdefghijkm**	-
Northern Ireland	**85**	-	-	-	-	-	-	-	-	-	-	-	85
	3%bikl	-	-	-	-	-	-	-	-	-	-	-	**100%abcdefghijki**

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base

Prepared by BDRC Continental

* = Less than .5

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Table 723

	total
total	7872696

Prepared by BDRC Continental

* = Less than .5

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Table 724

W_sex Weight by sex

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Total	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
ENG Male	**1231**	1231	-	183	195	231	203	164	255	314	600	316	174	1057	153	1061	1231	-	-	-
	41%	**84%b**	-	*40%*	*40%*	*41%*	*41%*	*41%*	*41%*	*41%*	*41%*	*39%*	*35%*	*42%*	**59%o**	*39%*	**49%qrs**	-	-	-
ENG Female	**1297**	-	1297	196	205	242	215	170	270	343	614	341	237	1060	98	1193	1297	-	-	-
	43%	-	**83%a**	*43%*	*42%*	*42%*	*43%*	*42%*	*44%*	*45%*	*42%*	*42%*	*48%*	*42%*	*38%*	*44%*	**51%qrs**	-	-	-
WALES Male	**73**	73	-	11	12	13	12	10	15	18	36	19	10	63	1	71	-	-	73	-
	2%	**5%b**	-	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	-	-	**49%pqs**	-
WALES Female	**76**	-	76	11	12	15	12	11	15	20	35	20	15	61	1	74	-	-	76	-
	3%	-	**5%a**	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*	*3%*	-	-	**51%pqs**	-
SCOT Male	**129**	129	-	18	22	25	22	18	25	26	58	44	20	108	4	125	-	129	-	-
	4%	**9%b**	-	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*5%*	*4%*	*4%*	*1%*	*5%*	-	**48%prs**	-	-
SCOT Female	**138**	-	138	18	24	27	24	19	27	28	63	47	25	112	3	134	-	138	-	-
	5%	-	**9%a**	*4%*	*5%*	*5%*	*5%*	*5%*	*4%*	*4%*	*4%*	*6%*	*5%*	*4%*	*1%*	*5%*	-	**52%prs**	-	-
NI Male	**41**	41	-	9	7	9	4	6	6	7	21	12	9	32	*	41	-	-	-	41
	1%	**3%b**	-	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*	*1%*	-	-	-	**48%pqr**
NI Female	**44**	-	44	9	8	9	5	6	6	8	22	13	9	35	*	44	-	-	-	44
	1%	-	**3%a**	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*	*2%*	-	-	-	**52%pqr**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 725

W_age Weight by age

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Total	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
ENG 16-24	**379**	183	196	379	-	-	-	-	-	134	169	76	23	356	106	272	379	-	-	-
	13%	*12%*	*13%*	**83%defgh**	-	-	-	-	-	**18%jk**	*12%*	*9%*	*5%*	**14%l**	**40%o**	*10%*	**15%qrs**	-	-	-
ENG 25-34	**400**	195	205	-	400	-	-	-	-	134	201	65	85	315	61	338	400	-	-	-
	13%	*13%*	*13%*	-	**83%cefgh**	-	-	-	-	**18%k**	**14%k**	*8%*	*17%*	*12%*	**23%o**	*12%*	**16%qrs**	-	-	-
ENG 35-44	**473**	231	242	-	-	473	-	-	-	127	263	83	200	273	38	431	473	-	-	-
	16%	*16%*	*16%*	-	-	**83%cdfgh**	-	-	-	**17%k**	**18%k**	*10%*	**40%m**	*11%*	*14%*	*16%*	**19%qrs**	-	-	-
ENG 45-54	**418**	203	215	-	-	-	418	-	-	97	248	74	83	335	30	387	418	-	-	-
	14%	*14%*	*14%*	-	-	-	**84%cdegh**	-	-	*13%*	**17%k**	*9%*	*17%*	*13%*	*12%*	*14%*	**17%qrs**	-	-	-
ENG 55-64	**333**	164	170	-	-	-	-	333	-	73	167	93	13	320	6	320	333	-	-	-
	11%	*11%*	*11%*	-	-	-	-	**83%cdefh**	-	*10%*	*12%*	*11%*	*3%*	**13%l**	*2%*	**12%n**	**13%qrs**	-	-	-
ENG 65-74	**315**	151	164	-	-	-	-	-	315	59	112	144	5	311	8	303	315	-	-	-
	10%	*10%*	*11%*	-	-	-	-	-	**51%cdefg**	*8%*	*8%*	**18%ij**	*1%*	**12%l**	*3%*	**11%n**	**12%qrs**	-	-	-
ENG 75+	**209**	103	106	-	-	-	-	-	209	33	54	122	2	208	3	205	209	-	-	-
	7%	*7%*	*7%*	-	-	-	-	-	**34%cdefg**	*4%*	*4%*	**15%ij**	*	**8%l**	*1%*	**7%n**	**8%qrs**	-	-	-
WALES 16-24	**21**	11	11	21	-	-	-	-	-	9	11	2	1	20	1	21	-	-	21	-
	1%	*1%*	*1%*	**5%defgh**	-	-	-	-	-	*1%*	*1%*	*	*	*1%*	*	*1%*	-	-	**14%pqs**	-
WALES 25-34	**24**	12	12	-	24	-	-	-	-	6	14	4	6	18	*	24	-	-	24	-
	1%	*1%*	*1%*	-	**5%cefgh**	-	-	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	-	**16%pqs**	-
WALES 35-44	**27**	13	15	-	-	27	-	-	-	9	14	4	10	17	1	27	-	-	27	-
	1%	*1%*	*1%*	-	-	**5%cdfgh**	-	-	-	*1%*	*1%*	*	**2%m**	*1%*	*	*1%*	-	-	**18%pqs**	-
WALES 45-54	**24**	12	12	-	-	-	24	-	-	6	13	6	6	18	1	24	-	-	24	-
	1%	*1%*	*1%*	-	-	-	**5%cdegh**	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	-	**16%pqs**	-
WALES 55-64	**21**	10	11	-	-	-	-	21	-	5	9	7	*	21	-	21	-	-	21	-
	1%	*1%*	*1%*	-	-	-	-	**5%cdefh**	-	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	-	-	**14%pqs**	-
WALES 65-74	**18**	9	9	-	-	-	-	-	18	4	5	10	-	18	*	18	-	-	18	-
	1%	*1%*	*1%*	-	-	-	-	-	**3%cdefg**	*	*	*1%*	-	*1%*	*	*1%*	-	-	**12%pqs**	-
WALES 75+	**12**	6	6	-	-	-	-	-	12	1	5	7	-	12	-	12	-	-	12	-
	**	*	*	-	-	-	-	-	**2%def**	*	*	*1%*	-	*	-	*	-	-	**8%pqs**	-
SCOT 16-24	**36**	18	18	36	-	-	-	-	-	10	15	11	1	35	1	35	-	36	-	-
	1%	*1%*	*1%*	**8%defgh**	-	-	-	-	-	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	-	**14%prs**	-	-
SCOT 25-34	**45**	22	24	-	45	-	-	-	-	8	26	11	11	35	2	44	-	45	-	-
	2%	*1%*	*2%*	-	**9%cefgh**	-	-	-	-	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	-	**17%prs**	-	-
SCOT 35-44	**51**	25	27	-	-	51	-	-	-	11	32	9	22	30	2	50	-	51	-	-
	2%	*2%*	*2%*	-	-	**9%cdfgh**	-	-	-	*1%*	*2%*	*1%*	**4%m**	*1%*	*1%*	*2%*	-	**19%prs**	-	-
SCOT 45-54	**45**	22	24	-	-	-	45	-	-	14	18	13	11	34	2	44	-	45	-	-
	2%	*1%*	*2%*	-	-	-	**9%cdegh**	-	-	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	-	**17%prs**	-	-
SCOT 55-64	**36**	18	19	-	-	-	-	36	-	5	19	13	1	36	1	35	-	36	-	-
	1%	*1%*	*1%*	-	-	-	-	**9%cdefh**	-	*1%*	*1%*	*2%*	*	*1%*	*	*1%*	-	**14%prs**	-	-
SCOT 65-74	**30**	15	16	-	-	-	-	-	30	4	7	19	-	30	-	30	-	30	-	-
	1%	*1%*	*1%*	-	-	-	-	-	**5%cdefg**	*1%*	*1%*	**2%ij**	-	*1%*	-	*1%*	-	**11%prs**	-	-

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 725

W_age Weight by age

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Total	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
SCOT 75+	**21**	10	11	-	-	-	-	-	21	3	4	14	1	21	1	21	-	21	-	-
	1%	*1%*	*1%*	-	-	-	-	-	**3%cdefg**	*	*	**2%j**	*	*1%*	*	*1%*	-	**8%prs**	-	-
NI 16-24	**18**	9	9	18	-	-	-	-	-	3	10	5	2	17	*	18	-	-	-	18
	1%	*1%*	*1%*	**4%defgh**	-	-	-	-	-	*	*1%*	*1%*	*	*1%*	*	*1%*	-	-	-	**21%pqr**
NI 25-34	**15**	7	8	-	15	-	-	-	-	2	11	3	5	10	-	15	-	-	-	15
	*	*	*1%*	-	**3%cefgh**	-	-	-	-	*	*1%*	*	*1%*	*	-	*1%*	-	-	-	**18%pqr**
NI 35-44	**18**	9	9	-	-	18	-	-	-	3	10	4	8	10	-	18	-	-	-	18
	1%	*1%*	*1%*	-	-	**3%cdfgh**	-	-	-	*	*1%*	*1%*	*2%*	*	-	*1%*	-	-	-	**21%pqr**
NI 45-54	**9**	4	5	-	-	-	9	-	-	3	4	2	2	7	-	9	-	-	-	9
	*	*	*	-	-	-	**2%eh**	-	-	*	*	*	*	*	-	*	-	-	-	**11%pqr**
NI 55-64	**12**	6	6	-	-	-	-	12	-	3	5	4	1	11	-	12	-	-	-	12
	*	*	*	-	-	-	-	**3%cdefh**	-	*	*	*	*	*	-	*	-	-	-	**14%pqr**
NI 65-74	**6**	3	3	-	-	-	-	-	6	1	2	3	*	6	-	6	-	-	-	6
	*	*	*	-	-	-	-	-	*1%*	*	*	*	*	*	-	*	-	-	-	**7%pqr**
NI 75+	**6**	3	3	-	-	-	-	-	6	1	1	4	*	6	-	6	-	-	-	6
	*	*	*	-	-	-	-	-	*1%*	*	*	*1%*	*	*	-	*	-	-	-	**7%pqr**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 726

W_soc Weight by social grade

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Total	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
ENG AB	**657**	314	343	134	134	127	97	73	92	657	-	-	122	535	81	573	657	-	-	-
	22%	*21%*	*22%*	**30%fgh**	**28%gh**	**22%h**	*19%*	*18%*	*15%*	**86%jk**	-	-	*25%*	*21%*	**31%o**	*21%*	**26%qrs**	-	-	-
ENG C1	**760**	378	382	125	125	151	152	101	106	-	760	-	135	625	97	662	760	-	-	-
	25%	*26%*	*25%*	**27%h**	**26%h**	**26%h**	**31%h**	**25%h**	*17%*	-	**52%ik**	-	*27%*	*25%*	**37%o**	*24%*	**30%qrs**	-	-	-
ENG C2	**454**	222	232	44	76	112	96	66	60	-	454	-	86	368	26	425	454	-	-	-
	15%	*15%*	*15%*	*10%*	*16%*	**20%ch**	**19%ch**	**16%h**	*10%*	-	**31%ik**	-	*17%*	*15%*	*10%*	*16%*	**18%qrs**	-	-	-
ENG DE	**657**	316	341	76	65	83	74	93	266	-	-	657	67	590	48	594	657	-	-	-
	22%	*21%*	*22%*	*17%*	*13%*	*15%*	*15%*	**23%def**	**43%cdefg**	-	-	**81%ij**	*14%*	**23%l**	*18%*	*22%*	**26%qrs**	-	-	-
WALES AB	**39**	18	20	9	6	9	6	5	4	39	-	-	7	31	1	38	-	-	39	-
	1%	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	**5%jk**	-	-	*1%*	*1%*	*	*1%*	-	-	**26%pqs**	-
WALES C1	**45**	23	22	8	8	9	7	6	6	-	45	-	10	35	1	43	-	-	45	-
	1%	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	-	**3%ik**	-	*2%*	*1%*	*	*2%*	-	-	**30%pqs**	-
WALES C2	**27**	13	13	3	6	5	6	3	4	-	27	-	4	23	*	26	-	-	27	-
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	**2%ik**	-	*1%*	*1%*	*	*1%*	-	-	**18%pqs**	-
WALES DE	**39**	19	20	2	4	4	6	7	16	-	-	39	4	35	-	38	-	-	39	-
	1%	*1%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*3%*	-	-	**5%ij**	*1%*	*1%*	-	*1%*	-	-	**26%pqs**	-
SCOT AB	**55**	26	28	10	8	11	14	5	7	55	-	-	14	41	2	53	-	55	-	-
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*1%*	**7%jk**	-	-	*3%*	*2%*	*1%*	*2%*	-	**20%prs**	-	-
SCOT C1	**73**	35	38	10	13	20	9	12	8	-	73	-	14	59	2	71	-	73	-	-
	2%	*2%*	*2%*	*2%*	*3%*	*4%*	*2%*	*3%*	*1%*	-	**5%ik**	-	*3%*	*2%*	*1%*	*3%*	-	**27%prs**	-	-
SCOT C2	**48**	24	25	5	13	12	9	6	3	-	48	-	10	39	2	46	-	48	-	-
	2%	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*	*1%*	-	**3%ik**	-	*2%*	*2%*	*1%*	*2%*	-	**18%prs**	-	-
SCOT DE	**91**	44	47	11	11	9	13	13	33	-	-	91	9	82	2	88	-	91	-	-
	3%	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	**5%e**	-	-	**11%ij**	*2%*	*3%*	*1%*	*3%*	-	**34%prs**	-	-
NI AB	**16**	7	8	3	2	3	3	3	1	16	-	-	3	12	*	15	-	-	-	16
	1%	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	**2%jk**	-	-	*1%*	*	*	*1%*	-	-	-	**19%pqr**
NI C1	**25**	12	13	4	8	5	3	3	3	-	25	-	6	20	-	25	-	-	-	25
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*	-	**2%ik**	-	*1%*	*1%*	-	*1%*	-	-	-	**30%pqr**
NI C2	**19**	9	10	6	3	5	1	2	1	-	19	-	5	14	*	19	-	-	-	19
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	-	**1%ik**	-	*1%*	*1%*	*	*1%*	-	-	-	**22%pqr**
NI DE	**25**	12	13	5	3	4	2	4	7	-	-	25	3	22	-	25	-	-	-	25
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	-	**3%ij**	*1%*	*1%*	-	*1%*	-	-	-	**30%pqr**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 727

W_work Weight by working status

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Total	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
ENG Working full time	**1062**	601	460	124	210	306	280	126	16	298	638	126	251	811	110	942	1062	-	-	-
	35%	**41%b**	*30%*	**27%h**	**43%cgh**	**54%cdgh**	**56%cdgh**	**31%h**	*3%*	**39%k**	**44%k**	*15%*	**50%m**	*32%*	*42%*	*34%*	**42%qrs**	-	-	-
ENG Working part time	**354**	106	248	61	77	69	65	49	33	97	197	60	83	271	37	317	354	-	-	-
	12%	*7%*	**16%a**	**13%h**	**16%h**	**12%h**	**13%h**	**12%h**	*5%*	**13%k**	**14%k**	*7%*	**17%m**	*11%*	*14%*	*12%*	**14%qrs**	-	-	-
ENG Not working	**1113**	524	589	194	114	98	73	158	476	262	379	472	78	1035	104	995	1113	-	-	-
	37%	*36%*	*38%*	**43%def**	**23%f**	*17%*	*15%*	**39%def**	**77%cdefg**	**34%j**	*26%*	**58%ij**	*16%*	**41%l**	*40%*	*36%*	**44%qrs**	-	-	-
WALES Working full time	**62**	37	25	5	15	17	15	9	2	19	37	7	14	49	1	61	-	-	62	-
	2%	*3%*	*2%*	*1%*	**3%h**	**3%h**	**3%h**	**2%h**	*	*3%*	*3%*	*1%*	*3%*	*2%*	*	*2%*	-	-	**42%pqs**	-
WALES Working part time	**21**	5	16	4	4	5	3	2	2	5	13	3	7	14	1	20	-	-	21	-
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	-	-	**14%pqs**	-
WALES Not working	**65**	31	34	12	5	5	6	11	27	15	22	29	4	61	1	64	-	-	65	-
	2%	*2%*	*2%*	*3%*	*1%*	*1%*	*1%*	*3%*	**4%def**	*2%*	*2%*	**4%j**	*1%*	*2%*	*	*2%*	-	-	**44%pqs**	-
SCOT Working full time	**112**	59	53	7	25	35	30	12	4	29	67	16	28	84	4	108	-	112	-	-
	4%	*4%*	*3%*	*2%*	**5%h**	**6%ch**	**6%ch**	*3%*	*1%*	*4%*	**5%k**	*2%*	*6%*	*3%*	*2%*	*4%*	-	**42%prs**	-	-
SCOT Working part time	**36**	12	25	9	10	8	7	2	1	8	21	7	8	29	1	36	-	36	-	-
	1%	*1%*	*2%*	**2%h**	**2%h**	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*	*	*1%*	-	**14%prs**	-	-
SCOT Not working	**118**	58	60	20	11	9	9	22	47	17	32	68	10	108	2	115	-	118	-	-
	4%	*4%*	*4%*	*5%*	*2%*	*2%*	*2%*	**6%ef**	**8%def**	*2%*	*2%*	**8%ij**	*2%*	*4%*	*1%*	*4%*	-	**44%prs**	-	-
NI Working full time	**38**	19	18	5	10	12	6	4	1	8	24	5	12	26	-	38	-	-	-	38
	1%	*1%*	*1%*	*1%*	**2%h**	**2%h**	*1%*	*1%*	*	*1%*	*2%*	*1%*	*2%*	*1%*	-	*1%*	-	-	-	**44%pqr**
NI Working part time	**9**	3	6	3	2	2	1	2	1	2	5	2	2	8	-	9	-	-	-	9
	*	*	*	*1%*	*	*	*	*	*	*	*	*	*	*	-	*	-	-	-	**11%pqr**
NI Not working	**38**	18	19	10	4	5	2	7	11	5	15	17	4	34	*	37	-	-	-	38
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*	*1%*	-	-	-	**44%pqr**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

Prepared by BDRC Continental

* = Less than .5

J20427 PSB Tracker 2013

Table 728

Weight by Definitive standard region

Base : All

	TOTAL	GENDER		AGE						SOCIAL GRADE			HAVE KIDS		ETHNIC MINORITY GROUP		NATION			
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1C2 (j)	DE (k)	Yes (l)	No (m)	Yes (n)	No (o)	England (p)	Scotland (q)	Wales (r)	Northern Ireland (s)
Total	**3028**	1473	1555	455	485	570	497	403	618	766	1451	812	499	2529	261	2742	2528	266	148	85
East Midlands	**121**	70	52	13	13	26	26	12	31	30	65	26	19	102	11	110	121	-	-	-
	4%	*5%*	*3%*	*3%*	*3%*	*5%*	*5%*	*3%*	*5%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	**5%qrs**	-	-	-
East Anglia	**179**	87	91	31	37	22	33	16	40	47	83	49	17	161	3	176	179	-	-	-
	6%	*6%*	*6%*	*7%*	*8%*	*4%*	*7%*	*4%*	*6%*	*6%*	*6%*	*6%*	*3%*	*6%*	*1%*	**6%n**	**7%qrs**	-	-	-
London	**400**	203	197	107	67	79	58	36	52	130	177	92	67	333	136	256	400	-	-	-
	13%	*14%*	*13%*	**24%defgh**	*14%*	*14%*	*12%*	*9%*	*8%*	**17%jk**	*12%*	*11%*	*13%*	*13%*	**52%o**	*9%*	**16%qrs**	-	-	-
North/North East	**148**	59	89	11	16	24	28	36	34	27	74	47	25	124	5	142	148	-	-	-
	5%	*4%*	*6%*	*2%*	*3%*	*4%*	*6%*	**9%cd**	*5%*	*4%*	*5%*	*6%*	*5%*	*5%*	*2%*	*5%*	**6%qrs**	-	-	-
North West	**342**	174	168	38	63	66	59	41	75	74	173	95	54	288	27	309	342	-	-	-
	11%	*12%*	*11%*	*8%*	*13%*	*12%*	*12%*	*10%*	*12%*	*10%*	*12%*	*12%*	*11%*	*11%*	*10%*	*11%*	**14%qrs**	-	-	-
South East	**539**	286	253	74	71	104	107	73	110	159	264	116	98	441	32	503	539	-	-	-
	18%	*19%*	*16%*	*16%*	*15%*	*18%*	*22%*	*18%*	*18%*	**21%k**	*18%*	*14%*	*20%*	*17%*	*12%*	*18%*	**21%qrs**	-	-	-
South West	**260**	125	135	35	47	44	47	27	61	71	125	65	37	223	3	257	260	-	-	-
	9%	*8%*	*9%*	*8%*	*10%*	*8%*	*9%*	*7%*	*10%*	*9%*	*9%*	*8%*	*7%*	*9%*	*1%*	**9%n**	**10%qrs**	-	-	-
West Midlands	**273**	115	157	35	50	41	27	55	64	49	134	89	49	224	24	248	273	-	-	-
	9%	*8%*	*10%*	*8%*	*10%*	*7%*	*5%*	**14%ef**	*10%*	*6%*	*9%*	**11%i**	*10%*	*9%*	*9%*	*9%*	**11%qrs**	-	-	-
Yorkshire/Humberside	**266**	111	155	34	36	66	34	38	58	69	118	79	44	222	9	252	266	-	-	-
	9%	*8%*	*10%*	*7%*	*7%*	*12%*	*7%*	*9%*	*9%*	*9%*	*8%*	*10%*	*9%*	*9%*	*4%*	*9%*	**11%qrs**	-	-	-
Wales	**148**	73	76	21	24	27	24	21	30	39	71	39	24	124	3	145	-	-	148	-
	5%	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*1%*	*5%*	-	-	**100%pqs**	-
Scotland	**266**	129	138	36	45	51	45	36	51	55	121	91	46	221	7	258	-	266	-	-
	9%	*9%*	*9%*	*8%*	*9%*	*9%*	*9%*	*9%*	*8%*	*7%*	*8%*	*11%*	*9%*	*9%*	*3%*	**9%n**	-	**100%prs**	-	-
Northern Ireland	**85**	41	44	18	15	18	9	12	12	16	44	25	17	68	*	84	-	-	-	85
	3%	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*	*3%*	-	-	-	**100%pqr**

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m - n/o - p/q/r/s

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* = Less than .5